

**TABLE OF CONTENTS
NOVEMBER**

Date	News Release	Writer
11/01/10	Wind and Engineering Speaker Series Hosts Tokyo University Professor	Lori Cortez
11/01/10	Rawls College of Business Hosts a Serial Entrepreneur - Advisory	Lori Cortez
11/02/10	Sigma Delta Pi Honors 2010 Noble Prize Winner - Advisory	Lori Cortez
11/02/10	Texas Tech College of Human Sciences Dedicates Research Suite	Jaryn Jones
11/03/10	Texas Tech Law School Hosts Discussion on Impact of Internet Law and Democracy	Tina Dechausay
11/03/10	Former Columbia Astronaut Named Engineering Dean	Karin Slyker
11/03/10	O'Connor Distinguished Lecture Series Features Justices Scalia and Breyer	Tina Dechausay
11/03/10	Texas Tech Meat Judging Team Wins Again at Cargill Meat Solutions Contest	Leslie Cranford
11/04/10	Texas Tech Announces 2010 Who's Who Selections - Advisory	Lori Cortez
11/05/10	Texas Tech Research: Imported Grape Varieties May Excel on the South Plains	Leslie Cranford
11/08/10	Texas Tech's Clint Stone to Present Thesis Exhibition	Jaryn Jones
11/08/10	Texas Tech Hosts Up 'til Dawn Program	Jaryn Jones
11/08/10	Learn to Impact People Living with a Disability - Advisory	Karin Slyker
11/08/10	Texas Tech Honors Three Leaders as Outstanding Agriculturalists	Norman Martin
11/09/10	Caprock Regional Public Defender Office Nearing Reality	Tina Dechausay
11/09/10	Texas Tech University School of Law Sandra Day O'Connor Lecture Series - Advisory	Tina Dechausay
11/09/10	Texas Tech Crunches Numbers on Risky Business	Karin Slyker
11/10/10	Family Firm Institute Awards Texas Tech Professors for Best Published Article	Lori Cortez
11/10/10	Texas Tech Expert Can Discuss Interactive Fitness to Fight Childhood Obesity	Kate Lepard
11/10/10	Texas Tech Food Safety Researchers Participate in \$2 Million Grant from USDA	Leslie Cranford
11/11/10	Texas Tech Education Professor Travels to China with National Association	Leslie Cranford
11/11/10	Texas Tech's College of Education Gets "Smart"	Leslie Cranford

**TABLE OF CONTENTS
NOVEMBER**

Date	News Release	Writer
11/12/10	Sowell Center Presents Key Information on Students with Multiple Impairments - Advisory	Lori Cortez
11/15/10	Texas Tech Wins Award for Annual Arbor Day Event	Lori Cortez
11/15/10	Texas Tech University Vying for Video in Times Square	Karin Slyker
11/16/10	Grammy Award Nominee to Perform at Texas Tech International Cultural Center - Advisory	Karin Slyker
11/17/10	Texas Tech School of Law Co-hosts Discussion on Texas' Health and Environment - Advisory	Lori Cortez
11/17/10	Vietnamese Documents Collection at Texas Tech Reuniting Friends, Changing Lives	Karin Slyker
11/17/10	Tech Can Share Food Drive Accepting Drive-Thru Donations	Karin Slyker
11/17/10	Texas Tech University Celebrates the 52nd Annual Carol of Lights	Jaryn Jones
11/18/10	Texas Tech Faculty Member to Speak at International Conference	Jaryn Jones
11/18/10	Texas Tech Equestrian Center Saddles Up for First Cowboy Christmas Ball	Lori Cortez
11/18/10	Texas Tech Landscape Architecture Students Help with Hit ABC TV Show	Lori Cortez
11/19/10	10th Annual Caprock Celtic Christmas Presents Traditional Holiday Repertoire	Kate Lepard
11/19/10	Texas Tech Intercultural Dialog Association to Host Diagonal and Friendship Dinner - Advisory	Kate Lepard
11/22/10	Lords and Ladies Add Regal Touch During Texas Tech School of Music's 33rd Annual Madrigal Dinner	John Davis
11/23/10	Texas Tech School of Music to Host Annual Carol Concert	Kate Lepard
11/29/10	Texas Tech Phi Alpha Delta Chapter Wins National Recognition	Lori Cortez
11/29/10	Texas Tech Contest Entry Urges Generation-Y to Plan for Retirement	Karin Slyker
11/29/10	Internationally Recognized Author to Speak at Lecture Series	Kate Lepard

TABLE OF CONTENTS
NOVEMBER

Date	News Release	Writer
11/30/10	Michael Jackson's Thriller: 28 Years Later	Karin Slyker
11/30/10	Texas Tech Researcher: New Pseudoscorpion Discovered in Yosemite National Park	John Davis



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 1, 2010

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

Wind and Engineering Speaker Series Hosts Tokyo University Professor

Texas Tech University's Wind Science and Engineering Research Center (WISE) presents the first event in its McDonald-Mehta Lecture Series on Nov. 3.

Yukio Tamura, a professor at the Wind Engineering Research Center at Tokyo Polytechnic University, will lead the lecture at 3:30 p.m. in Room 217 in the Electrical Engineering Building on the Texas Tech campus.

Tamura also is the president of the International Association of Wind Engineering and is the director of the Global Center of Excellence Program, a component of the Ministry of Education, Culture, Sports, Science and Technology in Japan.

Tamura will introduce recent topics focusing on wind engineering techniques monitoring wind speeds, wind pressures and building responses. Also included are different measurement techniques in the laboratory and field as well as simulation of strong wind events in a wind tunnel.

The McDonald-Mehta Lecture Series is named after and funded with the endowment of Kishor C. Mehta and James R. McDonald, founding faculty of WISE. The lecture series invites nationally known scientists and experts in wind-related industries to speak about ongoing research throughout the world.

Tamura is the first speaker of the year for the 2010-2011 series. The research center will present four other speakers in the following months:

- Feb. 2, 2011, Greg Kopp, professor and Canada research chair in Wind Engineering, University of Western Ontario
- March 2, 2011, Jamie Kruse, chief economist and senior advisor for the Social Sciences, National Oceanic and Atmospheric Administration
- April 6, 2011, Mark Powell, atmospheric scientist for the Atlantic Oceanographic and Meteorological Laboratories
- April 27, 2011, Timothy Reinhold, senior vice-president for Research and Chief Engineer, Institute for Business and Home Safety

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

Office of Communications and Marketing

An EEO/Affirmative Action Institution

CONTACT: Kelsey Seger, academic coordinator, Wind Science and Engineering Research Center, Texas Tech University, (806) 742-3476 or kelsey.seger@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Nov. 1, 2010

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

Rawls College of Business Hosts a Serial Entrepreneur

- WHAT:** Rawls College of Business Chief Executives' Roundtable Speaker Series
- WHEN:** 11:30 a.m. Wednesday (Nov. 3)
- WHERE:** Merket Alumni Center, Tech Texas Campus, 17th Street and University Avenue
- EVENT:** Texas Tech University's Rawls College of Business will host Dirk Dieterich, owner and officer of seven companies in diverse industries including oil and gas exploration, natural gas measurement, environmental consulting, green technology and low income housing.

Dieterich will speak on "The Trials and Tribulations of a Hayseed Serial Entrepreneur."

Dieterich is an alumnus of the Rawls College of Business, where he earned a bachelor's degree in finance. After graduating he began his career as a petroleum landman with the Hunt Energy Corporation in Bismarck, N.D. He then moved to Midland to work as a district land manager presiding over areas in west Texas and New Mexico.

In 1981, Dieterich founded an oil and gas exploration company which is still in existence today. Since then he has been involved in the acquisition of 17 additional companies.

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

CONTACT: Susan Brown, alumni/public relations manager, Rawls College of Business, Texas Tech University, (806) 742-1571 or susan.brown@ttu.edu.

Office of Communications and Marketing

An EEO/Affirmative Action Institution



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Nov. 2, 2010

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

Sigma Delta Pi Honors 2010 Nobel Prize Winner

- WHAT:** Sigma Delta Pi's tribute to Mario Vargas Llosa
- WHEN:** 4:30 p.m. – 6:30 p.m. Friday (Nov. 5)
- WHERE:** Room 001 Education Building, Tech Texas campus
- EVENT:** Texas Tech University's Sigma Delta Pi, a national collegiate Hispanic honor society, is presenting a tribute to Mario Vargas Llosa, winner of the 2010 Nobel Prize in Literature. He was awarded for his perception on the framework of structures of power and the articulations of an individual's resistance, revolt, and defeat.

