

TABLE OF CONTENTS
OCTOBER

Date	News Release	Writer
10/01/10	Texas Tech Engineering Receives \$1.75 million in NSF Grants	Leslie Cranford
10/01/10	Experts Ready to Discuss Halloween Topics	Cory Chandler
10/04/10	Texas Tech's Rawls College of Business Turns Out Top CPAs	Leslie Cranford
10/04/10	Texas Tech Women's Studies Program Presents Feminist Forum Advisory	Tricia Earl
10/04/10	Texas Tech Meat Judging Teams Wins Eastern National Contest	Jaryn Jones
10/05/10	Texas Tech Hosts Race, Ethnicity and Community Engagement Conference	Leslie Cranford
10/05/10	The Health Organization Management Program Hosts Health Sciences Center President	Lori Cortez
10/05/10	Sowell Center Hosts Dutch Expert's Return	Lori Cortez
10/05/10	Texas Tech Freshman Andre Diamant Shines at World Chess Olympiad	Cory Chandler
10/06/10	Texas Tech Researchers Teach Iraqi Government Delegation How to Fund Science, Technology Research	John Davis
10/06/10	Texas Tech Hosts Texas College and University Facilities Professionals Conference	Jaryn Jones
10/07/10	Texas Tech Researcher: Bee Colony Collapse Associated with Viral, Fungal Infection	John Davis
10/07/10	Rawls College of Business Hosts CEO of 100-year-old Company	Lori Cortez
10/08/10	Texas Tech Research: West Nile Virus Discovered in Texas Quail Population	Norman Martin
10/08/10	Texas Tech's School of Law Wins National Moot Court Championship	Lori Cortez
10/08/10	Texas Tech Debate Team Opens with Early Success	Jaryn Jones
10/11/10	Texas Tech Debaters Take Second At Two Major Debates	John Davis
10/12/10	Texas Tech Observes National White Cane Day - Advisory	Lori Cortez
10/12/10	Texas Tech Experts: Fort Hood Shooter Hearing Begins Today	Leslie Cranford
10/12/10	Texas Tech Alumni Association to Unveil Bronze Ring Sculpture Advisory	Lori Cortez
10/12/10	Texas Tech Graduate Earns Prestigious Chess Title	Karin Slyker
10/12/10	Book of Stories Inspired by Grateful Dead Shows Band's Widespread Influence	Cory Chandler

**TABLE OF CONTENTS
OCTOBER**

Date	News Release	Writer
10/13/10	Texas Tech Schools of Law and Business Listed in Princeton Review	Leslie Cranford
10/13/10	Texas Tech Alumni to be Honored at Mass Comm Hall of Fame Luncheon	Morgan Grubbs
10/13/10	Texas Tech to Honor Six at Mass Communications Outstanding Alumni Breakfast	Morgan Grubbs
10/13/10	Texas Tech Mass Communications Hosts Career Fair	Morgan Grubbs
10/13/10	Texas Tech Student Wins Honorable Mention in HKS Design Research Collaborative	Karin Slyker
10/14/10	University Libraries Support Open Access Week	Karin Slyker
10/14/10	Texas Tech Dedicates New Therapeutic Riding, Teaching and Research Facility - Advisory	Jaryn Jones
10/14/10	Texas Tech's Whitacre College of Engineering to Receive \$48,500 from ExxonMobil Corp.	Jeff Sammons
10/14/10	Texas Tech School of Law Students Represent Everyday Taxpayers	Lori Cortez
10/15/10	Texas Tech's Human Factors and Ergonomics Society Achieves Gold Level Status	Kate Lepard
10/18/10	Texas Tech Hosts Race, Ethnicity and Community Engagement Conference - Advisory	Leslie Cranford
10/18/10	Child Development Research Center Honors Former Director with Fun Walk/Run - Advisory	Karin Slyker
10/18/10	Red Raiders Dance for a Great Cause	Jaryn Jones
10/19/10	Texas Tech's College of Architecture Names Winner of 2010 Kleinschmidt Award	Karin Slyker
10/19/10	Texas Tech Researcher: Lessons Learned with Deepwater Horizon, More Research Needed for Gulf Oil Impacts	John Davis
10/19/10	Texas Tech Meat Judging Team Wins Again at Omaha's American Royal	Jaryn Jones
10/20/10	KTXT-TV Names John Kirby as General Manager	Lori Cortez
10/20/10	Texas Tech Expert: Don't Ask Don't Tell Policy is an Anachronism	Leslie Cranford
10/20/10	Texas Tech Hosts Disability Awareness Week	Jaryn Jones
10/20/10	Experts Available to Discuss Halloween Topics	Cory Chandler
10/21/10	Greek Community Hosts 14th Annual Greek Treat	Leslie Cranford
10/21/10	Texas Tech School of Music Presents Halloween Concert	Kate Lepard

**TABLE OF CONTENTS
OCTOBER**

Date	News Release	Writer
10/22/10	Grammy Award Nominee and Jazz Vocalist Nnenna Freelon to Perform at Texas Tech	Kate Lepard
10/22/10	Tech Residence Halls Association Hosts Annual "Safe Treat"	Leslie Cranford
10/25/10	National Ranching Heritage Center to Host Old-Fashioned Harvest Festival - Advisory	Kate Lepard
10/25/10	Texas Tech Women's Rodeo Wins WTAMU Event	Norman Martin
10/26/10	Texas Tech Campus Hosts Family-Friendly Halloween Events	Leslie Cranford
10/26/10	Texas Tech's Fibertect Selected as Top Innovation by Cotton Incorporated	John Davis
10/26/10	Library Adds Full-Text Versions of Medical Databases	Cory Chandler
10/26/10	Texas Tech Celebrates Native American Heritage Month	Jaryn Jones
10/26/10	University Career Services Hosts Texas Tech Career Connection Advisory	Jaryn Jones
10/27/10	Top Chess Players Travel to Lubbock for SPICE Cup 2010	Karin Slyker
10/27/10	Texas Tech Researchers to Save More than \$250,000 Each Year for Odessa's Medical Center Hospital	Amber Sweeney
10/27/10	Texas Tech Engineer's Children's Book Wins National Recognition	Leslie Cranford
10/27/10	Crunching the Numbers for the Rangers First World Series Appearance	Karin Slyker
10/27/10	Texas Tech College of Education Alumni Win Statewide Awards	Leslie Cranford
10/27/10	Homecoming 2010: Let the Games Begin	Jaryn Jones
10/28/10	Texas Tech Paleontologist to Discuss Discovery of "Missing Link" Sauropod Dino at Geological Society of America Meeting	John Davis
10/28/10	Lubbock Mayor Tom Martin Declares "Susan Polgar Day"	Karin Slyker
10/29/10	College of Human Sciences Honors Distinguished Alumni	Karin Slyker
10/29/10	Texas Tech Librarian to Discuss Pop-Culture Halloween - Advisory	Karin Slyker
10/29/10	Texas Tech Announces New Interim Dean of Graduate School	John Davis
10/29/10	Texas Tech Researcher Finds Differences But No General Trends When Potential Contaminants Bind to Nanoparticles	John Davis
10/29/10	Texas Tech Grad Student Describes Toothy Microfossils at Geological Society of America Meeting	John Davis



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 1, 2010

CONTACT: Leslie Cranford, leslie.cranford@ttu.edu
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Texas Tech Engineering Receives \$1.75 million in NSF Grants

Texas Tech University's Edward E. Whitacre Jr. College of Engineering has garnered about \$1.75 million in grants recently from the National Science Foundation.

Two of the nine awards are NSF rapid response grants to support research related to the Gulf of Mexico oil spill. One seeks to lengthen the life of wind turbines, reducing the cost of wind energy.

"The Whitacre College of Engineering is very proud of the efforts of our talented faculty that have led to the recent upsurge in research support from the National Science Foundation," said Jon Strauss, interim dean of the college. "NSF funding is extremely competitive and only investigators with the most novel and transformative ideas are able to receive funding from this agency."

Daan Liang, assistant professor of engineering technology, received more than \$100,000 to acquire a Field Spectroscopy Environmental Analysis System to enable collection of highly perishable data on the Deepwater Horizon oil spill. The system allows researchers to measure solar reflectance of the oil spill in various physical forms, such as sheen, patch and tar balls; and at various sites such as deep water, shallow water, marshes and beaches – without disrupting the site. In conjunction with hyper-spectral images from satellites and/or aircraft, researchers could accurately map the extent of the spill, remotely estimate oil slick thickness, assess the quantity of tar balls and detect the presence of oil in complex, environmentally sensitive ecosystems.

Karlene Hoo, professor of chemical engineering and associate vice president of research, received more than \$39,000 to support research on a material to absorb crude oil. The research involves combining the absorption properties of natural-based plastics made from sorghum with existing technology to shape it into a porous sponge-like material to be used to remove crude oil spilled in a seawater environment.

Xinzhong Chen, assistant professor of civil engineering and a researcher in the Wind Science and Engineering Research Center, received more than \$240,000 to develop advanced modeling and simulation approaches for accurately measuring extreme and fatigue responses of large-scale wind turbines. The findings will help improve current turbine design standards and develop state-of-the-art tools for assessing turbine performance under various wind conditions, which can lead to enhanced efficiency for energy generation.

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Other recent NSF grants to the Whitacre College of Engineering include:

Vittal Rao, professor of electrical and computer engineering, received \$415,000 for “MRI - Development of Real Time Simulator for Smart Grid Systems Integrated with Distributed Renewable Energy Sources.” The project aims to design and develop a smart grid real-time simulator that integrates renewable energy power sources, storage options, self-healing capabilities and cyber security with power distribution and communication networks.

Sukalyan Bhattacharya, assistant professor of mechanical engineering, \$73,082 for “Radial Migration of Suspended Particles and its Effect on Multispecies Flow Inside a Conduit.”

Micah Green, assistant professor of chemical engineering, \$174,746 for “Liquid-phase Nanotechnology: Dispersion, Rheology, and Applications of Pristine Graphene.”

Yuanlin Zhang, assistant professor of computer science, and Michael Gelfond, professor of computer science, \$300,062 for “RI: Small: Integrating Logic Based Declarative Programming Paradigms.”

Hongxing Jiang, Edward E. Whitacre Jr. Endowed Chair and professor of electrical and computer engineering, \$200,000 for “ARI-MA: Collaborative Research: Hexagonal Boron Nitride Based Neutron Detectors.”

Mark Holtz, director of the Nano Tech Center, \$210,000 for “Collaborative Research: Vertical GaN Nanostructures on Silicon Fins for Power Electronics and Future Integration with Silicon Technology.”

Find Texas Tech news, experts and story ideas at www.media.ttu.edu.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 1, 2010

CONTACT: Cory Chandler, cory.chandler@ttu.edu

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Experts Ready to Discuss Halloween Topics

Blood suckers, brain eaters, spiders, ghosts and massive credit card bills – what could be scarier?

Texas Tech University faculty have expertise on a range of Halloween-themed topics.

Are vampires or zombies the hottest monsters this year? When did vampires get to be so sexy, anyway? And why do we spend so much money dressing up like them? Feel free to discuss.

Zombies and Horror Movies

Rob Weiner, pop-culture guru and subject librarian for the Texas Tech University Library, can speak about horror in movies, literature and comics. He teaches courses on the history of horror in cinema and he has written books on comics and transgressive filmmaking. **He can be reached at (806) 742-2238 ext. 282, or rob.weiner@ttu.edu.**

Shopping Frenzy

The amount of money Americans spend during Halloween is downright scary. **Debbie Laverie, a marketing professor**, can discuss Halloween's marketing impact on the economy. **Laverie can be reached at (806) 742-3953, or debbie.laverie@ttu.edu.**

Vampires

The sexy vampires of today's movies are very different from the monsters of eastern European folklore. **Erin Collopy, an assistant professor of classical and modern languages**, can speak about their origins and their changing image in pop culture. She can be reached at **(806) 742-3286, or erin.collopy@ttu.edu.**

Ghosts

Genaro J. Perez, professor of Hispanic literature, can speak about ghosts, legends and the devil in Mexican literature. He can be reached at **(806) 742-3145 ext. 281, or genaro.perez@ttu.edu.**

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Dia De Los Muertos

Jane Bell, director of special projects for Texas Tech's International Cultural Center, and Tina Fuentes, professor and interim director of the School of Art, can speak about the history, modern beliefs, decorations and objects associated with Dia de los Muertos. Fuentes has experienced the ceremonies in Mexico and helps organize the Lubbock Dia de los Muertos procession each year. Bell can be reached at jane.bell@ttu.edu. Fuentes can be reached at (806) 742-3825 ext. 255 or tina.fuentes@ttu.edu.

Spiders

James Cokendopher, research associate for the Natural Science Research Laboratory in Texas Tech Museum, can speak about spider species. He can be reached at (806) 742-2486 ext. 266, or cokendolpher@aol.com

Bats

Robert Baker, Horn professor of biology, can discuss the vampire bats that drink the blood of their hosts under the cover of darkness. He can be reached at (806) 742-2702 or robert.baker@ttu.edu.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 4, 2010

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Texas Tech's Rawls College of Business Turns out Top CPAs

Exam pass rate is in the top 15 nationally.

Texas Tech University is one of the best in the nation for preparing graduate students for the CPA exam. For the second straight year, Texas Tech is ranked 12th for CPA exam pass rates among all candidates with advanced degrees in the National Association of State Boards of Accountancy (NASBA) 2010 candidate performance book.

The 2010 book is compiled on the 2009 exams and includes graduates from more than 2,000 colleges and universities nationwide. Also included is commentary on trends in examination participation and success by type of CPA review course.

Linda Nichols, Ernst and Young Professor and director of accounting at Texas Tech's Rawls College of Business, said this ranking can go a long way to explain the success of the MSA program and the students and professors at the university.

"We have the highest pass rate for candidates with advanced degrees among all public institutions of higher education in Texas for 2009," Nichols said. "This achievement reflects the quality of our faculty and programs as well as the quality and work ethic of our MSA graduates."

Find Texas Tech news, experts and story ideas at www.media.ttu.edu.

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Oct. 4, 2010

CONTACT: Tricia Earl, patricia.a.earl@ttu.edu
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Texas Tech Women's Studies Program Presents Feminist Forum

- WHAT:** "Feminist Forum: Collective Identity within Social Movements"
- WHEN:** 6 -8 p.m., Oct. 4
- WHERE:** Texas Tech University, Holden Hall Room 6, Akron Avenue and Main Street
- EVENT:** Texas Tech University's Women's Studies Program presents a feminist forum titled "Collective Identity within Social Movement." The forum will provide a place for discussion and promote the creation of a thread of communication focusing on gender equality.

The main theme of this forum is to discuss how the history of the women's movement and the LGBT (Lesbian, Gay, Bisexual, and Transgender) Civil Rights movement intertwine and construct multiple voices with a common goal of gaining equality.

The documentary film, "Mom's Apple Pie: The Heart of the Lesbian Mothers' Custody Movement" (2006) will be shown followed by a discussion.

During the 1970s, the LGBT Civil Rights movement gained momentum, but lesbian mothers witnessed horrific custody battles. This film revisits the early tumultuous years of the lesbian custody movement through the stories of five lesbian mothers and their four children.

Founders of the Lesbian Rights Project (now the National Center for Lesbian Rights) and the Lesbian Mother's National Defense Fund recount the founding of their organizations in response to the bevy of court rulings which granted custody to distant relatives on the belief that lesbians were unfit parents.

The forum is free and open to the public. "Proof of attendance" forms will be provided for faculty using this event as extra credit or part of their course curriculum. For more information on the event, visit www.depts.ttu.edu/wstudies.

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Find Texas Tech news, experts and story ideas at www.media.ttu.edu.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 4, 2010

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Texas Tech Meat Judging Teams Wins Eastern National Contest

The Texas Tech University Meat Judging Team broke a tie on Oct. 2 to secure its first victory of the year in Wyalusing, Pa.

After tying with Colorado State University for top honors, Texas Tech broke the tie by winning the reasons score by a 27-point margin.

“The team members have really committed themselves to reasons,” said Mark Miller, professor and coach of the team. “That’s what pulled them through at this contest.”

Three of the overall top-ten individuals were from Texas Tech. Loni Woolley, a junior from Grandview, Texas, won second place. Trevor White, a junior from New Home, Texas, ranked fifth, and Markus Miller, a junior from Abernathy, Texas, took home tenth place honors.

Other team members include Mai Lee Holmes, Jessica Kimbro, KatieRose McCullough, Nathan Reeves and Troy Tarpley.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 5, 2010

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Texas Tech Hosts Race, Ethnicity and Community Engagement Conference College of Education spotlights diversity issues to national audience.