Vargas Llosa, a Peruvian writer, politician, journalist and novelist, is internationally known for his novels "The Time of the Hero," "The Green House," and "Conversation in the Cathedral." Many of his works are influenced by his perception of the Peruvian society and his personal experiences in the country.

The tribute will include keynote speaker Jose Olascoaga, also a native Peruvian and expert in contemporary Latin American literature, who is pursuing a teacher's certificate in Texas Tech's College of Education. Aside from Olascoaga's speech the tribute will include readings of Vargas Llosa's work, a discussion and a documentary.

For more information or to RSVP contact Comfort Pratt at c.pratt@ttu.edu.

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

CONTACT: Comfort Pratt, assistant professor, College of Education, Texas Tech University, (806) 742-1997 or c.pratt@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 2, 2010

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

Texas Tech College of Human Sciences Dedicates Research Suite

The Texas Tech University College of Human Sciences is dedicating the newly renovated Iva Lea Barton Research Suite at 3 p.m. Thurs. (Nov. 4) in Room 501 of the College of Human Sciences.

The facility is named in honor of Iva Lea Barton, who graduated from Texas Tech in 1944 with a home economics education degree. Barton, who was honored as a Distinguished Alumna in 2007, has funded two other projects in early childhood education to further teaching and research efforts in the college. Her private gift was the major source of funding for the new research facility.

“Having a state-of-the-art research lab for the observation of individuals, couples, families and other groups enhances our educational and research missions,” said Jean Scott, professor in the Department of Human Development and Family Studies (HDFS).

The purpose of the research suite is to allow HDFS faculty and students to conduct research in a private space and facilitate multiple research projects at one time. The suite includes a focus group room, several interview and observation rooms, a central coding room, a family waiting room, camera rooms and a research lab.

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

CONTACT: Jean Pearson Scott, professor, Department of Human Development and Family Studies, Texas Tech University, (806) 742-3000 or jean.scott@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 3, 2010

CONTACT: Tina Dechausay; tina.dechausay@ttu.edu
(806) 742-3990, ext. 260

[Editor's note: This presentation may be of interest to media as Russell Weaver's talk will focus on the impact of the Internet on the traditional print and broadcast media, and how the expansion of the Internet impacts on the role of these other media.]

**Texas Tech Law School Hosts Discussion on Impact of Internet
on Law and Democracy**

The Texas Tech University School of Law Federalist Society will present Russell Weaver, professor of law and Distinguished University Scholar from the University of Louisville's Louis D. Brandeis School of Law, at noon Friday (Nov.5) in room 106 of the Texas Tech School of Law. Weaver will speak about his upcoming book, "From Gutenberg to the Internet: Free Speech, Advancing Technology and the Implications for Democracy."

Weaver will open with a discussion on the use of the Internet and its future implications for worldwide democracy and law. He will explore how modern technology impacts the role of media, particularly the gatekeeper role that the print and broadcast media have traditionally played.

Arnold Loewy, George Killam Professor of Criminal Law at the Texas Tech School of Law, will respond.

All are welcome to attend.

Weaver graduated cum laude from the University of Missouri School of Law in 1978. He was a member of the Missouri Law Review, was elected to the Order of the Coif, and won the Judge Roy Harper Prize. He began teaching at the Louis D. Brandeis School of Law in 1982, and teaches constitutional law, advanced constitutional law, remedies, administrative law, criminal law, and criminal procedure. Weaver is a prolific author who has written dozens of books and articles over the last 25 years.

Contact: Tina Dechausay, communications coordinator, Texas Tech School of Law,
(806) 742-3990 ext. 260, or tina.dechausay@ttu.edu



News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 3, 2010

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

Phone: (806) 742-2136

Former Columbia Astronaut Named Engineering Dean

[Editor's Note: Click [here](#) for a high resolution image of Sacco.]

Officials at Texas Tech University announced today (Nov. 3) that Albert Sacco Jr. will become the next dean of the Edward E. Whitacre Jr. College of Engineering effective Jan. 1, 2011.

The announcement came from Provost Bob Smith, who said Sacco was one of 56 people to apply for the job.

"Dr. Sacco's background should be uniquely supportive of his new role and contributions at Texas Tech University," Smith said. "We will benefit enormously from his dedication, creativity, and extraordinary experiences, including service as a U.S. astronaut."

"We are so fortunate to welcome this outstanding leader as Texas Tech takes another step in its journey to Tier One," said Guy Bailey, president of Texas Tech. "Sacco is an outstanding teacher and researcher. His enthusiasm will further discovery within the Whitacre College of Engineering."

"I am thrilled to join the Texas Tech academic team of outstanding researchers and educators," Sacco said. "And I look forward to supporting the Whitacre College of Engineering's desire to become one of the nation's top-rated engineering colleges."

Sacco is currently the George A. Snell Distinguished Professor of Engineering and the director of the Center for Advanced Microgravity Materials Processing at Northeastern University. He flew as the payload specialist on the Space Shuttle Columbia on shuttle mission STS-73 in 1995. The 16-day mission aboard Columbia focused on materials science, biotechnology, combustion science and fluid mechanics contained within the pressurized Spacelab module.

Born in Boston, Mass., Sacco completed a bachelor's degree in chemical engineering from Northeastern University in Boston in 1973, and a doctorate in chemical engineering from the Massachusetts Institute of Technology in 1977. He then joined the faculty of the Worcester Polytechnic Institute, becoming a full professor and serving as the chair of the chemical engineering department from 1989 until 1997, when he joined the faculty at Northeastern. He has



TEXAS TECH
UNIVERSITY.

consulted for numerous companies in the fields of catalysis, solid/gas contacting, zeolite synthesis and applications, and equipment design for space applications.

Sacco has more than 192 publications (including book chapters) in the areas of carbon filament initiation and growth, transition metal and acid catalyst and their deactivation, and zeolite synthesis, and he has been the principal investigator on more than \$24 million in research grants.

Using his space flight experience, Sacco has given more than 300 presentations to approximately 27,000 K-12 teachers and their students as a means to motivate students to consider careers in science and engineering. He is a fellow of the American Institute of Chemical Engineers and in 2004 was elected to the International Academy of Astronautics. Most recently, he was named the recipient of the 2010 New England Institute of Chemists Distinguished Chemist Award.

The Whitacre College of Engineering has educated engineers to meet the technological needs of Texas, the nation and the world since 1925.

Approximately 4,300 undergraduate and 725 graduate students pursue bachelor's, master's and doctoral degrees offered through eight academic departments: civil and environmental engineering, chemical engineering, construction engineering and engineering technology, computer science, electrical and computer engineering, industrial engineering, mechanical engineering, and petroleum engineering.

--end--

CONTACT: Jeff Sammons, senior editor, Whitacre College of Engineering, Texas Tech University, (806) 742-3451 or jeff.sammons@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 3, 2010

CONTACT: Tina Dechausay, tina.dechausay@ttu.edu
(806) 742-3990, ext. 260

[Media Guidelines: Still camera, pencil and pad coverage only. Recording devices permitted for note taking purposes but not for broadcast.]

O'Connor Distinguished Lecture Series Features Justices Scalia and Breyer A joint presentation highlights the series' third event.

In its continued efforts to enhance student development, the Texas Tech University School of Law's Sandra Day O'Connor Distinguished Lecture Series will feature a joint presentation by United States Supreme Court Justices Antonin Scalia and Stephen Breyer. The public presentation will be held at 5 p.m. Nov. 12 at the Lubbock Memorial Civic Center and is open to the public.

Antonin Scalia, the most senior associate justice of the nation's high court, is making a return trip to Lubbock as he drew a crowd of nearly 5,000 in 2008 in the second year of the lecture series. A first-time speaker in the series, Stephen Breyer took his seat as associate justice on the Supreme Court in August 1994 after being nominated by President Bill Clinton.