Texas Tech University's College of Education will host Race, Ethnicity and Community Engagement in Higher Education, a national conference, Oct. 17-20 at the Overton Hotel. Registration runs through Oct. 8.

The conference explores the relationship between race, ethnicity and the variety of partnerships that flourish in educational institutions and their diverse communities through service learning courses, community-based research projects and student-led multi-curricular activities.

"This conference is ideal for anyone who is concerned about the relationship between town and gown and citizens of color," said Colette Taylor, assistant professor in the college's higher education program.

The goal is to extend the discussion to a broader scope of race and ethnicity and invites a broad range of participants to define an emerging area at the intersection of cultural identity, diversity issues, experiential education and higher education studies.

The conference features nationally renowned scholars of community engagement and service learning.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 5, 2010

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The Health Organization Management Program Hosts Health Sciences Center President

Texas Tech University's Health Organization Management Program housed by the Rawls College of Business presents its 47th John Aure Buesseler Distinguished Lectureship Series Oct. 8, co-hosted by the Center for Healthcare Innovation, Education, and Research.

Tedd L. Mitchell, the eighth president of the Texas Tech University Health Sciences Center, will lead the lecture at 11:45 a.m. in suite 1 on the west side of the Jones AT&T Stadium.

As president, Mitchell's role extends to the Health Sciences Center's campuses in Lubbock, El Paso, Dallas, Amarillo, Abilene, Midland and the Permian Basin. Prior to his current position, Mitchell served as president of the Dallas and McKinney offices of the Cooper Clinic, an internationally recognized center of excellence in preventive medicine.

In addition to authoring or co-authoring dozens of research papers and abstracts, Mitchell was the contributing health editor and a weekly columnist for USA Weekend. He has received national recognition such as the 2006 Clarion Award and the 2008 Walter C. Alvarez Award for his writings.

Mitchell also has had a role in developing public policy regarding health and fitness by serving on the President's Council for Physical Fitness and Sports for which he was appointed in 2002 by Pres. George W. Bush. More recently he was a member of the board of trustees for the American College of Sports Medicine in 2007.

Mitchell is an alumnus of Stephen F. Austin State University and The University of Texas Medical Branch at Galveston, where he was the class president his junior and senior years. After graduation Mitchell pursued his interest in internal medicine, and upon completion of his residency, he served as the chief medical resident at the University of Texas Medical Branch.

Cost of the luncheon is \$25 for the public and \$15 for students. Those attending should park in the west parking lot and arrive early in order to check in. Reservations can be made online at www.hom.ba.ttu.edu.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 5, 2010

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Sowell Center Hosts Dutch Expert's Return

One year ago, a man presented his strategies to assess how to teach deafblind children. He returns this year to continue his lectures to those questioning how to educate children with multiple impairments.

Texas Tech University's Virginia Murray Sowell Center for Research and Education in Visual Impairment is hosting Dutch educator Jan van Dijk for a workshop Oct. 14 at Texas Tech's International Cultural Center (601 Indiana Avenue).

During the two-day workshop, "The van Dijk Child-Guided Assessment Approach," van Dijk will present with a hands-on approach working directly with children and their families in front of an audience offering a framework for assessment and intervention.

In addition, van Dijk will individually assess what children who cannot communicate for themselves may be communicating through their behaviors. He will explain to the students and educators what methods he is using and why he uses those specific methods.

Amy Parker, research assistant professor at the Sowell Center, said families in rural communities whose children have dual sensory impairments have a tough time finding others to relate to in such a wide geographic setting.

"Out of this isolation, they may not know that there are practical strategies for assessing their children and for using educational approaches that work," Parker said. "That is why Dr. van Dijk's work here is important."

Parker said the Sowell Center uses van Dijk's approach for the teachers in training and that his workshop last year was good reinforcement of its effectiveness.

"We use his theories and strategies to prepare teachers across the state of Texas and the nation," Parker said.

Topics will include: biobehavioral states, orienting responses, habituation, developing anticipation with children, routines based learning, social interactions, communication and problem solving.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 5, 2010

CONTACT: Cory Chandler, cory.chandler@ttu.edu
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Texas Tech Freshman Andre Diamant Shines at World Chess Olympiad

Texas Tech University freshman Andre Diamant recorded five wins and three draws representing his home country of Brazil in the 2010 Khanty-Mansiysk World Chess Olympiad in West Siberia, Russia.

The 81.3 percent winning percentage was enough to give Diamant, a Texas Tech Knight Raiders chess team member, the second best individual score in the olympiad. His rating performance of 2644 was the sixth best overall of the event that drew approximately 1,500 players, coaches and captains from 150 countries.

Diamant, a grandmaster, played on the fifth board for Brazil. He qualified for his first Olympiad appearance in 2008 in Dresden, Germany at the age of 17.

Chess is a part of the IOC (International Olympic Committee). There have been various discussions in recent years to include chess as part of the Summer or Winter Olympics. For now the Chess Olympiad enjoys the second position behind the Summer Olympics with approximately 150 countries battling every two years.

- 2008 Summer Olympics (Beijing, China): 204 nations.
- 2008 Chess Olympiad (Dresden, Germany): 152 nations.
- 2006 Winter Olympics (Turin, Italy): 86 nations.

Next Andre and his teammates will represent Texas Tech at the SPICE Cup later in October at the Texas Tech Student Union Building, Texas State Championship in November in Corpus Christi, and the PanAm Intercollegiate Chess Championship in December in Milwaukee, Wisc.

“We are so proud of what Andre achieved on the world stage in Khanty-Mansiysk where tens of millions of chess enthusiasts followed the live action over a two-week period on the internet”, said Susan Polgar, director of the Susan Polgar Institute for Chess Excellence (SPICE) and head coach of the Knight Raiders. “This speaks volumes for the kind of international talent we attract to Texas Tech through SPICE.”

Diamant’s round-by-round results follow (1 = win, ½ = draw):

1 CM Kassis Antoine 2236 Libya 5,0 w 1

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- 2 GM Zhou Jianchao 2660 China 5,5 s ½
- 3 FM Gameel Mohamed 2216 Yemen 4,5 s 1
- 4 CM Samhuri Bilal 2269 Jodan 6,0 w ½
- 6 IM Norri Joose 2330 Finland 2,5 w 1
- 8 Samakov Nurdin 2356 Kazakhstan 6,5 w 1

Visit <http://ugra-chess.com/boardprizes.php> for more information about Diamant's performance and rankings.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 6, 2010

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Texas Tech Researchers Teach Iraqi Government Delegation How to Fund Science, Technology Research

Researchers at Texas Tech University hosted a delegation of six Iraqi government officials intent on learning how to fund scientific and technological research and develop science policy in their country as they begin rebuilding its academic infrastructure.

“The premise of our visit is to get some advice, some help, from old friends to fund a national science foundation for Iraq, foundation that could actually draft policies for scientific research in our country limited to strategic needs of a country in formation, so to speak” said Hamid Khalaf Ahmed, advisor to Iraq’s prime minister on education and higher education.”

The delegation included members from Iraq’s ministries on science and technology, planning, education and higher education, scientific research and minerals and industries.

During their time in the U.S., the delegation will meet with members of the National Academy of Sciences, the National Science Foundation and National Institutes of Health in Washington, D.C., Texas Tech University and Sandia National Laboratories in Albuquerque, N.M, said Carl Phillips, a biology professor with Texas Tech’s Center for Environmental Radiation Studies.

The meeting is in compliance with the Strategic Framework Agreement, which partly involves helping Iraq redevelop science, engineering and technology, he said. Texas Tech became involved on one of their trips to help train Iraqis to safely dismantle former nuclear facilities and map possible contamination.

“When we were in Baghdad last spring, we were drawn into this teleconference asking how the U.S. could shepherd scientific and technological growth in Iraq,” Phillips said. “This is really separate from our other projects in Iraq, but it’s also very important for our work, too. We’ve tried to put together a program that shows how a major U.S. research university supports its research and show the infrastructure and the role faculty members play with different funding agencies like the NSF.”

Ron Chesser, also a biology professor with Texas Tech’s Center for Environmental Radiation Studies, said he and other Texas Tech researchers will help the delegation see how researchers at academic institutions in this country find funding to do their research.

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During the war in Iraq, Iraq lost many of its scientists, who were killed by insurgents or who fled the country, Chesser said. Doing the radiation work in Iraq has been difficult because of the lack of training and availability of scientists, he said.

“We just hired a post-graduate student, Peter Larsen, whose main objective is to find ways to assist Iraq to build education programs to train young people to move into technical areas for nuclear dismantlement and conduct research,” he said. “Iraq has been out of the scientific development business since 1991. That’s a long time. That’s an entire generation of scientists that has been lost. So they’re starting over at a rudimentary stage. They need some expertise and assistance and redirection in new lab facilities and new educational facilities to stimulate rapid development of scientific research and development in Iraq.”

While the delegation is here, Texas Tech researchers also will discuss science, technology, engineering and mathematics (STEM) programs that encourage children to pursue careers in those fields.

“This is a huge deal,” Phillips said. This puts a high-level delegation in the U.S. and get’s them to think about the way they can do research. Hopefully, they can profit from learning about the way we do this.”

The U.S. Department of State’s Bureau of Educational and Cultural Affairs funds and administers the International Visitor Leadership Program (IVLP), one of its premier professional exchange programs that sponsored the delegation, said Ann Stock, assistant secretary of state for educational and cultural affairs.

The IVLP is designed to build mutual understanding between the U.S. and other countries through carefully designed visits that reflect the participants’ professional interests and support U.S. foreign policy goals. Participants are established or potential foreign opinion makers in government, public policy, media, education, labor, the arts, and other key fields, she said.

“Exchange programs that strengthen Iraq’s scientific development and, by extension, its capacity for self-governance, support U.S. foreign policy goals,” Stock said. “This project is a key effort as we work with the Iraqi government to develop a science policy that supports Iraq’s goals for health, education, reconstruction, economic development, and governance.”



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 6, 2010

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Texas Tech Hosts Texas College and University Facilities Professionals Conference

Texas Tech University, along with the Texas Higher Education Coordinating Board and the Construction Owners Association of America-Texas Chapter, will host the Texas College and University Facilities Professionals (TCUF) Conference Wednesday through Friday (Oct. 6-8).

The conference will take place at the Lubbock Memorial Civic Center and feature 91 sponsors representing new products, technology and service from industry professionals. Attendants can also enjoy “Architectural Showcase” displays of new institutional projects.

Jim Carroll, the conference keynote speaker, will expand on this year’s theme “Doing More with Less – Closing the Resource Gap.” Carroll is the world’s leading innovation expert and will provide suggestions for management and innovation strategies at 9 a.m. Thursday.

TCUF is a volunteer organization dedicated to the development and education of facilities professionals in Texas higher education. The association biennially produces the TCUF Conference in order to provide current educational content and networking opportunities for its attendants.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 7, 2010

CONTACT: John Davis, john.w.davis@ttu.edu
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Texas Tech Researcher: Bee Colony Collapse Associated with Viral, Fungal Infection

The sudden death of bee colonies since late 2006 across North America has stumped scientists. But today, researchers may have a greater understanding of the mysterious colony collapse disorder, said a Texas Tech University biologist.

Shan Bilimoria, a professor and molecular virologist, said the bees may be taking a one-two punch from both an insect virus and a fungus, which may be causing bees to die off by the billions.

Bilimoria is part of a team of researchers searching for the cause of the collapse. Led by research professor Jerry Bromenshenk from the University of Montana in Missoula, the group also includes virologists and chemists from the U.S. Army Edgewood Chemical Biological Center and the Instituto de Ecologica AC in Mexico.

Their study was published this week in the peer-reviewed journal *PLoS ONE*.

“At this stage, the study is showing an association of death rates of the bees with the virus and fungus present,” Bilimoria said. “Our contribution to this study confirms association. But even that doesn’t prove cause and effect. Not just yet.”

The mysterious colony deaths have caused major concern with scientists since much of agriculture depends on bees to pollinate crops.

To discover what might be attacking bee colonies, the team ground up dead bees that had succumbed to colony collapse disorder. Using analytical equipment, researchers discovered through spectroscopic analysis evidence of a moth virus called insect iridescent virus (IIV) 6 and a fungal parasite called Nosema.

The insect virus is closely related to another virus that wiped out bee populations 20 years ago in India, he said. Also, unlike previous research that found the deaths may be caused by a virus with RNA, the IIV 6 contains DNA.

“Our DNA discovery puts this field in a whole new direction,” he said.

Bilimoria said Texas Tech supplied the virus material for the experiments and were tested



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Oct. 7, 2010

CONTACT: Lori Cortez, lori.e.cortez@ttu.edu
(806) 742-2136

Rawls College of Business Hosts CEO of 100-year-old company

WHAT: Rawls College of Business Chief Executives' Roundtable Speaker Series

WHEN: 11:30 a.m. Thursday (October 14)

WHERE: Merket Alumni Center, Tech Texas Campus, 17th & University

EVENT: Texas Tech University's Rawls College of Business will host Carl Sewell, chairman and CEO of Sewell Automotive Companies. In 1972, Sewell followed in his father's footsteps and took rank of the company.

As the CEO, Sewell has grown the business to 17 franchises with sales in excess of 1 billion. In 2009, the company opened its latest franchise in the Houston market.

Aside from operating a successful company, Sewell wrote a book titled *Customers for Life*, which was published in 17 languages with sales over one million. He also is serving a third term as chair of Cadillac's National Dealer Council.

Sewell believes there are four things to be successful in any business: ask your customers what they want and give it to them; have profound knowledge of your business; hire the best and brightest people, and never be satisfied with you level of performance.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu.

CONTACT: Jamie Franco, communications and marketing coordinator, Rawls College of Business, Texas Tech University, (806) 742-1573, or jamie.franco@ttu.edu.

on bees with the fungus. Though an association between exposure and death was found, scientists don't yet know if the two pathogens cause CCD or whether CCD colonies are more likely to succumb to the two pathogens.

“To prove cause and effect, we will have to isolate the virus and fungus from bee colony, and then reinfect with same virus and fungus,” Bilimoria said.

In the next part of the research project, Bilimoria will work to isolate the virus from infected bees.

“Once we isolate and identify the virus, we will have a way of monitoring it,” he said. “It is easier to fight the problem if we know what the culprit is.”

For a copy of a frequently-asked-questions sheet, please contact John Davis.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 8, 2010

CONTACT: Norman Martin, norman.martin@ttu.edu
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Texas Tech Research: West Nile Virus Discovered in Texas Quail Population

Researchers with a conservation alliance based at Texas Tech University have found a quail loaded with high levels of the antibody that fights West Nile virus, officials said today (Oct. 7).

The small bird, known as a scaled or blue quail, was captured in Potter County by a team from Quail-Tech Alliance, a partnership between Texas Tech's natural resources management department and Quail First, a Dallas-based non-profit quail conservation organization.

"The high level of detectable antibody is indicative not only of a possible current infection, but to past viral exposure," said Kristyn Urban, a doctoral research assistant from the university's Institute of Environmental and Human Health. "The presence of antibodies to West Nile virus suggests that quail might show resistance to this virus or perhaps be another host to the life cycle of the virus."

Future steps to test the theory need to occur, including identifying present infection in quail and assessing any outward symptoms, added Anna Gibson, another doctoral research assistant from the disease surveillance team. Earlier studies have suggested that some birds might be carriers of the West Nile virus with no outward signs that they're infected.

Still, the presence of the West Nile virus could adversely affect the bird's response to more common illnesses, changes in environment, food shortages and natural predators, she said. West Nile virus was first detected and reported from birds and mosquitoes in West Texas during the summer of 2002. Coincidentally, it was the Texas Tech team that also made those initial West Nile discoveries.

"We hope to be able to gain much more information regarding how quail species in this region might be involved in the West Nile virus maintenance and transmission cycle," said Steve Presley, an associate professor at Institute of Environmental and Human Health and leader of the Quail-Tech Alliance disease surveillance team.

Presence of the virus in Texas' quail population is troubling since they're already under population stress. Three years ago the National Audubon Society listed the Northern Bobwhite Quail as the No. 1 common bird in decline. From 1967 to 2007, the bird's population decreased from 31 million to 5.5 million.

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“Just like drought, loss of habitat or a decline in fitness, the presence of West Nile virus is a troubling sign in an already declining quail population,” said Brad Dabbert, a Texas Tech associate professor and lead scientist of The Quail-Tech alliance. Quail-Tech Alliance researchers will continue to screen samples of native quail, including Bobwhites, for antibodies to West Nile virus and other viral/bacterial pathogens, he said.

Meanwhile, sportsmen concerned the birds in their area may be infected with West Nile should wear gloves when handling game, and follow other food handling procedures as prescribed by the Centers for Disease Control.

Finding reasons for the overall declining quail population and strategies to reverse the trend was the impetus behind the Quail-Tech Alliance Research Initiative. As part of the project Texas Tech is partnering with some of state’s storied ranches and smaller rural properties on the project. Launched in January 2010, it’s expected to encompass 22 million acres in a 44-county area in west central and northwest Texas.

The core of the project is designating an anchor ranch in each county to serve as a research and/or demonstration site for the next five years. Additional smaller ranchers in the counties also are being recruited. Participating ranches include the 6666 Ranch, Guthrie’s Pitchfork Ranch, Vernon’s W. T. Waggoner Ranch, Collingsworth County’s Mill Iron Ranch and Archer County’s Circle A Ranch.

For more on the Quail-Tech Alliance project, click <http://www.quail-tech.org/>

Find Texas Tech news, experts and story ideas at www.media.ttu.edu.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 8, 2010

CONTACT: Lori Cortez, lori.e.cortez@ttu.edu

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Texas Tech's School of Law wins National Moot Court Championship

Win marks the 21st national/international championship for the university.

For the third consecutive year, the Texas Tech University School of Law won the top prize at the National Latino/a Law Student Association competition held in New Haven, Conn. at the Yale School of Law. Texas Tech has won the title every year of the competition's short history.

The Texas Tech team consisted of third-year law student Shmyla Alam, of Garland, and second-year students Ricardo Bonilla, of Santo Domingo, Dominican Republic and Austin Pennington, of Rockwall. Alam was named Best Advocate of the preliminary rounds and Best Advocate in the final round.

Robert Sherwin, adjunct professor and director of advocacy programs at Texas Tech, coached the team to its winning title. He said the victory was particularly satisfying, and that he was happy to hear the recognition Texas Tech is earning throughout the country.

"To win this competition for the third straight year, and to beat Yale on its own 'home court,' is really something special. It's something these three students are going to remember for the rest of their lives."

"Throughout the competition, teams kept telling us that they heard we were the team to beat," Sherwin said. "It's nice to know that our reputation precedes us all the way to the most prestigious of Ivy League schools."

Upon winning the competition, Texas Tech bested 13 other teams from around the nation including Boston College, Thomas Jefferson, and UC Davis, to name a few. In the final round of competition, Texas Tech defeated the hometown favorite Yale with a judging panel composed of Yale alumni.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu.

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WEB

The Process

Moot Court is a simulated argument before an appellate or appeals court. This court hears issues after a case has gone to trial. The court hears appeals on points of law or legalities of certain actions or issues of law. The appeal doesn't mean the trial gets a "do-over," but that something happened during the trial that shouldn't have, which affected the outcome of the trial.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 8, 2010

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Texas Tech Debate Team Opens with Early Success

The Texas Tech University Debate Team enjoyed* an impressive beginning to its 2010 season with two 2nd place finishes.

At the William Jewell tournament, younger Texas Tech teams were given an opportunity to shine, as seven of the eight debaters competing were freshmen, sophomores or juniors. Despite the youth of the squad that weekend, all of the Texas Tech teams were among the top half of teams competing at the competition. Among the impressive showings included a 5th place showing (out of 48 teams) by the team of sophomore communication studies major Tyler Cashiola (Deer Park, TX) and senior mass communication major Paul Williamson (Crosby, TX), who defeated one of the nation's top teams from the University of Colorado-Boulder, and a 9th place finish by the team of freshman political science major Joey Donaghy (Coppell, TX) and junior communication studies major Lauran Schaefer (Sonora, TX). Donaghy was competing in his first intercollegiate debate tournament.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 11, 2010

CONTACT: John Davis, john.w.davis@ttu.edu
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Texas Tech Debaters Take Second At Two Major Debates

Coming off of multiple national championships in the 2009-2010 academic year, the Texas Tech university debate team had a strong return to competition at tournaments Sept. 17-19 at William Jewell College and Oct. 1-3 at the University of California-Berkeley.

Texas Tech was named the second-place school at both competitions.

At the William Jewell tournament, younger Texas Tech teams were given an opportunity to shine, as seven of the eight debaters competing were freshmen, sophomores or juniors.

“William Jewell was an incredibly encouraging way to begin this season,” said Joe Gantt, director of forensics and the team’s head coach. “All of our debaters showed that they can compete with the best in the nation, and they will only continue to grow from here. This weekend proved that this may be the deepest squad in the history of debate at Texas Tech.”

Despite the youth of the squad that weekend, all of the Texas Tech teams were among the top half of teams at the competition. Among the impressive showings included fifth place (out of 48 teams) by the team of Tyler Cashiola, a sophomore communication studies major from Deer Park, and Paul Williamson, a senior mass communications major from Crosby. They defeated one of the nation’s top teams from the University of Colorado-Boulder.

The ninth-place finish went to Joey Donaghy, a freshman political science major from Coppel, and Lauran Shaefer, a junior communication studies major from Sonora. Donaghy was competing in his first intercollegiate debate tournament.

Other Texas Tech teams advancing to elimination rounds included the team of junior political science major Sean Riegert from Houston, and sophomore communication studies major J.T. Seymore from Holliday, as well as the team of junior English major Alexandria Newsom from Forsan, and sophomore mechanical engineering major Matt Pippen from Monahans.

The Berkeley tournament was the first competition for defending national champion Adam Testerman, a senior mass communications major from Springfield, Mo. It was also

the debut of the new partnership of Testerman and senior political science major Christopher Neill from Petoskey, Mich., an incoming transfer student.

The new partnership excelled from the beginning, as the team finished in fifth place out of 59 teams. Testerman and Neill defeated teams from the University of Nevada (the 2009 national champion), University of Colorado-Boulder and University of Wyoming before finally falling to a team from the University of Oregon that went on to win the tournament. Testerman was named the third best individual debater at the tournament out of 118 speakers.

“The only thing harder than winning a national championship is defending one, but Chris and Adam have certainly put us in position to do just that,” Gantt said of the Berkeley competition. “Obviously, with any new partnership, there are some kinks to work out, but we found out this weekend that those kinks are few and far between.”

The depth of the Texas Tech squad continued to show as well, as Donaghy and Schaefer finished in ninth place, while Cashiola and Williamson finished in 17th place. The Texas Tech debate team returns to competition at the Colorado College Tournament Oct. 29-31 in Colorado Springs, Colo.

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Oct. 12, 2010

CONTACT: Lori Cortez, lori.e.cortez@ttu.edu
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Texas Tech Observes National White Cane Day

- WHAT:** White Cane Day, presented by Texas Tech University's Virginia Murray Sowell Center
- WHEN:** 10 a.m. – 2 p.m. Friday (October 15)
- WHERE:** First floor lobby of Education Building, East Wing, Tech Texas campus
- EVENT:** The Sowell Center for Research and Education in Sensory Impairment will observe National White Cane Day, a day devoted to celebrating independence and opportunities for people who are blind or visually impaired.

The center will blindfold students and sight-guide them to classes to raise awareness for the field of visual impairment research. Center staff also can teach any willing students, staff or faculty how to perform proper human guide techniques as well as give them a brief cane lesson.

In 1964, President Lyndon B. Johnson proclaimed the first White Cane Safety Day, which served as a safety reminder to promote courtesy and special consideration to people who are blind. Since the first observance, White Cane Day has taken on greater meaning as a time to celebrate the independence of people who are blind and their right to participate fully in society.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 12, 2010

CONTACT: Leslie Cranford, leslie.cranford@ttu.edu
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Texas Tech Experts: Fort Hood Shooter Hearing Begins Today

Almost a year since the tragic mass shooting at Fort Hood, Maj. Nidal Hasan begins a hearing today, the first part of the military legal process, in which prosecutors will try to convince military officials to send the alleged shooter to a court-martial.

Texas Tech University School of Law has experts in military law available to discuss the legal issues of the case as it unfolds.

Richard Rosen is a professor and director of Texas Tech's Center for Military Law and Policy. He was Staff Judge Advocate of III Armored Corps at Fort Hood from 1999-2001. He also had a previous assignment as Staff Judge Advocate of the 1st Cavalry Division at Fort Hood from 1992-1994. Rosen can be reached at (806) 742-3990 ext. 303, or at richard.rosen@ttu.edu. View his [expert's profile](#).

Cal Lewis, associate dean for student affairs and diversity, is a retired JAG Colonel, a former criminal law professor at the Army JAG School, and a former senior Military Judge who presided over many courts-martial. Lewis can be reached at (806) 742-3990, ext. 274, or at calvin.lewis@ttu.edu. View his [expert's profile](#).

Walter Huffman is the law school's dean emeritus, a professor, and Major General, U.S. Army, Retired. As Judge Advocate General and the top military lawyer for the U.S. Army, Huffman stepped down in 2001 after managing and leading a diverse legal workforce of more than 4,000 full-time uniformed and civilian attorneys and paralegal and support personnel in the United States and 17 foreign countries. He can be reached at (806) 742-3990 ext. 268, or at walter.huffman@ttu.edu. View his [expert's profile](#).

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Oct. 12, 2010

CONTACT: Lori Cortez, lori.e.cortez@ttu.edu
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Texas Tech Alumni Association to Unveil Bronze Ring Sculpture

- WHAT:** Unveiling of the Official Texas Tech Class Ring Sculpture
- WHEN:** 6 p.m. Friday (October 15)
- WHERE:** Grounds of the Merket Alumni Center, Texas Tech campus
- EVENT:** The Texas Tech Alumni Association (TTAA) will hold a ceremony on the grounds of the Merket Alumni Center (17th Street and University Avenue) to unveil a 6-foot-3-inch bronze sculpture of the Texas Tech official class ring. The event is open to the public.

After two years of project development, the sculpture is the centerpiece of the new Texas Tech Leaders Plaza located southeast of the Merket Alumni Center. The ring sits upon a cast stone plaza purchased by alumni of the university, and each stone is engraved with an alumni's name, class year and honors.

TTAA hosts two ring ceremonies each year during which approximately 300 students receive their class rings. Touted as "Two Tons of Tradition," the sculpture is expected to draw many visitors to the site.

Additional information about attending the unveiling ceremony is available by visiting www.texastechalumni.org or by 806-742-3641.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 12, 2010

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Texas Tech Graduate Earns Prestigious Chess Title

Checkmate.

A Texas Tech graduate has just become one of the top chess players in the world.

Gergely Antal scored 6.5 points in his final seven games, at the Budapest First Saturday Chess Championship. In his final round victory, Antal defeated grandmaster Bui Vinh to tie for first place and clinch the grandmaster title.

Antal, already a Hungarian international master, came to Texas Tech in 2008, to be trained by Susan Polgar, director of the Susan Polgar Institute for Chess Excellence (SPICE). Polgar was recently nominated by the World Chess Federation as one of the top coaches in the world.

Under Polgar's direction, Antal's rating jumped approximately 100 points, a difficult feat at this high level of competition.

In 2009, Antal won the prestigious National Tournament of College Champions and the Southwest Open. In December of the same year, he played an important role in helping the Knight Raiders make the Final Four for the first time in Texas Tech history.

In March 2010, he narrowly missed his final grandmaster norm by just half a point. And a few weeks later, he defended his Lubbock Open title with a perfect 4-0 score.

Antal graduated from Texas Tech in August 2010, with a degree in economics. He plans to return next year, as a graduate student.

Grandmaster Antal's next tournament will be the 2010 SPICE Cup, beginning Oct. 28.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 12, 2010

CONTACT: Cory Chandler, cory.chandler@ttu.edu
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Book of Stories Inspired by Grateful Dead Shows Band's Widespread Influence

Talk about your long, strange trips. A new collection of short stories published by Kearney Street books shows the extent to which the Grateful Dead influenced American pop culture and literature.

“The Storyteller Speaks: Rare and Different Fictions of the Grateful Dead” contains original fiction from Grateful Dead lyricist Robert Hunter, an original Merry Prankster and a host of other authors.

“It turns out that it wasn’t only the musicians who were inspired by the phenomenon of the Grateful Dead,” wrote Dennis McNally, author of “A Long Strange Trip: The Inside History of the Grateful Dead.” “In this incredible pile of stories are flesh-eating zombie Jerrys, the brilliantly resurrected ghost of Neal Cassady, skeletons, drugs, life on tour, initiations, archetypal Grateful Dead folk tales, the supernatural, the science-fictional, time travel and magic, lots of magic. Not to be missed.”

The book is edited by pop-culture author and Texas Tech University subject librarian Rob Weiner and Gary McKinney, author of Grateful Dead-themed novel “Slipknot.”

In addition to Hunter, authors include Ed McClanahan (“O the Clear Moment”), Philip Baruth (“The Millennium Shows”), George Walker (original Merry Prankster in his debut as a fiction writer), Stephen Graham Jones (“The Ones that Almost Got Away”), and Mitch Myers (“The Boy Who Cried Freebird”).

For more information, visit <http://kearneystreetbooks.com/pages/store.html>

Find Texas Tech news, experts and story ideas at www.media.ttu.edu.

CONTACT: Rob Weiner, associate librarian, Texas Tech University Library, (806) 742-2238 ext. 282 or rob.weiner@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 13, 2010

CONTACT: Leslie Cranford; leslie.cranford@ttu.edu

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Texas Tech Schools of Law and Business Listed in Princeton Review

Texas Tech University's School of Law and Rawls College of Business have garnered positions in the 2011 Princeton Review's The Best 172 Law Schools and The Best 300 Business Schools, respectively. The comprehensive reference books are available at book stores.

The Princeton Review does not rank the schools on a single hierarchical list or name one school best overall. Instead, the book has 11 ranking lists of the top 10 schools in various categories.

Each school that appears in the Best 300 Business Schools and in the Best 172 Law Schools received an Admissions Selectivity rating, and the schools from which they received student surveys were also given Academic Experience, Professors Interesting, Professors Accessible and Career ratings. Only the top 10 schools in each of the 11 ranking categories appear on the ranking lists.

About the Rawls College, the article said "an executive-style MBA for physicians and dentists helps train medical professionals who are as proficient at business as they are at healing." Texas Tech, one student observes, is "not so large and accomplished that everyone has a sense of entitlement and arrogance, yet it's not small and struggling to keep its head above water."

The article goes on to say that the Rawls College is large enough to offer a broad selection of concentrations, including agribusiness, entrepreneurship, health organization management, MIS, real estate and international business. Instructors in these disciplines are, said one student, beyond knowledgeable in their fields and are also easy to access for questions about course work or the job market in their particular field. "I have never met anyone within the program that was not willing to help the students succeed."

In the listing for Texas Tech School of Law, the article said that when it's time to start looking for a job or clerkship, Texas Tech maintains "a great reputation in the Texas legal markets as producing hard-working, effective lawyers," and that students choose Texas Tech precisely for that reputation and are proud of the results.

A third-year law student said, "I've been told on several occasions that a firm would rather pick up a Texas Tech law graduate who knows what to do when he steps foot in

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the office than some Ivy League grad who knows more about theory and less about how to get the job done.”

The Princeton Review compiled the lists based on its surveys of 18,000 students at the best ABA-accredited law programs in the country and gathered statistical information on many more law programs (including several in Canada) and 19,000 students attending the at the best AACSB-accredited MBA programs in the world, and on school-reported data. Only schools that permitted the Princeton Review to survey their students were eligible for consideration for these lists.

Conducted during the 2009-10, 2008-09, and 2007-08 academic years, on average, about 100 students at each law school and 65 students at each business school were surveyed for the lists in the 2011 editions of the books.

The lists are posted at www.PrincetonReview.com. All narrative profiles and ranking lists in the law school book are available at www.PrincetonReview.com/law/, with similar business college information at www.PrincetonReview.com/mba/.

The books are two of 200 Princeton Review titles published by Random House. The company is not affiliated with Princeton University.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 13, 2010

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Texas Tech Alumni to be Honored at Mass Comm Hall of Fame Luncheon

One honoree will receive a posthumous award.

Texas Tech University's College of Mass Communications will honor two accomplished alumni, one posthumously, at its annual Hall of Fame Luncheon at 11:30 a.m. Oct. 15 in the Market Alumni Center.

Brad Moran and the late Otice Green will be honored at the event.

Jerry C. Hudson, dean of the College of Mass Communications, said the event is very important to the college.

"The Mass Communications Hall of Fame is the highest honor the college has to offer for recognizing the contributions alumni and friends make to the college," Hudson said. "These recipients not only have been successful in their careers, they have made major contributions to the success of our students and faculty."