Appointed by President Ronald Reagan in 1986, Justice Scalia, a native of Trenton, N.J., advocates textualism in statutory interpretation and originalism in constitutional interpretation. He received his A.B. from Georgetown University (valedictorian and summa cum laude, 1957) and the University of Fribourg, Switzerland, and his LL.B. from Harvard Law School (magna cum laude, 1960), and was a Sheldon Fellow of Harvard University from 1960–1961.

Justice Breyer, a San Francisco native, graduated from Stanford University (magna cum laude, 1959), Oxford University (first-class honours, 1961) and Harvard Law School (magna cum laude, 1964), where he served as articles editor of the Harvard Law Review. Breyer believes judges sometimes must be guided by more than the language of laws, if the words are ambiguous or embody a value that must be applied to specific circumstances.

"Texas Tech University School of Law and the larger community look forward to the presentation by two brilliant jurists and public servants," said Susan Saab Fortney, Texas Tech School of Law Interim Dean and Paul Whitfield Horn Professor. "We are deeply honored to host not only one Supreme Court justice, but two. Our law students and other audience members will learn a great deal from hearing the justices' perspectives on constitutional interpretation."

Office of Communications and Marketing

An EEO/Affirmative Action Institution

The lecture series began in 2007 and was made possible by Houston-based attorney and 1984 Tech Law alumnus Mark Lanier, who founded the Lanier Law Firm with offices in Houston, New York, Los Angeles and Palo Alto, Calif. Lanier, whom underwrites the series, is also the benefactor of the Mark & Becky Lanier Professional Development Center addition to the School of Law, which opened its doors in April 2008.

Retired Justice Sandra Day O'Connor was the featured speaker in 2007 for the inaugural lecture of the Sandra Day O'Connor Distinguished Lecture Series.

Admission is by ticket only. Complimentary tickets are available at the law school, by calling (806) 742-3787, ext. 248 or by emailing specialevents.law@ttu.edu.

Contact: Tina Dechausay, communications coordinator, Texas Tech School of Law, (806) 742-3990 ext. 260, or tina.dechausay@ttu.edu



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 3, 2010

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

Texas Tech Meat Judging Team Wins Again at Cargill Meat Solutions Contest

The Texas Tech University Meat Judging Team continued its winning streak at the Cargill Meat Solutions' intercollegiate meat judging contest on Oct. 31 in Plainview.

More than 130 points separated the 2010 Texas Tech Meat Judging Team from its nearest competitor, as the team posted a score of 4,233 points and won every division except beef grading.

“The team was extremely consistent in placing classes and excelled in reasons,” said Mark Miller, the meat judging team coach and Texas Tech’s San Antonio Livestock Show Distinguished Chair in Meat Science. “We must maintain our focus and strive for excellence as we prepare for the international competition.”

Kansas State University, Fresno State University, Colorado State University and Texas A&M University finished second through fifth in the overall team rankings, respectively. Fifteen universities from across the United States competed.

In terms of individual achievement, team members took the first, second and third high individual spots. High individual KatieRose McCullough, a junior from Castle Rock, Colo., earned a score of 1,083 points – the highest score ever posted by a Red Raider in national competition.

Loni Woolley, a junior from Grandview, was second high individual with a score of 1,068. She was followed closely by teammate Trevor White, a junior from New Home, who scored 1,063 points.

Other team members include:

- Mai Lee Holmes, a junior from Katy
- Jessica Kimbro, a senior from Paradise
- Markus Miller, a junior from Abernathy
- Nathan Reeves, a junior from League City
- Troy Tarpley, a junior from Fort Stockton

Separately, the team had two of the top-ten individuals in the alternate division. Reeves and Holmes finished ninth and tenth overall, respectively.

Office of Communications and Marketing

An EEO/Affirmative Action Institution

This win follows five consecutive wins for the undefeated team. The Red Raiders will compete at the international competition on Nov. 14 in Dakota City, Neb., for the national championship title.

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

CONTACT: Moriah Beyers, coordinator of meat science programs, College of Agricultural Sciences and Natural Resources, Texas Tech University, (806) 742-2805 or moriah.beyers@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Nov. 4, 2010

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

(806) 742-2136

Texas Tech Announces 2010 Who's Who Selections

- WHAT: 2010 Who's Who recognition reception
- WHEN: 2 p.m. Sunday (Nov. 7)
- WHERE: Merket Alumni Center, Texas Tech campus (17th Street and University Avenue)
- EVENT: Texas Tech announced its list of 83 students named for the 2010 Who's Who Among Students in American Colleges and Universities. The students are chosen through a nominating committee composed of representatives from the faculty, administration and student body.

The Who's Who selection criteria are based on academic achievement, leadership and service. This exclusive honor is awarded by more than 1,000 colleges and universities throughout the United States.

Each school varies in curricular and extracurricular programs therefore, is assigned a quota of nominees. The quota is carefully calculated to ensure a well-rounded representation of the student body.

For more information contact Amanda Schaefer at (806) 742-2210 or amanda.schaefer@ttu.edu.

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

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



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 5, 2010

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

Texas Tech Research: Imported Grape Varieties May Excel on the South Plains

Wine grapes that flourish in certain parts of Europe just might excel in West Texas. Or at least that's what researchers at Texas Tech University are hoping to find out.

Researchers in Texas Tech's Department of Plant and Soil Science are evaluating wine grape varieties from Spain, Portugal and southern regions of Italy and France that are growing at a research vineyard near the Lubbock airport.

"The concept is to try to match grape varieties to the local climate, so we are evaluating varieties that should do well in our hot climate, but mostly have been untested here," said Ed Hellman, professor of viticulture. "I say mostly untested because some of our growers on the High Plains, based on our suggestions, have been moving in this direction already."

Hellman said the hope is to grow grape varieties on the South Plains that can make exceptional wines, which would make the grapes in high demand in other parts of the state. Winemakers throughout Texas commonly purchase grapes from the South Plains where they can obtain large quantities of high-quality fruit to produce many different wine types.

Research on grape variety evaluation is long-term, but the young vines produced their first crop in 2010 so preliminary results should be available in December.

Listed are the regions in Europe where these varieties have traditionally been grown and perform well:

Aglianico - southern Italy
Malvasia bianca - southern Italy
Montepulciano - southern Italy
Negro Amaro - Sicily (Italy)
Nero d'Avola - Sicily (Italy)

Roussanne - southern France
Marsanne - southern France
Counoise - southern France
Syrah - southern France
Mourvedre - southern France and Spain
Grenache - southern France and Spain

Office of Communications and Marketing

An EEO/Affirmative Action Institution

Albarino - Spain and Portugal
Tempranillo - Spain and Portugal
Tinta Cao - Portugal
Touriga nacional - Portugal
Tinta Madeira - Portugal

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

CONTACT: Ed Hellman, professor of viticulture and joint appointment with Texas AgriLife Extension; Department of Plant and Soil Science, Texas Tech University, (806) 746-6101 or at ed.hellman@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 8, 2010

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

Texas Tech's Clint Stone to Present Thesis Exhibition

Texas Tech School of Art will host a reception for the Clint Stone: MFA Thesis Exhibition at 5 p.m. Dec. 3 in the Studio Gallery.

The exhibit will feature pieces from Stone's research and activities during his time as a master of fine arts student. Stone said the flat, arid spaces and large cities of the southwest region have influenced his work. The paintings are observations about the transformations in the landscape and movement of light and space and address a tension between the environment and human experience.

The exhibition will be on display from Nov. 29 – Dec. 3 in the Studio Gallery. Admission is free.

The art building is open 8 a.m.-5 p.m. Mondays through Fridays, 10 a.m.-5 p.m. Saturdays, and noon-4 p.m. Sundays and is located at 2802 18th St.

The exhibitions, speakers and related programs at the School of Art are made possible in part by generous grants from the Helen Jones Foundation and the CH Foundation. Additional support comes from cultural activities fees administered through the College of Visual & Performing Arts.

The exhibition is presented by Landmark Arts. For more information, visit www.landmarkarts.org.

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

CONTACT: Joe Arredondo, gallery director, College of Visual and Performing Arts, Texas Tech University, (806) 742-1947 or joe.arredondo@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 8, 2010

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

Texas Tech Hosts Up 'til Dawn Program

Texas Tech's Up 'til Dawn program is hosting a letter-writing event from 11 a.m.-11 p.m. Wed. (Nov. 10) in the Student Union Red Raider Ballroom to raise awareness and funds for St. Jude Children's Research Hospital.