Green graduated from Texas Tech in 1949 with a bachelor's degree in journalism. He was a long-time public relations and political consultant and a World War II Navy veteran. He died Feb. 7. In addition, he is the founder of the Otice A. Green Presidential Scholarship at Texas Tech.

In 1949, Green began his career as a reporter, photographer and desk editor at the Plainview Daily Herald. He then became the assistant manager of the Lubbock Chamber of Commerce in 1950 and won multiple national awards for his work on the chamber's Hub Magazine. Green also created the Prairie Dog Pete campaign that attracted national and international publicity for Lubbock.

Green and his wife, Mary Faye Bonds Green, who will be accepting the honor, opened Otice Green and Associates in 1956, the first public relations firm in Lubbock. His clients included the High Plains Underground Water District, the Lubbock New Car and Truck Dealers Association, and several area chambers of commerce. He was known as one of the state's top political consultants and was involved in more than 100 campaigns, including those of former Texas Comptroller and Lt. Gov. Bob Bullock, former Texas Gov. Preston Smith and former U. S. Reps. George Mahon and Kent Hance, now chancellor at Texas Tech. Green was the campaign manager or consultant in all of Smith's campaigns, and from 1970 until the fall of 1972 served as chief of staff for Smith.

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Moran, a native of Lubbock, received his bachelor's degree in business from Texas Tech in 1982. He then began working for his father, Ray Moran, as a national sales manager at KJTV-34. The two decided to become a Fox affiliate in 1985, and in 1988, launched the Spanish-language station, Telemundo 46. This made them pioneers in the broadcast industry with multiple stations operating under the same roof.

Continuing to add stations to his company, Ramar Communications, Moran eventually launched Telemundo in Albuquerque, N.M. In 2009, the Ramar radio group launched TT 104.3, the flagship station for Texas Tech athletics. Ramar Communications now houses eight television stations and four radio stations.

Moran received the 1999 Lubbock Advertising Federation Silver Medal, the 2003 Alexis de Tocqueville Society Award, the 2006 Lubbock Chamber of Commerce Business Person of the Year and the 2007 Leadership Lubbock Outstanding Alumnus award. He also has been elected by his peers to serve for five terms of the Fox Board of Governors. In 2005, he was the United Way JumpStart Campaign chairman and has served or chaired many fundraising events in Lubbock.

In addition, he has been a member of the Texas Tech Chancellor's Council, the Matador Society, the Spur Society and the Chief Executives Roundtable for the Rawls College of Business. Moran is the president of the Lubbock Advertising Federation, president of the Greater Lubbock Rotary Club, co-chairman of the Lubbock Arts Festival, board member of the South Plains Food Bank, board member of the Preston Smith Airport Board and a loaned executive to the United Way of Lubbock. Currently, he serves on the board of directors for the Lubbock Chamber of Commerce and All Saints Episcopal School.

For reservations, call (806) 742-3385 ext. 221.

CONTACT: Morgan Grubbs, public relations intern, College of Mass Communications, Texas Tech University, (806) 742-3385, or morgan.grubbs@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 13, 2010

CONTACT: Morgan Grubbs, morgan.grubbs@ttu.edu
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Texas Tech to Honor Six at Mass Communications Outstanding Alumni Breakfast

Texas Tech University's College of Mass Communications will host the Outstanding Alumni Breakfast at 7:30 a.m. Oct. 16 in the Merket Alumni Center.

Jerry C. Hudson, dean of the College of Mass Communications, said recognition of the outstanding alumni reflects pride in their accomplishments as well as pride in the faculty of the college.

"We recognize our alumni for their outstanding careers in mass communications," Hudson said. "The education our alumni received at Texas Tech prepares them to compete in a global environment."

Clay Wright graduated in 1981 with a bachelor's degree in journalism. He is the owner and executive producer of Desert Gem Productions Inc., a production company with diverse projects covering news, film, broadcast and corporate accounts. Wright was previously a freelance reporter and producer for NBC News, and covered Hurricane Katrina, Enron, United States-Mexico border issues, the shuttle disaster, Elizabeth Smart, the Iraq War, American POWs and fires in California and New Mexico. He has also completed production projects for companies such as the Discovery Channel, Warner Brothers, CNN, National Geographic and the Travel Channel.

Kelly Overley earned her bachelor's degree in public relations in 1992 and is currently the vice chancellor for institutional advancement and the chief operating officer of the Texas Tech Foundation. She is responsible for all fundraising initiatives of the Texas Tech University System, which has an endowment of \$750 million. Under her leadership, the Texas Tech University System improved its 2008 ranking in the Chronicle of Philanthropy's program, Philanthropy 400, from No. 303 to No. 137. At Texas Tech, she has started an ambitious \$1 billion capital campaign. She manages a staff of 110 employees, the largest Texas Tech University System department.

Telea Johnson Stafford is an executive member of the Texas Tech Alumni Board of Directors and the chair of the membership/marketing/diversity committee. She earned her bachelor's degree in advertising in 1994 and has since had more than 15 years of experience in brand marketing, media and consumer licensing. Stafford is the director of brand marketing and business development for Phenixx Marketing LLC. From 2003 to 2007, she worked as a manager for Cadbury Schweppes in Plano, where she positioned

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Cadbury Schweppes as a leader within the licensing community by launching a consumer-licensing program and climbing to the top 100 in 12 months. Previously she worked as account director for Nokia Entertainment/TracyLocke in Dallas.

Linda Francis Lee earned a bachelor's degree in advertising in 1981. She is an author and has written 19 novels published in 16 countries around the world. Her books have been nominated for the RITA award and have named Best Book of the Year by readers and booksellers. Two of her most recent novels are in development for feature films, including "The Devil in the Junior League," which has been optioned by Universal Studios with Jennifer Garner signed on to produce and star. Lee is in the process of developing a television series set in Texas with producer Jonathan Prince. When not writing, Lee is involved in volunteer work with organizations such as St. Thomas Church on Fifth Avenue in New York City and the Memorial Sloan-Kettering Cancer Center.

Holly Williams received a bachelor's degree in telecommunications in 1984 and a master's degree in mass communications in 1985, both from Texas Tech. She is a sales and marketing professional with experience and accomplishments in sales and marketing management, direct selling, high-level corporate consulting and new product development. From 2005 to 2007, Williams was vice president for media services for Experian Research Services in New York.

From 2003 to 2005, Williams was vice president of marketing solutions for Comscore Media Metrix, also in New York, where she was responsible for designing products and marketing custom solutions and consumer surveys to the cable and telecommunications industries. From 1998 to 2003, Williams was director of local research and marketing services for America Online Inc., of Time Warner Inc., in New York. Williams was senior vice president for strategic media from 1996 to 1998 for International Demographics/The Media Audit, of New York.

Rick Walker earned his bachelor's degree in public relations. He is the director of strategic alliances for Microsoft in its telecommunications and media-focused partner team based in Redmond, Wash. He is responsible for Microsoft's go-to-market sales and business development efforts with United States and global partners. For the past decade, Walker has been engaged in international partner development in the telecommunications industry in similar roles with AT&T Mobility (Cingular) and Nortel Networks.

For reservations, call (806) 742-3385 ext. 221.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 13, 2010

CONTACT: Morgan Grubbs, morgan.grubbs@ttu.edu
(806) 742-3385

Texas Tech Mass Communications Hosts Career Fair

Texas Tech University's College of Mass Communications will host its career fair from 1 to 5 p.m. tomorrow (Oct. 14) in the Frazier Alumni Pavilion.

This year, 26 companies from various cities in Texas will be attending the event.

The career fair is open to all mass communications majors. It gives students the opportunity to present their resumes to area employers looking for prospective employees.

Aleesa Ross, director of the college's Career Center, said the fair is great experience for the students.

"Attending the Mass Communications Career Fair will enable students to interact with professionals in their chosen fields of study," Ross said. "This is a wonderful way to gain contacts, network with professionals and alumni, and to learn about companies you may not be familiar with. Every company out there has a need for students with a background in mass communications, and students will be most successful in a job search – or at a career fair – by learning to think outside the box when it comes to career opportunities."

Ross also said she is available to help students with issues regarding the fair such as reviewing resumes beforehand and interacting with employers.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 13, 2010

CONTACT: Karin Slyker, karin.slyker@ttu.edu

(806) 742-2136

Texas Tech Student Wins Honorable Mention in HKS Design Research Collaborative

Students from Texas Tech University worked with design, construction and engineering industry leaders to explore novel ideas and concepts in building design.

Research findings were presented at a Design Research Collaborative awards function, held Oct. 12, at HKS's headquarters in Dallas.

Texas Tech graduate student Esmeraldo Dazo Conan VII received honorable mention for his submission, "Emergency Department Expansions and Campus Improvement."

"HealthCare Facilities (HCaF) Design program in the College of Architecture is less than a year old. From this point of view, recognition of student-work by external agencies implies a greater significance," said Saif Haq, director of HealthCare Facilities (HCaF) Design. "Congratulations to Esmeraldo."

Students from Texas A&M University finished in first and third place. A work group from the University of Texas at Arlington was awarded second place. Other entities included in this program are Knoll, Maregatti Interiors, Thornton Tomasetti, Henderson Engineers, Newman Jackson Beiberstein, CCRD Partners, The Center for Advanced Design Research & Evaluation and HKS.

The Design Research Collaborative Program is a work group within HKS's Center for Advanced Design Research and Evaluation (CADRE), a non-profit, 501(c)(3) status agency conducting architectural research and education.

HKS Inc. is a leading architectural design firm ranked among the top-four architectural/engineering firms, according to Building Design+Construction magazine and among the top-seven architectural firms, according to BD World Architecture magazine. The firm operates from 23 worldwide offices.

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CONTACT: Saif Haq, associate dean for research and director, HealthCare Facilities (HCaF) Design, College of Architecture, Texas Tech University, (806) 742 3169 ext. 284 or saif.haq@ttu.edu.

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News Release

FOR IMMEDIATE RELEASE

DATE: October 14, 2010

CONTACT: Karin Slyker, karin.slyker@ttu.edu
(806) 742-2136

University Libraries Support Open Access Week

In celebration of international Open Access Week Oct. 18-24, Texas Tech University Libraries will host an informative event Oct. 21 featuring presentations on “Scholarly Communication” from a panel of writers, editors and researchers, followed by a moderated round-table discussion.

The presentations will take place from 3 p.m. to 5 p.m. in Room 309 at the Library and is open to students, faculty and staff; refreshments will be served.

Open Access Week presents an opportunity to broaden awareness and understanding of open access to research, including access to policies from all types of research funders, within the international higher education community and the general public.

“Open Access to publicly funded research is important in the building of a knowledge base. How researchers communicate and share scholarly pursuits correlates with what impact they have in that field,” said Shelley Barba, event organizer and assistant librarian. “The Open Access Movement strives to make great ideas available to as many thinkers as possible so they, in turn, can continue the conversation.”

For more information about Open Access Week, visit www.openaccessweek.org.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu.

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-more-

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Advisory

FOR IMMEDIATE RELEASE

DATE: Oct. 14, 2010

CONTACT: Jaryn Jones, jaryn.jones@ttu.edu
(806) 742-2136

Texas Tech Dedicates New Therapeutic Riding, Teaching and Research Facility

WHAT: Facility Dedication

WHEN: 6 p.m. Friday (Oct. 15)

WHERE: Texas Tech Equestrian Center (5712 County Road 1500)

EVENT: Texas Tech will dedicate the recently expanded Therapeutic Riding Facility. The site features an indoor riding area, classrooms and waiting rooms that will allow Texas Tech to provide more riding and hippotherapy sessions.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu.

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News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 14, 2010

CONTACT: Jeff Sammons, jeff.sammons@ttu.edu

(806) 742-3451

Texas Tech's Whitacre College of Engineering to Receive \$48,500 from Exxon Mobil Corp.
Oil giant provides \$2 million in grants to 81 universities.

Texas Tech University Edward E. Whitacre Jr. College of Engineering will receive \$48,500 in departmental grants from Exxon Mobil Corp. The funds are part of \$2 million contributed to 81 colleges and universities throughout the country to support various academic programs.

The grant allows selected academic departments to allocate the money for various educational purposes including scholarships, field trips, visiting speakers, equipment purchases, student and faculty travel to academic-related activities, and other educational projects. ExxonMobil awards the grants to schools that offer degrees in subjects from which it recruits employees.

“Supporting higher education has always been a strong priority for Exxon Mobil,” said Truman Bell, senior program officer for education and diversity, Exxon Mobil. “This program enables us to provide funding to colleges and universities who play a pivotal role in preparing students to enter the workforce. Exxon Mobil is proud to provide support to Texas Tech which will help to enhance departments whose academic focus aligns with the workforce needs of Exxon Mobil.”

The amount of the grant is based on several factors including the number of employees graduated from the specific university.

The Departmental Grants Program represents only a portion of Exxon Mobil's overall support of education. In 2009, ExxonMobil Foundation, Exxon Mobil Corp., and its divisions and affiliates provided \$98 million in contributions to educational initiatives worldwide.

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News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 14, 2010

CONTACT: Lori Cortez, lori.e.cortez@ttu.edu
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Texas Tech School of Law Students Represent Everyday Taxpayers

Many low-income families can't make ends meet from month to month, let alone keep straight the taxes they may owe on that income. Texas Tech University's School of Law offers a low-income tax clinic that allows second- and third-year law students to represent clients in real-life situations.

With accompanying supervision the students are allowed to speak directly to the IRS on behalf of their clients.

Alongside Texas Tech professor and clinical director Vaughn James, students provide assistance to residents in the West Texas panhandle and Eastern New Mexico areas who are unable to obtain professional tax counsel. The clinic maintains areas involving disputes with the IRS including, but not limited to, dependency issues, IRS audit appeals and IRS collection notices.

Beginning in 2001, the tax clinic received a grant from the IRS to provide legal help to taxpayers with incomes equal to or less than 250 percent of the federal poverty level. Therefore, based on the 2009 figures, the tax clinic could advise a family of four earning \$55,125 or less. Also included in the guidelines is a 10 percent leeway for exceptions, giving the tax clinic freedom to accept others who just miss the requirement.

Lesley Washington, outreach coordinator for the tax clinic, said the opportunity to work on real cases is extremely beneficial for law students. She also said the students are developing related lawyer skills that they will use for their future.

"It's the real life experience for students, and this is essentially like a little law firm. The clients come and have their meetings, and the students do everything they would do if they were out practicing on their own," Washington said. "These are real clients, not actors, with real problems."

Moreover, the tax clinic is hoping to increase educational outreach and also create awareness that the clinic accepts individuals who speak English as their second language.

“In addition to taking clients we are going out into the community and presenting preventive measures,” Washington said. “Things like ‘you should be looking to file this form at this time’ sort of measures.”

To schedule an appointment contact the clinical programs office at (806) 742-4312. The office hours are Monday-Friday 8:00 a.m. to 5:00 p.m.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu.

CONTACT: Lesley Washington, outreach coordinator for low income tax clinic, School of Law, Texas Tech University, (806) 742-3787, or lesley.nall.washington@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 15, 2010

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Texas Tech's Human Factors and Ergonomics Society Achieves Gold Level Status

For the third year in a row, the Texas Tech University student chapter of the national Human Factors and Ergonomics Society was awarded Gold Level status for its contribution to the field and students' professional development.

The Texas Tech Human Factors and Ergonomics Society is advised by Keith Jones, associate professor in the Department of Psychology, and James Smith, professor in the Department of Industrial Engineering. The chapter combines both departments' expertise in human behavior and design to develop technology better suited for work environments.

"We're sort of like two sides of a coin," Jones said. "We work together pretty frequently. Our students will take classes in industrial engineering, and their students will come over here to take classes."

To achieve Gold Level status, the local chapter must prove that it has promoted students' professional development in a variety of ways including tours of facilities related to the field of study, attendance of guest speakers with real-world experience and the availability of networking possibilities for students.

"Achieving Gold Level status has become our new standard," Jones said. "We're going to get this every year. We're going to continue to make this happen."

Additionally, three students in the Department of Psychology, Kerstan Cole, John Morris and Paul Derby will be elevated to student members with honors for succeeding in their courses, research and professional development.

Jones said Texas Tech students were four of the six to receive the award. He said this brings visibility to the Human Factors and Ergonomics Program, the Departments of Psychology and Industrial Engineering and the university.

"This award helps separate our students from the pack," Jones said. "Graduate programs are full of really smart, motivated people, and that's not enough anymore to differentiate them in the job market. By doing this their resume will float to the top, and employers will see that they won awards for their personal accolades."



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Find Texas Tech news, experts and story ideas at www.media.ttu.edu.