Participants will address letters to their family and friends to request monetary support. At 6 p.m., attendants can enjoy entertainment featuring music by Haden Bruchard, raffles, food and free t-shirts. The event will also feature a presentation from a current St. Jude patient.

"After visiting St. Jude headquarters this summer in Memphis, Tenn., I realized more than ever how important it is to unite together as a university and support the hospital," said Up 'til Dawn Co-Director Racheal Harris.

Harris said the Up 'til Dawn committee doubled its fundraising goal from last year and hopes to raise \$100,000.

"Texas Tech is one of the largest campuses in the nation that participates in Up 'til Dawn," she said. "That alone gives us huge fundraising power and giving potential."

This is Texas Tech's sixth year to participate in Up 'til Dawn. To become a fan or find more information visit <http://www.facebook.com/#!/pages/Up-til-Dawn-Texas-Tech-University/105091242878428?v=info>.

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

CONTACT: Racheal Harris, co-director, Up 'til Dawn, Texas Tech University, (806) 773-5179 or racheal.harris@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Nov. 8, 2010

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

Learn to Impact People Living with a Disability

Explore possibilities through one family's story about living with autism.

- WHAT:** Texas Association of Family and Consumer Sciences speaker series: "Living with Disabilities: It Takes a Village"
- WHEN:** 10:30 a.m.-3:30 p.m., Nov. 13
- WHERE:** Overton Hotel and Conference Center, 2322 Mac Davis Lane, Lubbock
- EVENT:** Individuals facing disabilities come in all shapes and sizes, like the nature of the disability. Find out what unique challenges society faces to improve the quality of life for those with disabilities.

Explore the nature of autism through one family's epic and spiritual journey, as told in the book and Sundance award winning movie "The Horse Boy."

Watch the short form documentary, talk with sponsors and community resources, and engage in panel discussion with experts. Lunch and door prizes are provided. Professional Development Unit (PDU) and Continuing Education Unit (CEU) credits are available.

Jenny Lockwood of the Horse Boy Foundation will represent author, Rupert Isaacson.

The Horse Boy Foundation runs a learning and equestrian center, "The New Trails Center," in Elgin.

Tickets must be purchased in advance, \$30 for professionals and \$20 for students.

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

CONTACT: Nancy Shepherd, research associate, Texas Tech University, (806) 742-5050 ext. 257 or nancy.shepherd@ttu.edu.

Office of Communications and Marketing

An EEO/Affirmative Action Institution



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 8, 2010

CONTACT: Norman Martin, norman.martin@ttu.edu

(806) 742-4108

Texas Tech Honors Three Leaders as Outstanding Agriculturalists

Texas Tech's College of Agricultural Sciences and Natural Resources will honor three South Plains residents with outstanding agriculturalist awards on Tuesday (Nov. 9) during its annual Pig Roast at the Lubbock Memorial Civic Center Banquet Hall. The Pig Roast also features scholarship donors, recipients and intercollegiate judging teams.

The annual outstanding agriculturalist awards recognize individuals for contributions to various areas of Texas agriculture. This year's recipients are Wallace Darneille of Lubbock for agribusiness, Barry Evans of Kress for agricultural production, and Tim Lust of Abernathy for public service.

Darneille, a Lubbock resident, is the president and CEO of Lubbock's Plains Cotton Cooperative Association (PCCA), one of the nation's largest originators of U.S. cotton. Over the years he has been a leader in the creation of CASNR's new Larry Combest Endowed Chair in Agricultural Competitiveness. He serves as president of Cotton Council International, and is the immediate past chairman of the National Council of Textile Organizations in Washington, D.C. Darneille worked for three decades in the international cotton trade with Weil Brothers-Cotton before joining PCCA in 2004.

He received his bachelor's degree from Dartmouth College and a master's of business administration degree from Auburn University. Last year he was named by Auburn University as one of the "Top 40 at 40," which honors the 40 top graduates for the 40-year history of Auburn University's Montgomery campus. In the past he's served as president of the Texas Cotton Association, a member of the National Council of Farmer Cooperatives' Executive Committee and an American Cotton Shippers Association board member.

Barry Evans, a Swisher County producer, leads the family-owned business Evans Grain in Kress and Hale Center, in addition to no-till and limited-tillage sorghum and cotton farming operations in the area. He's a past president of Plains Cotton Growers (PCG) and has been a member of the group's board of directors since 1995. PCG has been instrumental in funding Texas Tech's government internship program, which has helped more than 65 students serve as interns in congressional and legislative offices in Washington, D.C. and Austin.

Office of Communications and Marketing

An EEO/Affirmative Action Institution

In addition, PCG was critical to the establishment of the Larry Combest Endowed Chair in Agricultural Competitiveness, an endowment established to provide high quality research that addresses the long-term viability and economic prosperity of agricultural production and agribusiness. Evans received his bachelor's degree in agricultural business and economics from West Texas A&M University. He serves on the National Cotton Council's Environmental Task Force and was named as an Ag Distinguished Alumnus from West Texas A&M University in 2008.

Tim Lust, a Lazbuddie native, is the CEO of the National Sorghum Producers and the United Sorghum Checkoff Program, two organizations dedicated to increasing profitability for more than 30,000 sorghum growers nationwide. Lust works directly on legislative and regulatory issues that impact the sorghum industry for the organization and represents the U.S. sorghum industry at events throughout the nation and world. His work in the legislative arena has resulted in increased sorghum price elections for farmers, equalized loan rates for sorghum, and inclusion of sorghum as an advanced biofuel in the 2007 Energy Bill.

He received his bachelor's degree in animal science from Angelo State University and a master's of business administration degree from Texas Tech. He's a past member of the USDA Agriculture Trade Advisory Committee and a former board member for the USDA Sorghum Crop Germplasm Committee. In addition, Lust, who lives in Abernathy, has served on Texas Tech's Center for Industry Research and Education board of directors and the Sorghum Improvement Conference of North America board of directors.

The Outstanding Agriculturalist awards, established in 1969, are named for Gerald W. Thomas, who served as dean of Texas Tech's College of Agricultural Sciences from 1958 to 1970.

CONTACT: Memory Bennett, coordinator of alumni relations, Tech University College of Agricultural Sciences and Natural Resources, (806)742-2802 or memory.bennett@ttu.edu



News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 9, 2010

CONTACT: Tina Dechausay; tina.dechausay@ttu.edu
(806) 742-3990 ext. 260

Caprock Regional Public Defender Office Nearing Reality
Texas Tech and Dickens County receive executed contract.

The Caprock Regional Public Defender Office (CRPDO), an initiative by the Texas Tech School of Law Clinical Programs, recently took another step toward reality with the execution of the contract between Dickens County and Texas Tech University. The intent of the CRPDO project is to provide representation to indigent defendants and juvenile respondents, who are appointed counsel in 16 counties of Northwest Texas.

“The creation of a staffed public defender program as a project of the School of Law Clinical Programs will result in a cost-effective delivery model for indigent defense services,” said Patrick S. Metze, director of the school’s Criminal Defense Clinic.

“The clinic will have the ability to efficiently provide services through experienced defense counsel utilizing the resources available through the Texas Tech School of Law, including the assistance of qualified law students.”

The burden to provide the legal representation to the poor required by both the United States and Texas Constitutions has historically been left completely to the counties. Since 2001, however, through the Texas Task Force on Indigent Defense discretionary grants, and other programs, counties have been able to receive state funds to help offset those costs. On June 9 the task force approved more than \$2.5 million in new funding to Texas counties to improve their indigent defense systems. As part of this grant, Dickens County was awarded \$566,701 for the Caprock Regional Public Defender Office.

“The counties for which the office will be providing services are rural counties that, in the past, have appointed private attorneys who applied to be on a court’s appointment list,” Metze said. “As very few private attorneys live in or serve this geographical area, it has been extremely difficult to establish a stable and consistent pool of experienced counsel to provide representation of indigent defendants in criminal cases resulting in an underserved population.”

With the great distances throughout the 16-county region and the ever-increasing need to conserve limited resources, video-conferencing equipment will be purchased and placed in the CRPDO in Lubbock, in each courtroom utilizing the CRPDO, and in each jail servicing the region. With the cooperation of the courts, trips to the counties can be consolidated and limited to conserve resources.

-more-

Office of Communications and Marketing

One of the primary goals of this project is the opportunity to use inter-disciplinary research to inform the bench, bar, governmental entities and criminal justice stakeholders as to cost-effective methods of delivering indigent defense services in a manner that could be a model for replication in other underserved areas.

“I am confident this will make a difference in the lives of indigent people charged with a criminal offense – both adults and children – while providing invaluable training and experience for the next generation of attorneys graduating from our school,” Metze said. “Our hope is that this will continue to be a positive experience for all involved while providing unique research opportunities and scholarship to create a new vehicle to change the way legal services are provided to the poor.”

The Texas Task Force on Indigent Defense has committed 100 percent of the cost of the program for the first two years of the project, which will be renewed on a year-to-year basis, and is expected to become a permanent institutional presence in the region.

-30-

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

Contact: Tina Dechausay, communications coordinator, Texas Tech School of Law, (806) 742-3990 ext. 260, or tina.dechausay@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: November 9, 2010

CONTACT: Tina Dechausay, tina.dechausay@ttu.edu
(806) 742-3990, ext. 260

Texas Tech University School of Law Sandra Day O'Connor Lecture Series

- WHAT: 2010 lecture featuring United States Supreme Court Justices Antonin Scalia and Stephen Breyer
- WHEN: 5 p.m. Friday (Nov. 12)
- WHERE: Lubbock Memorial Civic Center
- EVENT: For those wishing to cover the event, Media VIP tickets will be available at the main entrance of the Lubbock Memorial Civic Center at 4 p.m. Friday or may be picked up in advance at the Law School by contacting Tina Dechausay, (806) 742-3990 ext. 260.

[Media Guidelines: Still camera (flash permitted), pencil and pad coverage only. Recording devices permitted for note taking purposes but not for broadcast. **Video will be permitted for introduction of justices only.**]

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

CONTACT: Tina Dechausay, Communications Coordinator, College of Law, Texas Tech University, (806) 742-3990, or tina.dechausay@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 9, 2010

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

Texas Tech Crunches Numbers on Risky Business

Personal Financial Planning department to determine changes in investors risk tolerance.

Australian company FinaMetrica has selected the personal financial planning division of Texas Tech University to analyze data collected by a recent survey.

Deena Katz, an associate professor of personal financial planning at Texas Tech, said the goal is to determine significant trends in investor behavior, specifically their tolerance for risk. Examples include:

- How much risk should the client take to meet his or her goals?
- How much risk can the client afford?
- How much risk does the client feel comfortable with?

“I believe FinaMetrica is a world leader in the development of practical tools that enable practitioners to address the single most important factor in guiding clients towards a successful investment program – their risk profile,” said Harold Evensky, adjunct professor at Texas Tech.

FinaMetrica gained international recognition for its system that uses the science of psychometrics as a foundation for testing clients and evaluating the results with consistency. The system is web-based, delivering a 25-question survey in language that is easy to understand. Questions include:

- Do you use a financial advisor?
- How has your standard of living changed over the past two years?
- How often do you “lose sleep” worrying about your personal finances?

For the past 12 months, FinaMetrica has participated in the Nightly Business Report/Kiplinger’s Personal Finance “Your Mind & Your Money” series. The participants of this study are Kiplinger’s readers and viewers of the show, who chose to complete FinaMetrica’s voluntary survey.

More than 3,600 people responded, and Katz says this [summary](#) already shows some interesting results, including how many check their investments daily, and who worries more about financial well being – men or women.

“We believe our research will help advisors and their clients understand and manage their behavior during turbulent market times,” Katz said.

Office of Communications and Marketing

An EEO/Affirmative Action Institution

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

CONTACT: Deena Katz, associate professor, Division of Personal Financial Planning, Texas Tech University, (806) 742-3031, or deena.katz@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 10, 2010

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

Family Firm Institute Awards Texas Tech Professors for Best Published Article

Of the five authors, three are professors in the Rawls College of Business.

Three Texas Tech University professors were acknowledged for their achievements at the Family Firm Institute's (FFI) international conference in Chicago.

Jeremy Short, Tyge Payne and Keith Brigham, professors of management, were awarded for their article published in FFI's quarterly journal, *Family Business Review*. The piece won FFI's Best Article published in 2009.

Short, the lead author, with Tyge Payne, associate professor; Keith Brigham, assistant professor; Chris Broberg, a former doctoral student now at Wichita State, and former Rawls College faculty member Tom Lumpkin, who is now at Syracuse University wrote the article "Family Firms and Entrepreneurial Orientation in Publicly Traded Firms: A Comparative Analysis of the S&P 500."

The article expands on the apparent considerable disagreement about whether family firm characteristics hinder or support entrepreneurial activities. Further, it highlights the existence of an entrepreneurial orientation in family firms, and it examines differences between family and non-family firms on the dimensions of autonomy, competitiveness and aggressiveness.

"Our research suggests that the large, publicly traded family firms that we examined project themselves in a manner that seems less entrepreneurial than other, non-family, firms in the S&P 500," Short said.

The honor was sponsored by Norelli & Company and presented by Ron Norelli at an awards ceremony during the conference, known as the leading annual professional event in the family enterprise field. The ceremony was held to honor those helping to shape the future of the profession of family firms through critical thinking.

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

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

Office of Communications and Marketing

An EEO/Affirmative Action Institution



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 10, 2010

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

Texas Tech Expert Can Discuss Interactive Fitness to Fight Childhood Obesity

Today, more than 23 million children and adolescents in the United States – nearly one in three– are either overweight or obese – raising their risk for serious, even life-threatening health problems. However, a Texas Tech researcher can discuss how he is developing exercise regimens for children using “extainment.”

Zan Gao, assistant professor in the Department of Health, Exercise, & Sports Sciences (HESS), has found a way to fight childhood obesity by integrating forms of “extainment,” the combination of exercise and entertainment, into schools’ physical activity programs.

He uses fitness video games like Wii Fit, Wii Sport and Dance Dance Revolution (DDR) to encourage children to incorporate fun with fitness. Gao said the DDR video game has proven especially effective in encouraging physical activity among Latino children – a demographic prone to obesity.

Gao said 38.2 percent of Latino children and 35.9 percent of Black children ages 2 to 19 are overweight or obese, compared with 29.3 percent of White children – an disparity that Gao addresses in his research.

“My ultimate goal is to build an interactive fitness gym in certain schools,” Gao said. “I would like to put a dance system in a school gym. I love kids and I want to help them to be fit. I want to do something to make a difference in their lives and to help them to develop and to maintain a physically active lifestyle.”

CONTACT: Zan Gao, assistant professor, Department of Health, Exercise, & Sports Sciences, Texas Tech University, (806) 742-1685 ext. 223, zan.gao@ttu.edu



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 10, 2010

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

Texas Tech Food Safety Researchers Participate in \$2 Million Grant from USDA

Texas Tech University food safety researchers are part of a \$2 million grant from the USDA aimed at improving food safety by managing antibiotic resistance in beef and dairy cattle systems in the United States and Canada.

Guy Loneragan, a professor and epidemiologist in Texas Tech's Department of Animal and Food Sciences, and Todd Brashears, an associate professor in the Department of Agricultural Education and Communications will be working on the project, led by H. Morgan Scott, a professor in Kansas State University's Department of Diagnostic Medicine and Pathobiology

"Antibiotic use and resistance in animal production is a very contentious issue," Loneragan said. "Despite the passion with which both sides of issue argue, many assumptions and remedies are untested or based on very sparse data. In the project led by Kansas State, we will scientifically evaluate and ultimately provide practical approaches to aid in the control antibiotic resistance in livestock production. We also will actively engage those in education to better understand the evidence supporting many assumptions, or even dogma, concerning antimicrobial resistance and then work with industry to test those most likely to be practical in real-world settings."

Loneragan said the project will provide new knowledge for educators, industry, and policy makers on which they can act with confidence.

Kansas State's Scott said he also hopes this will greatly enhance detection of early-resistant *E. coli*, and that they will be able to better estimate animal-level prevalence of resistance carriage through enhanced surveillance.

"We expect that our new approach will yield earlier detection and characterization of resistance to critically important antibiotics," Scott said.

Also collaborating on the project are researchers from the University of Guelph, Angelo State University, Texas A&M University, Cornell University, Colorado State University and the Public Health Agency of Canada.