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Oct. 18, 2010

CONTACT: Leslie Cranford, leslie.cranford@ttu.edu
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Texas Tech Hosts Race, Ethnicity and Community Engagement Conference

WHAT: Race, Ethnicity and Community Engagement in Higher Education

WHEN: Through Wednesday (Oct. 17-20)

WHERE: The Overton Hotel, 2322 Mac Davis Lane

EVENT: The conference explores the relationship between race, ethnicity and the variety of partnerships that flourish in educational institutions and their diverse communities through service-learning courses, community-based research projects and student-led, multi-curricular activities.

The goal is to extend the discussion to a broader scope of race and ethnicity and invites a broad range of participants to define an emerging area at the intersection of cultural identity, diversity issues, experiential education and higher education studies.

The conference features nationally renowned scholars of community engagement and service learning.

In addition to the College of Education, sponsors for this conference are the Texas Tech Division of Institutional Diversity, Equity & Community Engagement and Service Learning and University College, as well as the University of Florida, Connecticut College, Rowan University and West Texas NAME (National Association of Multicultural Education).

Find Texas Tech news, experts and story ideas at www.media.ttu.edu.

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Oct. 18, 2010

CONTACT: Karin Slyker, karin.slyker@ttu.edu
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Child Development Research Center Honors Former Director with Fun Walk/Run Proceeds will benefit Cathy Nathan Endowed Scholarship for Child Development.

- WHAT: Fourth Annual Fun Run/Walk
- WHEN: 3:30-4:30 p.m., Nov. 5
- WHERE: Broadway at Akron Avenue, in front of the College of Human Sciences
- EVENT: Texas Tech University's Child Development Research Center (CDRC) invites the public to join staff, students, children and their parents in a fundraising event for the Cathy Nathan Endowed Scholarship for Child Development.

Nathan spent 17 years as director of the CDRC. It was her hard work and dedication that led to such advances as the \$5.2 million facility expansion that doubled the capacity of the center.

Former Texas Tech track star and two-time NCAA champion Leigh Daniel Cordes will join participants on the one-mile route. Cordes entered the national spotlight in 2009, when she and her husband, Nick, won NBC's "TODAY Throws a Wedding" contest.

This event also will feature a silent auction and face painting.

Register by Oct. 25, and receive a free t-shirt. The cost is \$10; however groups of eight or more may enter for \$7 each. Plus, all participants will receive free COWamongus ice cream.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu.

CONTACT: Marjie Collins, lead specialist, Christine DeVitt & Helen DeVitt Jones
Child Development Research Center, Texas Tech University, (806) 742-3016 or
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News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 18, 2010

CONTACT: Jaryn Jones, jaryn.jones@ttu.edu
(806) 742-2136

Red Raiders Dance for a Great Cause

Texas Tech University and Texas Tech University Health Sciences Center students will join forces to host the first RaiderThon, a dance marathon with all proceeds benefiting Children's Miracle Network (CMN), 2 p.m. Oct. 23 at the Robert H. Ewalt Student Recreation Center.

Dance Marathon is a nationwide movement founded in 1991 involving college and high school students at more than 150 schools across the country raising money for CMN.

RaiderThon will be a six-hour event where students stay on their feet through dancing, games and entertainment. Hannah Smith, Texas Tech Student Government Association senator, said this has become a passion for many students and organizations on both campuses.

"The students spend a year learning valuable leadership and social skills while raising funds in a variety of ways and interacting with children's hospital patients and families," Smith said. "We look forward to having not only the Texas Tech family come out but the entire West Texas community come and support the Children's Miracle Network."

The goal for RaiderThon is to raise \$12,000. Registration is \$15 per participant and includes a meal, snacks, live music, opportunities for prizes and giveaways, and a T-shirt.

Other activities include the RaiderThon Jailbreak and Penny Wars from 10:30 a.m. to 2 p.m. on Oct. 13, 14 and 15. Athletes, administrators and recognizable students will be placed in plastic jail cells for 30 minutes to an hour and required to raise money from students passing by before they are released.

To register visit www.helpmakemiracles.org/event/ttudm.

CMN is a charity that raises funds for more than 170 children's hospitals. Donations to CMN are used to provide charitable care, purchase life-saving equipment and fund research and education programs that save and improve the lives of 17 million children each year.

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**CONTACT: Diana Fabing, coordinator, Division of Enrollment and Student Affairs,
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diana.fabing@ttu.edu.**



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 19, 2010

CONTACT: Karin Slyker, karin.slyker@ttu.edu
(806) 742-2136

**Texas Tech's College of Architecture Names
Winner of 2010 Kleinschmidt Award**

The executive board of Texas Tech University's College of Architecture Alumni Association has selected Theresa Bartos Drewell as the 2010 recipient of the Kleinschmidt Award for Distinguished Achievement and Service.

Drewell earned her bachelor's degree in architecture in 1976 and is currently the associate vice chancellor for facilities, planning and construction at Texas Tech. She was selected for this award in recognition of her significant and enduring contributions to the Texas Tech architecture program, Texas Tech University and her service to the profession.

The Kleinschmidt Award was established by the Texas Tech Architecture Alumni Association to recognize individuals who have attained distinguished achievements in their careers and who, because of the special qualities of those achievements, have represented Texas Tech University in an exemplary manner.

The award is named after the first leader of the Texas Tech architecture program, Florian A. Kleinschmidt.

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News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 19, 2010

CONTACT: John Davis, john.w.davis@ttu.edu
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Texas Tech Researcher: Lessons Learned with Deepwater Horizon, More Research Needed for Gulf Oil Impacts

Though six months have passed since news first broke that oil was pouring into the Gulf of Mexico following the Deepwater Horizon explosion, a Texas Tech University environmental toxicologist said many lessons have been learned and more research still is needed.

Ron Kendall, director of The Institute of Environmental and Human Health (TIEHH) at Texas Tech, said that though the media has ceased coverage of the oil spill since the federal government named the well “effectively dead” on Sept. 19, the story of the larger impacts is far from over.

“We’ve learned that we were not prepared for a deep-water release of oil of this magnitude,” he said. “We also learned we weren’t prepared for an oil spill in terms of the technology required to engage it. We know now that we need better booms and more information on the dispersants, as well as development of more ‘green’ dispersants than the ones available.”

Following the April 20 explosion, approximately 200 million gallons of crude would pour into the gulf, creating the largest accidental release of crude in the history of the petroleum industry.

Ecologically, the short-term effects on wildlife seem better than originally projected, he said. Hundreds of miles of beaches were oiled. Thousands of birds and hundreds of endangered or threatened sea turtles have died as a result of the oiling, but the damage could have been worse.

However, the full picture as to the oil’s impact on organisms below the surface may never be counted. Rather, the underwater impacts may become more apparent if populations dwindle because larval young were killed and aren’t there to reproduce in years to come.

“We are yet to learn what the impact of using dispersants in deep water is, because much of the oil is in the sub-surface or on the bottom,” he said. “The long-term effects may take years if not a decade to reveal. For example, the impact of this year’s age-class of endangered sea turtles may only become evident a decade from now when

mature female turtles will wind up on the Texas beaches to lay their eggs. Another example would be with sperm whales. Damage done from this year's calf recruitment may not be evident for years to come because it's very hard to monitor them in deep water."

Though NOAA and Texas Tech studies have not found oil residues in seafood samples, the industry continues to suffer from bad perceptions, he said. Also, some seafood could have long-term effects where popular species have population declines.

"The Gulf of Mexico is one of major spawning grounds in the world for bluefin tuna. We also know that larvae from blue fin tuna eggs are much more sensitive to toxic components of oil. This species could move to threatened or endangered status if there's a population drop in the near future. We will have to monitor this closely, but the long-term impacts on sentinel species are ominous."

Kendall continued to call for more independent academic research into the environmental effects of the oil spill.

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CONTACT: Ron Kendall, director, The Institute of Environmental and Human Health, Texas Tech University, (806) 885-4567, (806) 786-4480 cell, or ron.kendall@tiehh.ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 19, 2010

CONTACT: Jaryn Jones, jaryn.jones@ttu.edu

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Texas Tech Meat Judging Team Wins Again at Omaha's American Royal

The Texas Tech University Meat Judging Team continued their winning streak at the American Royal Meat Judging Contest on Oct. 17 in Omaha, Neb.

The team posted a 15-point victory over their closest competitor and also placed first in both the pork judging and reasons divisions. Because this was Texas Tech's third victory at this contest, the team had the honor of retiring the trophy.

"This is an extremely deep team," said Mark Miller, professor and San Antonio Livestock Show Distinguished Chair in Meat Science. "They are constantly pushing one another to make the entire team stronger and better."

Loni Woolley, a junior animal science major from Grandview, won the contest by 40 points. This score matches the highest individual score ever posted by a Texas Tech meat judging team member.

Other team members include Markus Miller, from Abernathy; Mai Lee Holmes, from Katy; Jessica Kimbro, from Paradise; KatieRose McCullough, from Castle Rock, Colo.; Nathan Reeves, from League City; Troy Tarpley, from Fort Stockton; and Trevor White, from New Home.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 20, 2010

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KTXT-TV Names John Kirby as General Manager

KTXT-TV Channel 5, PBS affiliate for the South Plains, has announced the selection of John Kirby as its general manager beginning Oct. 25. After an extensive search process, Kirby was identified as the most qualified candidate to lead the KTXT-TV team.

As general manager, Kirby offers a new direction and is committed to developing high-quality, locally produced programming for the South Plains region while maintaining overall budget and development goals.

Kirby's educational background includes a bachelor's degree from the University of Notre Dame and a master's degree in business communications from Boston University. In the broadcasting industry, he has 19 years of senior management experience in commercial and public television, and previously served as executive director at Eastern New Mexico PBS and KENW-TV/FM.

Clive Kinghorn, who has been serving as Interim General Manager, said Kirby is an invaluable addition to the team.

"The station is fortunate to find someone with his experience in public broadcasting. He has set goals to ensure the programming and service to the viewing audience is what should be expected of a public television station. We look forward to his leadership," Kinghorn said.

KTXT-TV Channel 5's vision for growth is to "Make it a national leader in the PBS community and a local media stand-out serving Lubbock and the region." KTXT-TV believes Kirby's experience proves his ability to deliver leadership and a desire for quality programming.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 20, 2010

CONTACT: Leslie Cranford, leslie.cranford@ttu.edu
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Texas Tech Expert: Don't Ask Don't Tell Policy is an Anachronism

Federal judge Virginia Phillips issued an injunction Oct. 12 that immediately stopped enforcement of the military's "don't ask, don't tell" policy, suspending the 17-year-old ban on openly gay U.S. troops. Her landmark ruling also ordered the government to suspend and discontinue all pending discharge proceedings and investigations under the policy.

Richard Rosen is a professor and director of Texas Tech's Center for Military Law and Policy. Because he handled challenges to the policy in the early 1980s in the federal courts, Rosen can speak to the history of the policy. He is generally familiar with recent cases.

"I believe the district judge and 9th Circuit have it wrong about a heightened standard of review. I also believe that a federal judge is not in a position to overrule Congress' determination on the issue," Rosen said. "Having said that, I also believe that the policy is probably an anachronism, and Congress and the President should seriously consider its appeal."

Rosen can be reached at (806) 742-3990 ext. 303, or at richard.rosen@ttu.edu. View his [expert's profile](#).

Find Texas Tech news, experts and story ideas at www.media.ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 20, 2010

CONTACT: Jaryn Jones, jaryn.jones@ttu.edu
(806) 742-2136

Texas Tech Hosts Disability Awareness Week

Texas Tech University's Student Disability Services will host various events during Disability Awareness Week Oct. 25-29.

The goal of the series is to increase knowledge about disabilities at Texas Tech by providing opportunities for members of the campus community to learn about the physical, learning and attitudinal barriers that face individuals with disabilities.

Scott Tankersly, "Coach Tank," will speak on his experiences as a deaf athlete and coach at 6 p.m. Monday (Oct. 25) in Human Sciences Room 169.

Other events include Deaf Bingo, a student panel question and answer series, registration preparation seminars and a presentation from the runner-up of Miss Wheelchair Texas.

For a full schedule visit <http://www.depts.ttu.edu/students/sds/DAW10.asp>.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu.

CONTACT: David Johnson, unit coordinator, Student Disability Services, Texas Tech University, (806) 742-1822 or david.k.johnson@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 20, 2010

CONTACT: Cory Chandler, cory.chandler@ttu.edu
(806) 742-2136

Experts Available to Discuss Halloween Topics

Blood suckers, brain eaters, spiders, ghosts and massive credit card bills – what could be scarier?

Texas Tech University faculty have expertise on a range of Halloween-themed topics.

Are vampires or zombies the hottest monsters this year? When did vampires get to be so sexy, anyway? And why do we spend so much money dressing up like them? Feel free to discuss.

Zombies and Horror Movies

Rob Weiner, pop-culture guru and subject librarian for the Texas Tech University Library, can speak about horror in movies, literature and comics. He teaches courses on the history of horror in cinema and he has written books on comics and transgressive filmmaking. **He can be reached at (806) 742-2238 ext. 282, or rob.weiner@ttu.edu.**

Shopping Frenzy

The amount of money Americans spend during Halloween is downright scary. **Debbie Laverie, a marketing professor**, can discuss Halloween's marketing impact on the economy. **Laverie can be reached at (806) 742-3953, or debbie.laverie@ttu.edu.**

Vampires

The sexy vampires of today's movies are very different from the monsters of eastern European folklore. **Erin Collopy, an assistant professor of classical and modern languages**, can speak about their origins and their changing image in pop culture. She can be reached at **(806) 742-3286, or erin.collopy@ttu.edu.**

Ghosts

Genaro J. Perez, professor of Hispanic literature, can speak about ghosts, legends and the devil in Mexican literature. He can be reached at **(806) 742-3145 ext. 281, or genaro.perez@ttu.edu.**

Office of Communications and Marketing

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Dia De Los Muertos

Jane Bell, director of special projects for Texas Tech's International Cultural Center, and Tina Fuentes, professor and interim director of the School of Art, can speak about the history, modern beliefs, decorations and objects associated with Dia de los Muertos. Fuentes has experienced the ceremonies in Mexico and helps organize the Lubbock Dia de los Muertos procession each year. Bell can be reached at jane.bell@ttu.edu. Fuentes can be reached at (806) 742-3825 ext. 255 or tina.fuentes@ttu.edu.

Spiders

James Cokendopher, research associate for the Natural Science Research Laboratory in Texas Tech Museum, can speak about spider species. He can be reached at (806) 742-2486 ext. 266, or cokendolpher@aol.com

Bats

Robert Baker, Horn professor of biology, can discuss the vampire bats that drink the blood of their hosts under the cover of darkness. He can be reached at (806) 742-2702 or robert.baker@ttu.edu.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu.

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 21, 2010

CONTACT: Leslie Cranford
(806) 742-2136

Greek Community Hosts 14th Annual Greek Treat

Ghosts, goblins and witches, oh my! Texas Tech University's Greek Community is gearing up for its 14th annual Greek Treat. The event will take place from 4-6 p.m. Wednesday (Oct. 27) at Greek Circle located on Quaker Avenue between 8th and 15th Streets. The sororities and fraternities would like to extend an invitation to Lubbock community parents and their children to attend this year's festivities.

The Panhellenic Council community service chair, Marla Doughty, has been planning the project and hopes for another great turnout.

"This event is a wonderful opportunity for the Lubbock community to come and trick-or-treat with the Greeks," Doughty said. "We're looking forward to a memorable event filled with games, candy and activities."

In addition to trick-or-treating, participating sororities and fraternities will provide activities for the children including bobbing for apples, face painting and bean bag toss. Everyone is encouraged to dress up in their favorite Halloween costume. Greek Circle will be blocked off beginning at 3:30 p.m. to ensure safety for the children and families.

Texas Tech Panhellenic, along with the Interfraternity Council, National Pan-Hellenic Council and Multicultural Greek Council, has sponsored Greek Treat for fourteen years. They look forward to continuing to provide a safe and exciting time for the children and families of the Lubbock community.

CONTACT: Megan Robare, unit coordinator, Center for Campus Life, Texas Tech University, (806) 742-5433 or lee.robare@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 21, 2010

CONTACT: Kate Lepard, Katherine.lepard@ttu.edu
(806) 742-2136

Texas Tech School of Music presents Halloween Concert

The Texas Tech University School of Music will host the University Symphony Orchestra Halloween Concert from 3-4 p.m. Oct. 31 in the Hemmle Recital Hall. Families are encouraged to attend the one-hour performance wearing their Halloween costumes.