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

Office of Communications and Marketing

An EEO/Affirmative Action Institution

**CONTACT: Guy Loneragan, professor, Department of Animal and Food Sciences,
(806) 742-2805 ext. 268 or guy.loneragan@ttu.edu**



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 11, 2010

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

Texas Tech Education Professor Travels to China with National Association Educator will bring home information on effective teaching practices.

A Texas Tech University professor of education will be attending the 2010 Sino-U.S. Science Education Forum, taking place Nov. 15-18 in Shanghai, China.

Walter Smith, Helen DeVitt Jones Professor of Education, will travel with a group of prominent science educators from around the nation for the week-long forum co-hosted by the National Science Teachers Association ([NSTA](#)) and the China Association of Children's Science Instructors. Educators from both countries will meet to share information on science education trends in the United States and China, and will discuss professional development for science educators, the design and implementation of science curriculum and lessons, educator training, informal science education and science education resources.

"With this forum I hope to learn more about the education system and the students in China and about their effective teaching practices in science, then bring that information home and share it with colleagues," Smith said. "It is important to know and understand more about different world cultures, and to understand how other countries teach scientific issues and concepts."

Learning more about the science education provided in other countries is important to today's teachers and to the National Science Teachers Association said Francis Eberle, Executive Director of the NSTA.

"We are living in a 'global society' and teachers need to think about themselves, about their students, and about teaching and learning in a global context. These international collaborations can only help to improve the quality of science teaching and learning in our country," Eberle said.

The Arlington, Va.-based NSTA is the largest professional organization in the world promoting excellence and innovation in science teaching and learning for all. NSTA's current membership includes approximately 60,000 science teachers, science supervisors, administrators, scientists, business and industry representatives, and others involved in science education.

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

Office of Communications and Marketing

An EEO/Affirmative Action Institution

CONTACT: Judy A. Simpson, assistant dean: operations, outreach and public relations, College of Education, Texas Tech University, (806) 742-1998 ext.456, or judy.a.simpson@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 11, 2009

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

Texas Tech's College of Education Gets "Smart"

Smart Board partnership between university and school district is mutually beneficial.

From writing with chalk on slate blackboards and banging out eraser dust, to clicking a mouse, touching the screen and filling the wall with colorful images, classroom instruction has gone from analog to digital in the blink of an eye.

Texas Tech University's College of Education is teaching education students how to use new Smart Board technology to prepare them for teaching in today's K-12 classrooms.

Smart Boards are home-theater-sized screens projected on classroom walls that function like computer touch screens.

"The main thing we want to teach the up-and-coming educators is how to make the classroom interactive with technology," said Kimberly Matthews, instructor of elementary math in the College of Education.

Matthews said using virtual manipulatives – objects such as blocks, that a student is instructed to use in a way that teaches or reinforces a lesson – and making them interactive to students is a method to keep them engaged in learning.

"I want to show our students who will become teachers how they can get these types of manipulatives on the Smart Board and make them interactive, to pull in the students. When I taught in the classroom, this technology really helped pull in every one of my students," Matthews said.

Many of the would-be teachers in Matthews' classes aspire to be special education teachers. Brandi Duke, a senior from San Angelo, knows that special ed kids need different kinds of help learning.

"The Smart Board is a great way to aid students who don't have the fine motor skills to technically flip a coin – which can be simulated on the screen. This is another way to help them out and see that it's okay – we'll work on that motor skill another time but for now we'll do it this way," she said.

Lauren Sammons, a senior from Frisco, says the Smart Board facilitates all kinds of learning styles.

Office of Communications and Marketing

An EEO/Affirmative Action Institution

“If a student is a visual learner they can see the lesson up on the board; or if somebody needs it demonstrated, they can come up and actually do it on the Smart Board. They can also do it themselves at their seats or outside of class with the same worksheets that correlate with what they are learning in class, so it affects all three kinds of learning capabilities,” said Sammons.

Walter Smith, chairman of the Department of Curriculum & Instruction in the college, knows Texas Tech students are more marketable if they have certain certifications coming out of college and into the public school classrooms.

“The Lubbock Independent School District (LISD) instructional technology leaders are very interested that the people who come from Texas Tech to join their faculty are ready to use the technology that they’re putting into the classrooms, and we’re very interested in making sure that our graduates are ready to do the kind of job that the local schools want them to be able to do,” Smith said.

And, Smith says, it’s not just about feeding teachers to the local schools. The majority of the newly certified teachers don’t go to LISD. They are hired around the state and around the nation, so Texas Tech students are ready to show their prospective employers that they know how to use the technology that the schools are using.

CONTACT: Walter Smith, chairperson, Department of Curriculum and Instruction, College of Education, Texas Tech University, (806) 742-1998 ext. 446, or walter.smith@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Nov. 12, 2010

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

Sowell Center Presents Key Information on Students with Multiple Impairments

- WHAT: 12th Annual Sowell Center Distinguished Lecture Series
- WHEN: 9 a.m. – 4 p.m. Saturday (Nov. 13)
- WHERE: Lecture hall 001, English and Philosophy Building, Tech Texas campus
- EVENT: Texas Tech University's Virginia Murray Sowell Center for Research and Education in Visual Impairment is hosting speaker Millie Smith, private consultant for students with multiple impairments, for its distinguished lecture series.

During the lecture, an array of information will be presented on how teachers can help learners with visual and multiple impairments achieve their educational goals. Such strategies like learning media assessments and functional vision evaluations will help teachers focus their instruction primarily on their students' specific needs.

In addition, videotaped examples of teacher-student interaction will address what tools are available to gather the best information when assessing a learner, and also the effective ways to report findings.

Smith has worked as a teacher trainer at the Texas School for the Blind and Visually Impaired, and has also co-authored several books and numerous articles. In 2003 she developed The Sensory Learning Kit, to develop the most challenged learner's curiosity and skills.

For more information contact Amy Parker at (806) 742-1997.

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

CONTACT: Amy Parker, research assistant professor, Virginia Murray Sowell Center, Texas Tech University, (806) 742-1997 or amy.parker@ttu.edu.

Office of Communications and Marketing

An EEO/Affirmative Action Institution



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 15, 2010

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

Texas Tech Wins Award for Annual Arbor Day Event

Texas Tech University was recognized by the Professional Grounds Management Society (PGMS) with a merit award for its annual Arbor Day event in the society's 2010 Green Star competition. The award was part of the society's University and College Grounds category for exceptional grounds maintenance.

In conjunction with the Green Industry and Equipment Expo, PGMS honored award winners at a four-day event in Louisville, Ky. Overall, PGMS presented seven grand awards— its highest honor—14 honor awards and 12 merit awards.

Gene Gibson, managing director of grounds maintenance at Texas Tech, said the award reflects the hard work of his employees, and also the university's goal to maintain its campus' appearance.

"This is a great honor to receive," Gibson said. "It not only recognizes the efforts put in by our staff, but also Texas Tech University's commitment toward enriching its students', staff and visitors' lives through green spaces."

PGMS is an individual membership society of grounds professionals dedicated to advancing the grounds management profession. Its Green Star Awards program brings national recognition to grounds maintained with a high degree of excellence.

In 2008 PGMS recognized Texas Tech with a Grand award in the Green Star competition in the Urban University Grounds category. In 2007 PGMS awarded Texas Tech with an honor award in the University and College Grounds category.

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

CONTACT: Gene Gibson, managing director, Grounds Maintenance, Texas Tech University, (806) 742-3801 or gene.gibson@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 15, 2010

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

Texas Tech University Vying for Video in Times Square

Texas Tech University Libraries is a finalist in the Thomson Reuters Focused on Your Library Contest. The libraries' essay focuses on exemplary services provided to students, faculty and staff.

The winner will be the subject of a video profile and broadcast on the Thomson Reuters building in Times Square.

Online voting is now open at <http://php.thomsonreuters.com/vote/> to determine the winning essay.

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

CONTACT: Julie Toland Barnett, assistant director, Communications and Marketing, Texas Tech University Libraries, (806) 742-2238 ext. 260 or julie.toland@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Nov. 16, 2010

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

Grammy Award Nominee to Perform at Texas Tech International Cultural Center

WHAT: Singer Jana Mashonee to perform for Native American Heritage Month.

WHEN: 7 p.m., Thursday (Nov. 18)

WHERE: Texas Tech International Cultural Center Auditorium, 601 Indiana Ave.

EVENT: Jana Mashonee is a Native American singer, songwriter, actress, author and philanthropist. She has been a Grammy Award nominee and is a seven-time Native American Music Award winner.

This free event is part of the university's Native American Heritage Month and is sponsored by the Cross-Cultural Academic Advancement Center (CCAAC).

All of the campus community and the local community are invited to attend.

For more information on Jana Mashonee, go to www.janamashonee.com.

For more information on the Native American Heritage Month events, go to: <http://www.depts.ttu.edu/diversity/CCAAC/nahm.php>;
or visit the CCAAC's Facebook page:
<http://www.facebook.com/group.php?gid=57713200747&v=wall>

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

CONTACT: Leticia L. De Larrosa, Unit Coordinator, Cross-Cultural Academic Advancement Center, Texas Tech University, (806) 742-8681 or leticia.de-larrosa@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Nov. 17, 2010

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

Texas Tech School of Law Co-hosts Discussion on Texas' Health and Environment

- WHAT:** Lubbock town hall meeting
- WHEN:** 11 a.m. - 1 p.m. Friday (Nov. 19)
- WHERE:** Lanier Auditorium, Texas Tech School of Law, 1802 Hartford Ave.
- EVENT:** Texas Commission on Environmental Quality (TCEQ) will host a sunset review town hall meeting, co-hosted by student organizations from Texas Tech School of Law including the Environmental Law Student Association, Wind Energy Law Society, Energy Law Interest Group, Texas Tech Administrative Law Journal and Alliance for Clean Texas.

All residents of Lubbock are invited to attend the meeting where key decision-makers and issue experts will discuss the Sunset Advisory Commission's review of the state's environmental and energy agencies. The sunset review process is a once in a decade evaluation in Texas that determines an agency's effectiveness and necessity. Residents will have the opportunity to engage in dialogue on their experiences with the TCEQ.

Presenters will speak on environmental issues specific to West Texas. The speakers will include Texas House Representative Warren Chisum, member of the Environmental Regulation Committee; Randy J. Ammons, Texas Commission on Environmental Quality; Rod Johnson, Austin-based environmental attorney; and Ken Rainwater, director of Texas Tech University Water Resource Center.

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

CONTACT: Tina Dechausay, communications coordinator, School of Law, Texas Tech University, (806) 742-3990 or tina.dechausay@ttu.edu, or Lize Burr, Alliance for a Clean Texas, (512) 619-7076 or lize@acttexas.org



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 17, 2010

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

Vietnamese Documents Collection at Texas Tech Reuniting Friends, Changing Lives

Forty-two years ago, Tuyen Nguyen hoped one day he would see his friend again, but he couldn't be sure. Nguyen, now a professor in Toronto, Canada, has been looking for his former classmate, Pham Quang Minh, since the Vietnam War began in 1968.

The search became increasingly difficult after the Fall of Saigon on April 30, 1975, and subsequent end of United States involvement in Vietnam. That is when thousands of South Vietnamese were placed in reeducation camps operated by the Vietnamese government. Then, during the 1980s and 1990's, the Families of Vietnamese Political Prisoners Association Collection (FVPPA) helped more than 10,000 former Vietnamese reeducation camp detainees immigrate to the US and other countries through the United Nations High Commissioner for Refugees Orderly Departure Program (ODP).

In June 2005, the Vietnamese American Heritage Foundation (VAHF) donated a collection of FVPPA documents to the Vietnam Center and Archive at Texas Tech. It included correspondence, speeches, meeting notes, financial and legal records, printed materials, and other administrative records. The collection also contained immigration applications.

The FVPPA collection was opened to researchers on Dec. 1, 2008, and within six months, a former Vietnamese reeducation camp prisoner had won political asylum thanks in part to those documents. Nguyen hoped for similar success. He tried a new approach by searching for Minh's older brother, Pham Van Sat, a former major in the South Vietnamese Marine Corps who had also been a political prisoner sentenced to reeducation in the Vietnamese reeducation camps after the war. Nguyen had heard that Sat had settled in the United States after his release, and hoped FVPPA had been the organization to assist him.

Archivists at the Vietnam Center and Archive did locate an ODP application belonging to a Pham Van Sat. And Nguyen was certain this was the same man he was looking for. The papers did not list an address of relocation, but it did identify the applicant's sponsor. Remarkably, that sponsor had not changed residence in the 21 years since Sat filled out the application. Nguyen was able to contact the sponsor, locate Sat, and ultimately reconnect with his friend, Minh.

-more-

Office of Communications and Marketing

An EEO/Affirmative Action Institution

Nguyen hopes that other Vietnamese will learn of the collection so they might also be able to find their lost friends and relatives.

“It is a very good job to help other people to be united with each other again after having been separated from each other for a long time,” Nguyen said.

In recognition of its importance, the National Historical Publications and Records Commission (NHPRC), the grant making arm of the National Archives, highlighted the collection in its annual publication, *The American Record* alongside other important preservation efforts such as The King Papers project (Martin Luther King, Jr.), The Presidential Recording Program, and many others. The NHPRC awarded the Vietnam Center and Archive with a \$50,000 grant to process the FVPPA collection.

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

CONTACT: Victoria Lovelady, communications coordinator, Vietnam Center and Archive, Texas Tech University, (806) 742-3742 or victoria.lovelady@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 17, 2010

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

Tech Can Share Food Drive Accepting Drive-Thru Donations

The Restaurant, Hotel, and Institutional Management program (RHIM) has partnered with University Parking Services to provide drop off locations for the Tech Can Share Food Drive.

The seven campus entry stations will have a total of 96 RHIM students accepting food donations from 7:30-10:30 a.m. on Nov. 18-19. Graduate students are also assisting.

The food donations benefit the South Plains Food Bank. All brand name and generic canned goods are accepted and appreciated; canned fruits and vegetables are especially needed this year. The food bank also needs include non-can staple items such as pasta, rice, dried beans, macaroni and cheese, and peanut butter.

In addition to University Parking Services, the RHIM Program has partnered with the Texas Tech Student Union & Activities, Tech Activities Board, Texas Tech Grounds Maintenance, and the South Plains Food Bank.

John Fabing, Hospitality Administration Doctoral Student, developed this initiative as a part of a class service project this semester.

The goal is to continue this partnership and provide easy drop-off locations to the Texas Tech community for many years to come.

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

CONTACT: Shane Blum, chairman, Department of Nutrition, Texas Tech University, (806) 742-3068, or shane.blum@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 17, 2010

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

Texas Tech University Celebrates the 52nd Annual Carol of Lights

Texas Tech University will host the 52nd annual Carol of Lights celebration “Lighting The New Era” Dec. 3. The outdoor ceremony will begin with carillon at 6:30 p.m. and will be followed by the official ceremony at 7 p.m. in the Science Quad and Memorial Circle.

The Residence Halls Association (RHA) will sponsor the event. More than 25,000 red, white and orange lights will illuminate the Texas Tech campus at the end of the ceremony. Past ceremonies have drawn about 20,000 students, faculty, staff and local residents.

Guests attending the Carol of Lights are encouraged to arrive early. Parking will be available to the public in the North Commuter parking lot near Jones AT&T Stadium. Campus streets in the vicinity of Memorial Circle will close at 5:30 p.m. and remain closed until the completion of the event.

Immediately following the Carol of Lights ceremony, the Texas Tech School of Music will hold their annual Carols Concert in the Hemmle Recital Hall.

The RHA serves as the voice for students living on campus, and is the second-largest student organization at Texas Tech University. Their main goals are to promote a high quality of leadership in a democratic form of student government, and to provide the best possible living and learning experience for students living in the residence halls. The RHA provides many programs and activities to enhance the living environment in the residence halls and to encourage the exchange of ideas.

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

CONTACT: Evan Dixon, Residence Halls Association, Texas Tech University, (505) 205-0939 or evan.dixon@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 18, 2010

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

Texas Tech Faculty Member to Speak at International Conference

Susan Polgar, executive director of Texas Tech's Susan Polgar Institute for Chess Excellence (SPICE), will speak at the 21 Minutes conference Thursday through Saturday (Nov. 18-20) in Milan, Italy.