The orchestra will perform music by composers Grieg, Berlioz, Rossini and Verdi which will lead into a special medley from the musical "Wicked" featuring soloists from the Texas Tech vocal department. Members of the orchestra and conductors will appear in costume during the performance.

The Texas Tech Orchestra and guests soloists will play under the direction of Andrew George and graduate assistant conductors Raul Mungia and Carolyn Turner.

A limited number of free tickets are available to Texas Tech students with a valid ID at the Student Union Building box office. These tickets are limited to one per student.

General admission tickets are \$7 in advance and \$8 at the door. Student tickets for non-Texas Tech students are \$5 in advance and \$6 at the door. Prices include a \$3 Select-A-Seat service charge. Tickets for children 13 and under are free.

Proceeds from the event will go to the Texas Tech orchestras. Advanced tickets can be purchased through Select-A-Seat by calling (806) 770-2000 or by visiting any Select-A-Seat outlet in town. Tickets also may be purchased online at www.selectseatlubbock.com.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu.

CONTACT: Liza Muse, senior specialist, School of Music, Texas Tech University,
(806) 742-2270 ext. 295, or liza.muse@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 22, 2010

CONTACT: Kate Lepard, Katherine.lepard@ttu.edu
(806) 742-2136

Grammy Award Nominee and Jazz Vocalist Nnenna Freelon to Perform at Texas Tech

Texas Tech University's fall 2010 Presidential Lecture & Performance Series will present Nnenna Freelon, a six-time Grammy Award nominee and jazz vocalist from 7-8:30 p.m. Nov. 19 in the Allen Theatre in the Student Union Building (SUB).

Freelon, hailed as the "international voice of jazz," has performed with a number of legendary musicians including Herbie Hancock, Aretha Franklin, Ray Charles and Al Jarreau. A world-renowned composer, producer and arranger, Freelon has electrified audiences at performances from Carnegie Hall to the Hollywood Bowl, to popular jazz festivals all over the world.

"The audience can expect elegance, grace and an exquisite voice from Nnenna Freelon," said Jo Moore, administrator of the College of Visual and Performing Arts Presidential Lecture & Performance Series. "She is a compelling and captivating live performer. Add jazz vocals to that mix and you definitely have the 'wow' factor."

Freelon also made appearances in the Mel Gibson film, "What Women Want," the TV show "Mad Men" and on stage in the hit musical "Ask Your Mama." She has received the prestigious Billie Holliday Award from the Academie du Jazz and the Eubie Blake Award from the Cultural Crossroads Center in New York City.

Singing in church as a child gave Freelon her first exposure to the arts. Her father's Count Basie recordings and her mother's active involvement in the church planted the appreciation for music that ultimately led Freelon to pursue a career in jazz.

"Freelon's energy and creativeness are hallmarks of her recordings," Moore said. "The audience will have the opportunity to meet Freelon and purchase her new CD, 'Homefree,' after the performance, giving them the opportunity to experience her performance again."

Tickets are \$12 for general admission and can be purchased through Select-A-Seat by calling (806) 770-2000. Prices include a \$3 Select-A-Seat service charge. Student tickets are free with a valid ID at the SUB ticket booth.

For more information, visit the 2010-2011 Presidential Lecture & Performance Series [website](#).

Find Texas Tech news, experts and story ideas at www.media.ttu.edu.

**CONTACT: Jo Moore, administrator, Presidential Lecture & Performance Series,
College of Visual and Performing Arts, Texas Tech University, (806) 742-0700 or
jo.moore@ttu.edu.**

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 22, 2010

CONTACT: Leslie Cranford, leslie.cranford@ttu.edu
(806) 742-2136

Tech Residence Halls Association Hosts Annual “Safe Treat”

The Texas Tech University Residence Halls Association (RHA) will host the annual Halloween celebration, Safe Treat, from 6 to 8 p.m. Oct. 28. Texas Tech invites the Lubbock community to trick-or-treat in a safe and fun environment.

Those wishing to participate in Safe Treat can begin trick-or-treating in any of Texas Tech’s residence halls at 6 p.m. Families will be allowed to park in any of the “Z” residence hall parking lots from 6 to 8 p.m. Free bus transportation will be provided between the residence halls on campus.

The annual pre-Halloween tradition is sponsored by the RHA and Complex Councils. Each residence hall will have games, activities and the option for children and their family to go door to door to trick-or-treat and receive free candy. The annual “Safe Treat” brings together Texas Tech students and local residents during the festivities in the residence halls.

This year Texas Tech’s men’s basketball team also will be involved in Safe Treat. Players will be handing out candy and signing posters in the Murray residence hall lobby from 7 to 8 p.m.

The Residence Halls Association serves as the voice for those students who live within the residence halls on campus. RHA provides many programs and activities to enhance the living environment in the residence halls and to encourage the exchange of ideas.

CONTACT: Tim Bonson, advisor, RHA, Texas Tech University, (806) 742-1069 or tim.bonson@ttu.edu, or Evan Dixon, vice president of programming, at evan.dixon@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Oct. 25, 2010

CONTACT: Kate Lepard, katherine.lepard@ttu.edu
(806) 742-2136

National Ranching Heritage Center to Host Old-Fashioned Harvest Festival

- WHAT:** The National Ranching Heritage Center (NRHC) at Texas Tech University will host the 4th annual Heritage Halloween event.
- WHEN:** 4-7 p.m., Friday (Oct. 29)
- WHERE:** National Ranching Heritage Center, 3121 Fourth St.
- EVENT:** Trick-or-treaters of all ages can fill their bags with treats as they visit several of the historic structures at the NRHC. Volunteers at each house will hand out period-correct treats.

At the 1909 Barton House, volunteers will hand out Hershey's Kisses, which were developed in 1906. Trick-or-treaters also can fill their bags with Tootsie Rolls, which were developed in 1896, at the 1886 Las Escarbas division of the XIT Ranch.

The event also will offer \$1 hayrides through the park, a cakewalk at the McLaughlin Arbor and craft making in the 6666 Barn.

Visitors can buy Halloween decorations, gifts and fall merchandise at Cogdells General Store.

Heritage Halloween is free to the public, but donations are welcome at the door.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu.

CONTACT: Emily Arellano, event coordinator, National Ranching Heritage Center, Texas Tech University, (806) 742-0498, or emily.arellano@ttu.edu



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 25, 2010

CONTACT: Norman Martin; norman.martin@ttu.edu
(806) 742-2808

Texas Tech Women's Rodeo Wins WTAMU Event

Texas Tech University's women's rodeo team, led by the strong performance of Taylor Langdon in the barrel racing events, rode to a second place finish recently at the West Texas A&M University Rodeo in Canyon. The meeting was the Red Raiders fourth Southwest Region National Intercollegiate Rodeo Association event of the season.

Langdon, a sophomore from Aubrey, finished second in the overall competition. The animal and food science major continues to lead the Southwest Region National Intercollegiate Rodeo Association in barrel racing rankings. Haley Nelson of Canyon and Teal Hampton, a senior human sciences major from Ft. Myers, Fla., also placed in barrel racing.

In the goat tying competition, Bailey Guthrie, an animal science major from Rigby, Idaho, recorded the fastest time of the year at 7.3 seconds in go round one. She then tied for third in the finals with 9.6 seconds, putting her in second place for the overall event. Guthrie leads the Southwest regional standings in goat tying.

In the men's competition, senior Luke Creasy, an English major from Alberta, Canada, placed in bareback riding. Clay Creasy, a senior animal and food sciences major from Alberta, Canada, placed in saddle bronc riding. Senior Adam Sawyer of Bassett, Neb., placed in calf roping.

Texas Tech's rodeo teams are at home for the next National Intercollegiate Rodeo Association event Oct. 21-23 at Texas Tech Equestrian Center indoor arena. The event culminates the fall season for the Tech teams.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu.

CONTACT: Norman Martin, communications coordinator, College of Agricultural Sciences and Natural Resources, Texas Tech University, (806) 742-2808 or norman.martin@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Oct. 26, 2010

CONTACT: Leslie Cranford, leslie.cranford@ttu.edu
(806) 742-2136

Texas Tech Campus Hosts Family-Friendly Halloween Events

Texas Tech University organizations are hosting a variety of Halloween-week events for all ages.

- 14th Annual Greek Treat: 4-6 p.m. Wednesday (Oct. 27) at Greek Circle, located on Quaker Avenue between Eighth and 15th Streets.
- Residence Halls Association annual Safe Treat: 6-8 p.m. Thursday (Oct. 28) in any of Texas Tech's residence halls. Families will be allowed to park in any of the "Z" residence hall parking lots from 6 to 8 p.m. Free bus transportation will be provided between the residence halls on campus.
- The National Ranching Heritage Center old-fashioned Harvest Festival: 4-7 p.m. Friday (Oct. 29) during the 4th annual Heritage Halloween event, at 3121 Fourth St. Visitors of all ages can take part free of charge. Trick-or-Treaters can fill their bags with period-correct treats as they visit several of the historic structures at the NRHC. Also offered are \$1 hayrides through the park, a cakewalk at the McLaughlin Arbor and making fall crafts in the 6666 Barn.
- Annual Dia de los Muertos Procession: 5:30 p.m. Friday (Oct. 29) free and open to the public. Traditional snacks will be served at each site. Two Texas Tech sites will participate in this year's Dia de los Muertos procession:
 - 5:30-6:30 p.m., International Cultural Center, 601 Indiana Ave.: Art in response to the history and meaning of Day of the Dead. Music by Mariachi Amistad.
 - 6:30-7:30 p.m., Landmark Arts, School of Art, 18th Street and Flint Avenue: The School of Art's exhibit in the Studio Gallery draws on the life and work of Mexican artist José Guadalupe Posada. The procession will continue to the Louise Hopkins Underwood Center for the Arts Ice House at Avenue J. and Mac Davis Lane and then to the Buddy Holly Center, 1801 Crickets Ave.
- University Symphony Orchestra Halloween Concert: 3-4 p.m. Sunday (Oct. 31) in Hemmle Recital Hall. Families are encouraged to attend the one-hour performance wearing their Halloween costumes. General admission tickets are \$7 in advance and \$8 at the door. For any non-Texas Tech student, tickets are \$5 in advance and \$6 at the door. Tickets for children 13 and under are free. A limited



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 26, 2010

CONTACT: John Davis, john.w.davis@ttu.edu
(806) 742-2136

Texas Tech's Fibertect® Selected As Top Innovation by Cotton Incorporated

Fibertect®, a decontamination technology developed by researchers at Texas Tech University, was one of seven new innovations selected by Cotton Incorporated to show the versatility of the fiber.

The products are highlighted in short vignettes on Cotton Incorporated's Cotton Today website.

In 2005, Seshadri Ramkumar and his team at the Institute of Environmental and Human Health (TIEHH) at Texas Tech leveraged the absorbent capabilities of cotton to create the Fibertect® wipe that can absorb and neutralize gases and liquids that might be used in chemical warfare.

"To be recognized by the U.S. cotton industry as one of seven inventions is humbling, as it showcases the practical use of cotton technology developed at Texas Tech," Ramkumar said. "The need for decontamination wipes, such as the kind we've created here at TIEHH, were a top priority for the Department of Defense. Years ago, we began the research, developed a product and met a top national security issue. Now we're finding even more uses for the material."

The process to make Fibertect® has received a patent and has been validated for use as a low-cost decontamination wipe for the U.S. military. Also, the wipe's qualities were re-engineered to create a better absorbent material to pick up the "chocolate mousse" oil slicks inundating Gulf Coast beaches following the Deepwater Horizon disaster.

Amit Kapoor is president of First Line Technology, which commercially distributes Fibertect® that is manufactured by Hobbs Bonded Fibers Inc. He said that unlike synthetic materials like polypropylene that are currently used in many oil containment booms, Fibertect® is made from environmentally friendly raw cotton and carbon.

"This summer, Fibertect® was taken to the empty beaches of Grand Isle, La., and then laid out on top of a blob of oil that had settled on the beach," Kapoor said. "It worked very well in absorbing and containing the oil. First Line technology is really pleased to take the laboratory technology into marketplace. Fibertect® is a platform technology and is finding applications in military and oil spill situations."



TEXAS TECH UNIVERSITY

number of free tickets are available to Texas Tech students with a valid ID at the Student Union Box Office. These tickets are limited to one per student.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 26, 2009

CONTACT: Cory Chandler, cory.chandler@ttu.edu
(806) 742-2136

Library Adds Full-Text Versions of Medical Databases

The Texas Tech University Library announces the addition of two full-text medical databases to its vast collection of electronic resources.

MEDLINE[®] with Full Text and CINAHL[®] Plus with Full Text.

MEDLINE[®] with Full Text provides authoritative medical information on medicine, nursing, dentistry, veterinary medicine, the health care system and much more. It is the world's most comprehensive source of full text for medical journals, providing text for more than 1,450 journals including *American Family Physician*, *Animal Genetics* and the *Journal of Biomedical Materials and Engineering*.

CINAHL[®] Plus with Full Text is the world's most comprehensive nursing and allied health research database, providing full text for more than 750 journals. The database also provides full text for more than 240 books/monographs and it provides indexing for more than 4,175 journals from the fields of nursing and allied health, with coverage dating back to 1937.

To access Medline with Full Text, visit, click on [MEDLINE[®] with Full Text](#) or click on [CINAHL[®] Plus with Full Text](#).

CONTACT: Amanda Schaefer, assistant director, University Career Services, Texas Tech University, (806) 742-2210, or amanda.schaefer@ttu.edu

Kater Hake, vice president of agricultural and environmental research at Cotton Incorporated, said that cotton has been essentially a source of textile fiber for six millennia. However, creative organizations such as Texas Tech are evolving the use of cotton and, in the process, its future.

“At Cotton Incorporated, we define sustainability as practices that create an environmental, economic and societal benefit,” Hake said. “The developments of these organizations certainly address those three tiers of sustainability, and demonstrate the seemingly infinite uses for the cotton plant.”

To view Fibertect® and the other innovations highlighted by Cotton Incorporated, visit <http://cottontoday.cottoninc.com/sustainability-multimedia/>.

For more information on Fibertect® products from First Line Technology, visit www.firstlinetech.com.

To watch the segment on Fibertect®, visit <http://www.youtube.com/watch?v=9azlcim0k2Y>

Find Texas Tech news, experts and story ideas at www.media.ttu.edu.

CONTACT: Seshadri Ramkumar, manager of the Nonwoven and Advanced Materials Laboratory, The Institute of Environmental and Human Health at Texas Tech University, (806) 445-1925, or s.ramkumar@ttu.edu; James Pruden, co-director of public relations, Cotton Incorporated, (212) 413-8306, or jpruden@cottoninc.com; Amit Kapoor, president, First Line Technology, (703) 995-7510 or akapoor@firstlinetech.com; Larry Hobbs, vice president of manufacturing Hobbs Bonded Fibers Inc., (254) 741-0040, or lhobbs@hobbsbondedfibers.com



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 26, 2010

CONTACT: Jaryn Jones, jaryn.jones@ttu.edu
(806) 742-2136

Texas Tech Celebrates Native American Heritage Month

The Cross-Cultural Academic Advancement Center will honor Native American Heritage Month by hosting the American Indian Event throughout November. Events will feature speakers, films, performances and exhibits coordinated the by Texas Tech faculty and staff.

Events include:

Monday, Nov. 1

- The photo exhibition by Edward Curtis, “Native American Women,” will open in the Southwest Collection.
- A panel discussion on “The Court Martial of the Apache Kid, 1887” will take place at 5:30 p.m. at the Texas Tech School of Law.

Friday, Nov. 5

- A film fest featuring “White Fawn’s Devotion” and “The Invaders” will show at 7 p.m. in the Museum of Texas Tech.

Thursday, Nov. 11

- James Brook will present a lecture at 7 p.m. at the Texas Tech International Cultural Center.

Thursday, Nov. 18

- Native American singer, Jana Mashonee, will perform at 7 p.m. at the Texas Tech International Cultural Center.

Tuesday, Nov. 30

- A presentation and discussion of Edward Curtis’ photo exhibition film “Skins” will take place at 4 p.m. in the Foreign Language Building.

All events are free to the public. For more information visit www.depts.ttu.edu/diversity/ccaac.

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**CONTACT: Leticia De Larrosa, unit coordinator, Division of Institutional Diversity,
Texas Tech University, (806) 742-8681 or leticia.de-larrosa@ttu.edu.**



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Oct. 26, 2010

CONTACT: Jaryn Jones, Jaryn.jones@ttu.edu
(806) 742-2136

University Career Services Hosts Texas Tech Career Connection

WHAT: Texas Tech Career Connection

WHEN: 5:30 p.m. – 7:30 p.m. today (Oct. 26)

WHERE: Frazier Alumni Pavilion

EVENT: Texas Tech University Career Services along with Lubbock Economic Development Alliance, Lubbock Chamber of Commerce, Young Professionals of Greater Lubbock and Texas Tech Student Government Association will host a career event for Texas Tech students. Students are invited to network with a variety of Lubbock businesses hiring full time, part time and internship positions.

WHAT: Texas Tech Career Connection

Find Texas Tech news, experts and story ideas at www.media.ttu.edu.

Contact: Carol Trigg, employee relations, University Career Services, Texas Tech University, (806) 742-2210 or carol.trigg@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 27, 2010

CONTACT: Karin Slyker, karin.slyker@ttu.edu
(806) 742-2136

Top Chess Players Travel to Lubbock for SPICE Cup 2010

Players include youngest American ever to earn Grandmaster title, at age 14.

Ray Robson, who celebrated his 16th birthday this week, is among the top Chess competitors scheduled to compete in the SPICE Cup International Invitational Tournament. The event, now in its fourth year, will be held at Texas Tech University.

The 2010 SPICE Cup Festival will take place from Oct. 28-Nov. 7 in the Matador Room of the Student Union Building.

Lubbock Mayor Tom Martin will join SPICE director Susan Polgar for the kickoff to the event. He will also declare Oct. 28 as “Susan Polgar Day” in Lubbock. Round-robin game play will begin immediately after the reception.

Players will be broken into two groups. The six-player A Group will meet in a category 16 event – the highest rated international invitational Chess tournament in U.S. history.

- Grandmaster Zoltan Almasi, Hungary, 2707
No. 1 ranked Hungarian on the live rating list, 2010 Olympiad Silver Medalist
- Grandmaster Alexander Onischuk, United States, 2688
Former U.S. Champion and No. 1 ranked American, Olympiad Medalist
- Grandmaster Wesley So, Philippines, 2668
No. 1 ranked Filipino, member of the 2008-2010 Filipino Olympiad team
- Grandmaster Georg Meier, Germany, 2659
No. 2 ranked German, member of the 2008 German Olympiad team
- Grandmaster Ray Robson, United States, 2539
Former U.S. Junior Champion, youngest ever American Grandmaster
- Grandmaster Eugene Perelshteyn, United States, 2528
2007 SPICE Cup Champion, 2009 SPICE Cup B Group Co-Champion, winner of multiple National Collegiate Team Championships

Ten players form the B Group tournament, a Category 10 event comprised of mostly grandmasters or international masters:

- Grandmaster Davorin Kuljasevic, Croatia, 2555
Texas Tech business major graduate student, 2-time winner of the National Collegiate Team Championship, member of the Texas Tech Knight Raiders, first Texas Tech Grandmaster
- Grandmaster Ben Finegold, United States, 2534
2-time U.S. Open Champion, 2-time National Open Champion, 2009 SPICE Cup B co-champion, former winner of the prestigious Samford fellowship
- Grandmaster Gergely Antal, Hungary, 2526
Texas Tech Economics Major Graduate, 2009 National Collegiate Chess Champion, member of the Knight Raiders, second Texas Tech Grandmaster
- Grandmaster Andre Diamant, Brazil, 2498
Top rated Brazilian Junior, former Brazilian National Champion, member of the 2008 & 2010 Brazilian Chess Olympiad team, member of the Knight Raiders
- Grandmaster Anatoly Bykhovsky, Israel, 2497
One of the top young players in Israel, member of the Knight Raiders
- International Master Irina Krush, United States, 2490
Reigning and multiple time U.S. Women's Champion, multiple time Olympiad medalist
- International Master Bryan Smith, United States, 2478
Highest rated player ever from Alaska, winner of multiple National Collegiate Team Championships
- International Master Dean Ippolito, United States, 2469
Prominent chess coach, former winner of the prestigious Samford fellowship, 11-time All-American
- International Master Danny Rensch, United States, 2404
Prominent chess coach, former National Elementary, Junior High, and High School Champion, 6-time All-American
- FIDE Master Darwin Yang, United States, 2402
Currently one of the top rated American juniors, earned first IM norm at the 2010 SPICE Spring Invitational

The Festival will also include a World Chess Federation (FIDE) Rated Open, a Scholastic event and an Open competition. Spectators are welcome, daily admission is free.



TEXAS TECH UNIVERSITY

Live updates will be available at <http://www.chessdailynews.com/>.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu.

CONTACT: Paul Truong, director of marketing, SPICE, Texas Tech University, (806) 742-2136, or paul.truong@ttu.edu.



TEXAS TECH
UNIVERSITY.

News Release

FOR IMMEDIATE RELEASE

DATE: October 27, 2010

CONTACT: Amber Sweeney, asweeney@echd.org
Phone: (432) 210-8008

Jennifer Farris, Jennifer.Farris@ttu.edu
Phone: (806) 742-3543

**Texas Tech Researchers to Save More than \$250,000 Each Year
for Odessa's Medical Center Hospital**

Two Texas Tech University industrial engineering professors have collaborated with administrators and nursing staff at Odessa's Medical Center Hospital (MCH) to develop a plan, when fully implemented, which is projected to save the hospital more than \$250,000 dollars each year. Through this work, they have been able to introduce efficiencies that make discharge from the hospital easier and will enable most patients to go home sooner.

Jennifer Farris, assistant professor of industrial engineering, and Tim Matis, associate professor of industrial engineering, were asked by MCH chief nursing officer Marlene McAllister to help the hospital improve patient flow, and thereby reduce a backlog that regularly built up in MCH's emergency room (ER).

"When our patients wait at the emergency room we are very concerned," McAllister said, "The flow of patients is a process that industrial engineers are uniquely qualified to address. We have been fortunate at MCH to not only have an ongoing relationship with the Texas Tech University Health Sciences Center, but also the engineers in the Edward E. Whitacre Jr. College of Engineering."

Farris and Matis responded with a three-phase approach for solving the backlog problem, saving the hospital money, and saving time for patients.

In phase one, Farris and Matis observed that the backlog in the ER was often due to delays in discharging patients from the hospital. "We noticed that patients had to wait in the ER for rooms within the hospital to become available," said Farris, "We collected data at MCH and looked at other hospitals' information to set a goal for MCH's future."

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In phase two, the Texas Tech researchers sought to understand why it took so long for patients to be discharged from the hospital. Farris and Matis identified sources of significant delay from which Beth Baker, MCH nurse and divisional director of Women's, Children's and Acute Care Services, and Chad Dunavan, telemetry unit director, developed new procedures for the hospital that eliminated unnecessary paperwork and procedures that delayed each patient's departure. This phase, already in implementation, is already helping patients to be discharged more than 40 minutes earlier than before.

"MCH is dedicated to the highest quality of care for our community," Baker said, "The partnership with Texas Tech has been beneficial in identifying needs and changes related to the way our patients flow through our systems. Great patient satisfaction and timely treatment is our ultimate goal. "

"With the changes that we recommended, patients' waiting periods in the ER are much shorter as well," said Farris, "MCH can now place patients into a comfortable room much sooner."

In the third phase, Farris and Matis are working on a system that allows patients to schedule their discharge times.

"If you have been in the hospital before, you may have waited a long time to be discharged," Matis said, "And you might have made arrangements for someone to pick you up. Our system can help match a patient's needs with the departure time. This way, you can plan on going home from MCH at a time that fits into your schedule."

This system involves an intricate network of scheduling and workflows that matches patient needs with staffing availability for the benefit of both patients and the hospital.

About Medical Center Hospital

Medical Center Hospital is the only full-service hospital in Ector County. More than 60 years ago, the citizens of Odessa saw the need to build a community hospital. Through the years, this 85-bed community hospital has grown to become a 362-bed regional medical center; a teaching hospital; and now a healthcare system including satellite outpatient services and integrated physician services. Serving as the regional referral hospital for the 17 surrounding counties of the Permian Basin, MCH prides itself on obtaining the reputation as one of West Texas' leading hospitals

-30-

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 27, 2010

CONTACT: Leslie Cranford, leslie.cranford@ttu.edu

Phone: (806) 742-2136

Texas Tech Engineer's Children's Book Wins National Recognition

A children's non-fiction book coauthored by a Texas Tech University engineering professor is recognized as a "Best Books 2010" Award finalist by USABookNews.com, the premiere online magazine and review website for mainstream and independent publishing houses.

"Engineering Elephants," coauthored by Michelle Pantoya, a professor of mechanical engineering at Texas Tech University, and Emily Hunt, an assistant professor of mechanical engineering at West Texas A&M University, seeks to educate very young children about who engineers are and what they do.

"Children know doctors and teachers and police and firemen and soldiers, but not engineers," Pantoya said. "This is a way of introducing young children to engineering. Our goal is to inspire some of these young people to think about an engineer as something they want to be when they grow up."

Between them, Pantoya and Hunt have seven children ages seven and under. The women discovered that there is a lack of children's books on engineering geared toward young children ages 4-8 and began work on the book about two years ago.

Jeffrey Keen, president and CEO of USABookNews.com, said this year's contest yielded an unprecedented number of entries, which were then narrowed down to more than 500 winners and finalists in more than 140 categories covering print and audio books. Awards were presented for titles published in 2010 and late 2009.

A complete list of the winners and finalists of the USABookNews.com National "Best Books 2010" Awards are available online at <http://www.USABookNews.com>.

The book is available online at authorhouse.com and at amazon.com.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 27, 2010

CONTACT: Karin Slyker, karin.slyker@ttu.edu

(806) 742-2136

Crunching the Numbers for the Rangers First World Series Appearance

“Hot hand” researcher can speak on Rangers chances at a win.

Game on! Tonight, the Texas Rangers take the field in San Francisco. The question is, will it be a seven-game series or a four-game sweep?

Alan Reifman, a Texas Tech University professor who studies sports streakiness and conducts “hot hand” research, is available to speak about the chances of the Rangers emerging as MLB World Series Champions.

“In baseball, the home team wins around 54 percent of the time, only slightly above what a coin flip would suggest,” Reifman said. “Other sports have bigger home-field (home-court, home-ice, etc.) advantages, perhaps because the crowds are closer to the action.” Reifman said the main focus of this year’s World Series would probably put the Giants’ pitching up against the Rangers’ hitting.

“In September, the Giants had a streak of 18 straight games with three or fewer runs allowed, while the Rangers have slugged at least one home run in all 11 of their playoff games leading up to the World Series.”

Reifman is a professor in Texas Tech’s Department of Human Development and Family Studies who conducts “hot hand” analysis and can speak to sports streaks and statistical probability. His blog can be found at <http://thehothand.blogspot.com/>.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu.

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FOR IMMEDIATE RELEASE

DATE: Oct. 27, 2010

CONTACT: Leslie Cranford, leslie.cranford@ttu.edu
(806) 742-2136

Texas Tech College of Education Alumni Win Statewide Awards

As Texas scrambles to fill teaching positions at all levels of education, Texas Tech University is doing its part to furnish the state with exemplary teachers, as evidenced by two recent statewide awards to Texas Tech College of Education alumni.

Sammie Von Hoene, a 2007 graduate of the college, is the recipient of the 2010 Outstanding Teacher Award for Elementary Science in Texas.

The distinguished award is given by the Science Teachers Association of Texas to recognize teachers who are leaders for excellence in teaching science at the elementary, middle school and high school levels.

Von Hoene has taught reading, writing, math and science at Reed Elementary, a Title 1 school in Houston, for the past four years. She is a past Science Education Scholar for CISER, the Center for the Integration of Science Education and Research, College of Education Ambassador and a member of the Honors College at TTU.

Sammie has presented workshops at national and state science education conferences and is currently working with the Rice University School Science and Technology Program in a graduate level teacher cohort and as a curriculum writer for the website www.TAKScopes.com. She is constantly working to impact her students' lives in positive and constructive ways while sharing her passion and excitement for science with her students daily.

Ellen Frye, Ed.D., educational diagnostician for Dunbar Middle School, was named "Educational Diagnostician of the Year" on October 15, 2010, at the national conference of the Council for Educational Diagnostic Services (CEDS) in San Antonio, Texas.

Dr. Frye has worked for Lubbock ISD for 17 years. She was recognized for her recent 3-year term as the first chairman of the National Certification of Educational Diagnosticians Board of Directors (which established a nation-wide credential for educational diagnosticians).

She has made numerous presentations at national CEDS conferences and national conferences of the Council for Exceptional Children, taught undergraduate and graduate courses in special education, as well as being an educational diagnostician for 22 years.

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She got her Masters in 81 and Ed.D. in 1998.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 27, 2010

CONTACT: Jaryn Jones, jaryn.jones@ttu.edu
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Homecoming 2010: Let the Games Begin

Texas Tech University will celebrate Homecoming Nov. 1-6 with a week of events and activities.

Banner displays based on this year's board game theme, Let the Games Begin, will be featured in the Student Union Building throughout the week. Spirit Boards painted by various campus organizations will be displayed at the Broadway Avenue entrance.

Susan G. Komen for the Cure ribbons will be sold at all Tech Activities Board events.

This year's homecoming events include:

Monday, Nov. 1

- Homecoming Kickoff will take place at noon in the North Plaza outside the Student Union.
- Members of various Texas Tech student organizations will compete in Student Organization (S.O.) Sing at 8 p.m. in the United Spirit Arena.

Tuesday, Nov. 2

- A tarot card reader will be available from 11 a.m. – 3 p.m. in the Student Union West Building.
- Students are encouraged to participate in the blood drive from 2 p.m. - 10 p.m. in the Robert H. Ewalt Student Recreational Center Racquetball Courts.

Wednesday, November 3rd

- Green Screen Board Game Photos will be displayed from 11 a.m. - 3 p.m. in the Student Union West Basement.
- A free movie will show at 3 p.m. in the Student Union Escondido Theater.
- Tech Activities Board will host a comedy night featuring Ralphie May at 8 p.m. in the Student Union Allen Theater.

Thursday, November 4th

- Candyland & Footballs will be held at 11 a.m. in the Student Union West Basement.
- The Techsan Memorial will take place at 5:30 p.m. in Memorial Circle to honor students, faculty, staff and alumni who have passed away.

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- A free movie will show at 7:30 p.m. in the Student Union Allen Theater.

Friday, November 5th

- Campus Crusade for Christ will sponsor Tamale Fest from 11 a.m. – 1 p.m. in Urbanovsky Park.
- The Texas Tech Alumni Association will sponsor the Top Techsan Luncheon at noon in the Merket Alumni Center.
- The Homecoming Court and Spirit Board winners will be announced at the Rowdy Raider Rally at noon in the North Plaza outside the Student Union.
- The annual Homecoming dinner and reception, A Night to Remember, will be held at 6 p.m. in the Merket Alumni Center.
- The 2010 Homecoming Step Show – West Texas Showdown will be held at 7 p.m. in the Student Union Allen Theater.
- Students are invited to show their Texas Tech spirit at the Pep Rally & Bonfire at 9 p.m. at the Rugby Fields.

Saturday, November 6th

- Texas Tech Alumni Association will sponsor the Red Raider Road Race at 8 a.m. beginning at the Recreational Center.
- The Homecoming Parade will begin at 10 a.m. at Broadway and Avenue V and end at the intersection of 18th Street and Indiana Avenue on campus.
- RaiderGate will feature country singer Mark McKinney. Gates open four hours before kickoff.
- The Lady Raider volleyball team will play Nebraska at 6:30 p.m. in the United Spirit Arena.
- Texas Tech will face Missouri at Jones AT&T Stadium. The king and queen will be crowned at halftime.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 28, 2010

CONTACT: John Davis, john.w.davis@ttu.edu
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Texas Tech Paleontologist to Discuss Discovery of ‘Missing Link’ Sauropod Dino at Geological Society of America Meeting

Its life ended in a flash – probably a flash flood, actually. And once its body came to rest covered in silt and sediment in the swollen floodplain, the “missing link” sauropod lay forgotten in the darkness of hardened rock for 200 million years.

On Sunday (Oct. 31), a Texas Tech University researcher will discuss the discovery in China of the first complete skeleton of an early sauropod, *Yizhousaurus sunae*, considered the prototype for what would become some of the largest animals ever to walk the Earth.

Sankar Chatterjee, Horn Professor of Geosciences and curator of paleontology at the Museum of Texas Tech University, will deliver the findings during the annual meeting of the Geological Society of America in Denver. He began working on the animal in 2005 with Chinese colleagues.

This particular early sauropod’s life ended in tragedy, Chatterjee said. However, his four-footed, long-necked ancestors, such as *Diplodocus* and *Camarasaurus*, would become one of the most recognizable and successful orders of dinosaurs to rule the planet until the mass extinction 65 million years ago.

“Sauropods as a group are very numerous for 160 million years during the Mesozoic,” Chatterjee said. “There’s about 120 species known, but most of them were later sauropods. Questions remain about how they began. *Yizhousaurus* will fill in a critical gap in the early evolution of sauropods.”

Chinese scientists discovered two prosauropods – the precursor animals that would give rise to their larger cousins – 50 years prior near the same location in Lufeng, in Yunnan Province of South China. But *Yizhousaurus sunae* shows all the hallmarks of the later sauropods, such as beginning of a long neck, hardy skeleton, four-legged posture and a small, broad skull.

Researchers also discovered the intact, fossilized skull of *Yizhousaurus*, a rare and crucial piece to understand this animal’s place in the evolution of sauropods. Only 10 percent of skulls survive, he said.

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“Yizhousaurus’s skull is broad, high and domed, less than a foot long with a short snout, eye sockets on the sides for scanning enemies,” Chatterjee said. “It has an unusually wide and U-shaped jaw, in top view, like that seen in later Camarasaurus.”

These prey animals measured only 30 feet long and probably lived in herds to protect themselves from predatory dinosaurs related to Dilophosaurus, a miniature version of allosaurs that lived in the area at that time.

Their lives revolved around eating the evergreen trees that populated their flood plains, he said. Numerous serrated and spoon-shaped teeth of the upper and lower jaws would slide past each other like gardening shears for cutting plant material during feeding.

“The sturdy teeth and raised neck let the animal very easily nip small branches from treetops and then chew the plant material. It could eat anything from leaves to woodier parts of the plants. The teeth could really slice. Later sauropods lost these all-purpose teeth and subsisted on soft plant material. Once the plant food was ingested, a gastric mill in the stomach probably provided further mechanical breakdown of the plant.”

Most paleontologists are of the opinion that some prosauropods gave rise to sauropods, despite the fact that the transition has been very vague, Chatterjee said.

“The skull was a dead ringer for early sauropod. So beautiful. So complete,” he said. “Anyone looking at this dinosaur can see its basic body plan from which later sauropods could be derived. This is why this Yizhousaurus may bridge this gap. Not only from Lufeng, but also from Liaoning Province of China, hundreds of exquisite dinosaur fossils have been discovered in recent times. I think this century will belong to China as far as paleontology is concerned.”

Watch the clip here: <http://www.youtube.com/watch?v=piKSvvdRsg>.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 28, 2010

CONTACT: Karin Slyker, karin.slyker@ttu.edu
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Lubbock Mayor Tom Martin Declares “Susan Polgar Day” Proclamation made at the SPICE Cup 2010 opening ceremonies.

Many people may wonder who Susan Polgar is, and surprised to hear that a chess grandmaster of her caliber makes her home in Lubbock.

Polgar was born in Budapest, Hungary. Her father, Laszlo Polgar, believed that “Geniuses were made, not born.” He sought to prove that if trained properly in one specialty from an early age, a child could achieve extraordinary things. He chose chess as that specialty.

She was just 4 years old when she won her first chess tournament. And in 1984, Polgar was the top-rated female chess player in the world at the age of 15. In 1991, she became the first woman to earn the Grandmaster title the conventional way, by achieving three GM Norms and a rating over 2500.

Polgar moved to New York in 1994, where she gave chess training to children, through the Polgar Chess Center and the Susan Polgar Foundation.

Since then, Polgar has played numerous tournaments, earning various titles. She has also broken several records, including the largest number of simultaneous games played (326), consecutive games played (1,131), highest number of games won and highest percentage of wins.

In 2007, Polgar came to Texas Tech as an undergraduate commencement speaker. On that same day, it was announced that she would become the coach of the Texas Tech chess team. The Susan Polgar Institute for Chess Excellence (SPICE) was born.

SPICE aims to enhance recognition for chess and bridge the gap between scholastic and adult chess. Her chess program is recognized and respected the world over, with international students traveling to Lubbock to learn from this Grandmaster.

This week, some of the most competitive players in the world traveled to Texas Tech to compete in the SPICE Cup International Invitational Tournament. The event, now in its fourth year, kicked off Oct. 28 in the Matador Room of the Student Union Building. Round-robin style play continues until Nov. 7. Spectators are welcome. Admission is free.

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Live updates are available at <http://www.chessdailynews.com/>.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 29, 2010

CONTACT: Karin Slyker, karin.slyker@ttu.edu
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College of Human Sciences Honors Distinguished Alumni

Texas Tech University's College of Human Sciences announces the recipients of the Distinguished Alumni Awards, New Achiever Award, Lifetime Distinguished Service Award and Distinguished Leadership Award.

Honorees for 2010 will be recognized at the 28th Annual Distinguished Alumni Luncheon to be held at 11:30 a.m. Nov. 4 in the Red Raider Ballroom at the Student Union Building.

The Distinguished Alumni Awards are given to graduates of the College of Human Sciences who have advanced the reputation of the college through their significant achievements.

The Distinguished Alumna Award recipients are:

- Brenda Barrington-Mendiola, an assistant professor at the University of Alabama, earned her Bachelor of Science in Home Economics Education in 1980, her Master of Science in Home Economic Education in 1981, and her doctorate in 2009. She spent much of her career acting as a champion for the thousands of children who passed through schools under her supervision. After four years as superintendent, Barrington-Mendiola retired from Irion County Independent School District in June. Under her guidance, ICISD boasted an elementary campus rated as exemplary four times in the past seven years and a recognized high school that won a bronze award from U.S. News and World Report in 2006. She also teamed with others in the district to secure more than \$600,000 in competitive and non-competitive grant funding over the years, and \$9 million bond for school construction projects. In 2009-2010, she also served as an adjunct professor of superintendent courses for Angelo State University.
- Sharon D. Staley, owner of Sharon Staley Interiors of Houston, graduated with a Bachelor of Science in Applied Art in 1971. She believes that good design starts and ends by incorporating a client's needs into a functioning, comfortable environment. Her client-first philosophy has also guided Staley's life outside of work, as her integrity and professionalism have led to a life full of community service and volunteerism. During her decades of involvement in various positions with the American Society of Interior Designers (ASID), Staley has also served as an advisor to Texas Tech, the University of Houston, The Art Institute of Houston

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and Houston Community College. She has volunteered for organizations including Habitat for Humanity, Harris County Heritage Society, and is on the board for the Texas Nature Conservancy. She has raised money for the American Cancer Society, Operation Rainbow, chaired the Project Hope Gala and helped design facilities for use by programs supporting AIDS patients, homeless women, drug recovery groups and the Ronald McDonald houses in Houston and Galveston.

The New Achiever Award is given to graduates from within the last 12 years who have enhanced the reputation of the College of Human Sciences through their emerging achievements.

The New Achiever Award recipient is:

- Mary M. Bell earned her Master of Science in Personal Financial Planning in 2005. In the last five years, Bell has emerged as a key player in national military and defense financial planning matters. She recently served as an advisor to the Department of Defense's Office of Personal Finance, lending technical expertise to defense leadership and financial education initiatives for service members. Over the summer, she worked as a financial counselor for the Survivor Outreach Services program at Fort Riley, Kan. to help the Families of Fallen Soldiers. She also worked to enhance the web content for the Department of Defense's financial readiness campaign. Bell is pursuing her doctorate in financial therapy at Kansas State University and working as a graduate assistant for grant from the Department of Defense and USDA to help military and military dependents further their education during their military experience.

The Distinguished Leadership Award recognizes a significant leader who has achieved the highest levels of excellence in one or more fields associated with the College of Human Sciences.

The Distinguished Leadership Award recipient is:

- Catherine S. Nathan received her doctorate in early childhood/special education in 1989. During her 17 years as director of Texas Tech's Child Development Research Center (CDRC), Nathan's dedication and hard work led to advances such as a \$5.2 million facility expansion that doubled the capacity of the center. Her commitment carried over into community service and within various professional organizations, as well. Nathan continues her advocacy in retirement as president of the board for Upstarts: Education for the Real World, an innovative program for at risk youth, and Texas Early Childhood Education Coalition and Texas Association for Infant Mental Health. She resides in Spring Branch.



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The Lifetime Distinguished Service Award is reserved for those who have significantly advanced the college and its goals of excellence in teaching, research and service. Candidates for this award may or may not be graduates of the college.

The Lifetime Distinguished Service Award recipient is:

- Ethel M. McLeod purchased a friend's telephone answering business in 1954. It was called Stenocall, and employed one person with 13 accounts. The company gained momentum in 1961, after McLeod and her late husband, Don, purchased Lubbock Radio Paging. The merger of these two companies added one-way paging, a popular service among physicians in Lubbock and the surrounding area. Fast forward to 2010, Stenocall is now a communications industry leader in Lubbock, offering bilingual telephone answering, bilingual inbound telemarketing, cellular phones, two-way radios and voicemail. The McLeods participated in various boards and philanthropic organizations, plus they funded scholarships and donated to programs such as the Center for the Study of Addiction and Recovery. They also helped build the infrastructure of the university through contributions to the Don and Ethel McLeod Tennis Center and Jerry S. Rawls College of Business building.

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Advisory

FOR IMMEDIATE RELEASE

DATE: Oct. 29, 2010

CONTACT: Karin Slyker, karin.slyker@ttu.edu
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Texas Tech Librarian to Discuss Pop-Culture Halloween

WHAT: Rob Weiner guests on syndicated radio show, "Behind the Mike."

WHEN: 7 p.m. Sunday (Oct. 31)

WHERE: <http://www.BehindTheMike.info>
<http://www.WR1R.com>
<http://www.TyneFM.com>
<http://www.BlogTalkRadio.com/BehindTheMike>
<http://www.WBTM.info>
iTunes Radio

EVENT: Behind The Mike is the Radio Show About...Whatever!

The bi-weekly syndicated radio program explores a wide variety of topics, interviews individuals, hosts a live chat room and entertains live callers on the air via a national toll free phone number.

Rob Weiner is an expert on horror in movies, literature and comics. He teaches courses on the history of horror in cinema and he has written books on comics and transgressive filmmaking.

Live chat room: <http://www.BlogTalkRadio.com/BehindTheMike>

Listener call-in: 1 (866) 417-4359

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CONTACT: Rob Weiner, associate librarian, Texas Tech University Library, (806) 742-2238 ext. 282 or rob.weiner@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 29, 2010

CONTACT: John Davis, john.w.davis@ttu.edu
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Texas Tech Announces New Interim Dean of Graduate School

Officials at Texas Tech University announced that Peggy Gordon Miller will become the interim dean of the Graduate School Nov. 1.

“We are absolutely delighted that Dr. Miller has accepted our offer to serve as interim dean of the Graduate School,” said Provost Bob Smith. “Dr. Miller brings a wealth of experience and national perspective to the Graduate School at a time when graduate education is at the core of major initiatives of our strategic plan and the university’s goal of becoming a Tier One national research university.”

Miller is a member of the Registry for College and University Presidents, a nonprofit organization which engages former university presidents interested in service in interim leadership roles. She will not be a candidate for the permanent dean’s position.

“I am just delighted to join a team that has made such terrific progress toward Tier One status, and I look forward to creating strategies that will assure we will reach that goal,” Miller said. “My ideas for doing so include fostering the development of new graduate degrees in cutting-edge fields and recruiting more of the top intellectual talent in the nation.”

Miller served as president of South Dakota State University from 1998 to 2006. The university serves more than 10,000 students, has a budget of more than \$150 million and participates in Division I athletics. She also served as the president of the University of Akron from 1992 to 1996, and chancellor of Indiana University Northwest from 1984 to 1992.

In 1997, she served as acting vice president for academic and international programs at the American Association of State College and Universities in Washington, D.C.

Some of Miller’s accomplishments include the NAACP Golden Heritage Award, the Charles G. Herbeck Chair in Leadership at the University of Akron and the ORG Ohio Woman of the Year for Lifetime Achievement in Education. She was also a fellow in academic administration with the American Council on Education, and listed in Men and Women of Distinction, Who’s Who in America and Who’s Who in American Women.

She was named a distinguished alumna by Indiana University and Northwestern University and holds three honorary degrees.

Miller has served on numerous boards of directors for public and private entities and worked with economic development groups in three states.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 29, 2010

CONTACT: John Davis, john.w.davis@ttu.edu
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Texas Tech Researcher Finds Differences But No General Trends When Potential Contaminants Bind to Nanoparticles

More research is needed to understand how nanoparticles could impact the environment.

When it comes to the size of nanoparticles moving contaminants in water, the jury's still out.

That's what Moira Ridley, a professor at Texas Tech University's Department of Geosciences, found out with several experiments involving strontium and nanoparticles of titanium dioxide – one of the most widely produced nanoparticles used in everything from cosmetics and sunscreen to automotive paint.

She will present her findings Sunday (Oct. 31) during the annual meeting of the Geological Society of America.

As nanotechnology becomes one of the next scientific frontiers, very little is known about how nanoparticles will react in the environment, Ridley said. Many scientists worry that nanoparticles could carry more contaminants per gram than larger particles because, though smaller, the nanoparticles have more surface area onto which contaminants can bind and, therefore be dispersed through, say, an aquifer or a stream.

However, after studying how different sizes of titanium dioxide particles adsorb strontium from water, she said particle size results in subtle differences in the interaction between the nanoparticle and strontium.

"The general view is that because nanoparticles have large surface area, they should be able to absorb more contaminants relative to their size per gram, than a larger particle," she said. "But what we've found is that the effects of nanoparticle size on transporting potential contaminants are much more subtle."

Through a \$366,000 grant from the National Science Foundation, Ridley studied titanium dioxide behavior with strontium because both are environmentally relevant and the behavior of large titanium dioxide particles is well understood.

"The key question is 'do smaller particles transport potential contaminant particles more readily,'" she said. "We've found that it depends. We do see differences, but no specific trends, as yet. It does depend on the size of the nanoparticle, but it's also dependent on

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the material. Not all nanoparticles are going to behave in the same way. Essentially, this is why we need this type of research.”

CONTACT: Moira Ridley, professor, Department of Geosciences, Texas Tech University, (806) 742-0627, or moira.ridley@ttu.edu



News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 29, 2010

CONTACT: John Davis, john.w.davis@ttu.edu
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**Texas Tech Grad Student Describes Toothy Microfossils
at Geological Society of America Meeting**

They had rows of sharp, interlocking conical teeth that, while not affixed to a jaw like we know, would rake prey into their mouths kind of like the creature in the movie "Alien."

Though scientists have long known about conodonts from their fossilized teeth, Texas Tech University graduate student Nicole Peavey said only recently have scientists begun to understand these enigmatic and relatively successful creatures.

She will discuss them and how recent findings may require new names for different species at a poster session Monday (Nov. 1) at the annual meeting of the Geological Society of America in Denver.

"Conodonts are marginally related to fish, but not really fish like we think of them," Peavey said. "They're kind of like eels or hagfish or lampreys, but different. They may be close in shape and lifestyle, but it's not a perfect comparison. That's like comparing a modern mammal to a dinosaur. Conodonts went extinct at the end of the Triassic period, about the time dinosaurs were evolving. The group is gone, which makes them very mysterious. They don't have any living relatives to compare them to."

Perhaps if they were more than a few inches long, conodonts might have been something to worry about in the toothed-and-terrifying Silurian seas 440 million years ago. Kind of like prehistoric sharks, their soft bodies didn't leave much to make fossils, and only their unique teeth were left behind.

In the 1980s, paleontologists found full fossilized conodont specimens, and only recently have scientists begun to unravel their secrets, she said.

"They're really interesting animals," Peavey said. "No one knew what the animal looked like until fairly recently. They're a couple inches long, kind of skinny with a complicated set of teeth. Those teeth are what paleontologists find. Even before paleontologists knew what they animal looked like, they were important because their teeth served as geological markers for economic geology, such as finding oil, and for correlation, where geologists match rocks from one area with rocks for another area."

These animals lived everywhere from the shallows to the depths and probably specialized

in eating certain types of plankton, she said. First appearing in the Cambrian seas about 500 million years ago with the first shelled fossils, they managed to outlast trilobites, sea scorpions and other successful animals of the time.

They probably liked little plankton, and different conodonts may have eaten different plankton, she said. From the teeth Peavey studies, they probably ate something that needed to be cut or squashed. But no one knows for sure.

Some believe the sharp teeth might have been hidden behind primitive gums until they would strike at their prey, she said. Teeth would break, but regenerate.

“Our knowledge of them is still pretty basic,” she said. “We know they were around swimming in the ocean. Some looked like little eels, most have paired teeth at the head end. They lived in all kinds of environments. As far as what they ate, there are a lot of people who would like to know.”

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