The 21 Minutes conference is an innovative program in communications and training for sustainable business. The conference is open platform and spans over a wide range of disciplines.

Polgar will speak on "How chess and SPICE can improve countless lives for generations to come."

Polgar was born in Budapest in 1969. She was successful in chess throughout her childhood and has been named the top-ranked woman in the United States in the Chess Olympiads. In 2007, Polgar received an honorary degree from Texas Tech.

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

CONTACT: Paul Truong, director of marketing, SPICE, Texas Tech University,
(806) 742-7742 or paul.truong@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 18, 2010

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

(806) 742-2136

Texas Tech Equestrian Center Saddles Up For First Cowboy Christmas Ball

Texas Tech University's Ranch Horse Program is hosting its first Cowboy Christmas Ball at 6:30 p.m. Dec. 10 at the Texas Tech Equestrian Center (5712 CR 1500). Attendees can enjoy a barbecue dinner, silent auction, and live music by Desert Pearl and Jody Nix and the Texas Cowboys.

Tedd Mitchell, president of the Texas Tech University Health Sciences Center, will open the ceremony. The event is intended to be an annual celebration to raise awareness and funds, which will entirely benefit the equestrian center and the service and educational programs it houses.

Kim Guay, director of the equestrian center, said the center was donated in 2004 by Curtis and Sue Griffith, and many people are not aware of its existence.

"In the six years the center has been owned by Texas Tech we always intended to have a gala type of event," Guay said. "Now we are, and we want to raise proceeds that will help with barn maintenance, grounds maintenance and much more. We want to provide a quality place for all our programs to call home."

The center houses the Ranch Horse Program which encompasses the horse judging team, the ranch horse team, the therapeutic riding club, the equestrian team and the rodeo team. Throughout the year the center holds many events such as team roping, barrel races and clinics as well as classes during the week in different types of equine related subjects.

Individual tickets are offered for \$40 or \$75 per couple. Sponsor tables are available and silent auction donations are welcome. For more information contact the center at (806) 792-4682 or patsy.mcbee@ttu.edu.

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

CONTACT: Kimberly Guay, director, Texas Tech Equestrian Center, Texas Tech University, (806) 792-4682 or kimberly.a.guay@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 18, 2010

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

Texas Tech Landscape Architecture Students Help with Hit ABC TV Show

Texas Tech University's landscape architecture department was selected to bring to life a landscape design for the popular TV show "Extreme Makeover: Home Edition".

Alon Kvashny, chairman of the department, developed the drought-tolerant design and guided 85 of the department's students, who together will spend Nov. 20-21 implementing the design.

As the landscaping process approaches, Kvashny said his students are excited about the high-profile community service project.

"They've all seen this reality show on television and they like projects that help families," he said of his students.

Executive producers for the show contacted faculty in the department prior to construction and asked if they wanted to help with the design process. The faculty and students complied and were honored to produce landscape surrounding a three bedroom, two bath modular house.

Kvashny said in the design development he needed to focus his plan on the needs of families living in West Texas.

"The main idea here is ease of maintenance and minimal water use," Kvashny said. "The core of the design rests on creating sustainable places for the family to enjoy the outdoors."

Saturday, Nov. 20, marks the fifth day of the show's seven-day construction in Wellman. On the final day, the house will be presented to Jeanne and Johnny Mac Brown, a family who lost their 17-year-old daughter last year in a texting-while-driving accident.

In the show, host Ty Pennington leads his crew as they build and model a home for a family in need. Past projects have been for people with a serious illness, or a family coping with death of a loved one. The Browns' daughter, Alex, died when she lost control of her car while driving to school.

Office of Communications and Marketing

An EEO/Affirmative Action Institution

Texas Tech is one of only 18 programs in the nation to offer accredited, license-qualifying landscape architecture degrees at both the undergraduate and graduate level. Its five-year undergraduate and three-year graduate programs have been fully accredited since 1972 and 2000, respectively.

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

CONTACT: Alon Kvashny, chairperson, Department of Landscape Architecture, Texas Tech University, (806) 742-2858 or alon.kvashny@ttu.edu.

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 19, 2010

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

10th Annual Caprock Celtic Christmas Presents Traditional Holiday Repertoire

Singers, players, dancers, storytellers and various performers will take the stage at the 10th Annual Caprock Celtic Christmas at 7 p.m. Dec. 14 and 16 in the Talkington Great Hall at the Legacy Performance Center (14th Street and Avenue Q) in Lubbock.

The performance, presented by the Vernacular Music Center, the Texas Tech College of Visual and Performing Arts, the Caprock Celtic Association, and the Lubbock YMCA, will include traditional Irish, Welsh, Breton and English dance, along with instrumental dance tunes and slow airs. Gaelic, Welsh and English traditional songs also will be part of the repertoire.

Tom McGovern will return as this year's host and will introduce special guests such as Scottish piper Tom Campbell, Irish tenor Nat Cooper, bouzouki virtuoso Roger Landes, and the Appalachian banjo/fiddle duo of Mason Brown from Boulder, Colo., and Doug Goodhart, from Kansas City, Mo.

Lubbock's traditional Irish band, Johnny Faa, will play tunes and songs from its debut CD, "Last Night's Fun," and Tommy Joe Fisher & Friends will play "Celtic Country."

The event will be previewed on KOHM's Celtic Shores program at 9 p.m. Dec. 10, and 11 a.m. Dec 11. The Caprock Celtic Christmas also will be streamed in both audio and video live over 89.1 FM KOHM and KOHM.org, to listeners across the South Plains from 7-9 p.m. on the day of the event.

Proceeds from the event will go to the Vernacular Music Center Scholarship at Texas Tech. Tickets are \$10.50 for general admission, \$8.50 for seniors, and \$5.50 for students, not including a \$3 Select-A-Seat service charge. Tickets can be purchased at all Select-A-Seat locations, on the Select-A-Seat [website](#), or by calling (806) 770-2000.

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

CONTACT: Christopher J. Smith, associate professor, School of Music, Texas Tech University, (806) 742-2270 ext. 249, or christopher.smith@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Nov. 19, 2010

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

Texas Tech Intercultural Dialog Association to Host Diagonal and Friendship Dinner

WHAT: The Texas Tech University student organization, Intercultural Dialog Association, and the Institute of Interfaith Dialog will host a program called "Diagonal and Friendship Dinner" featuring keynote speaker, Dr. Juan Muñoz.

WHEN: 6:30 p.m. Tuesday (Nov. 23)

WHERE: Lubbock Memorial Civic Center

EVENT: The Texas Tech Intercultural Dialog Association and Institute of Interfaith Dialog will host its annual Diagonal and Friendship Dinner.

The program will address the importance of diversity in society. Juan Muñoz, vice president for institutional diversity, equity and community engagement, will speak on this issue.

Past keynote speakers include Lubbock city officials, the mayor of Lubbock, a member of the FBI, as well as various members of the Lubbock community.

The menu will consist of a choice of fish, chicken and vegetarian dishes. Texas Tech students as well as members of the Lubbock community are invited to attend.

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

CONTACT: Atila Hafizoglu, Lubbock representative, Institute of Interfaith Dialog, (806) 445-6881, or atilla@interfaithdialog.org



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 22, 2010

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

Lords and Ladies Add Regal Touch During Texas Tech School of Music's 33rd Annual Madrigal Dinner

The Texas Tech University School of Music will host the 33rd Annual Madrigal Dinner during the first week of December.

This year's dinner features a French flair and marks the return of the king and queen. The Student Union Ballroom will be transformed into a festive, ancient banquet hall with the main stage in the center, showcasing singers and court entertainers that will delight guests during the royal feast.

The West Texas Children's Choir and the Texas Tech Graduate Brass Quintet also will perform.

Madrigal singing, brought to England from Italy in the 16th century, was initially a form of entertainment at the castles and country homes of the refined nobility. Now, the rich musical heritage and pageantry of this age is once again brought to life by costumed singers, musicians, dancers and entertainers.

Royal Scholarship ticket holders are invited to attend a pre-dinner champagne soiree in the ballroom with private performances hosted by the king and queen. Lords and ladies of the Court, dressed in the latest Elizabethan fashion, offer a feast for the eyes as they process in grand style with flowing gowns of the richest velvet and silk.

During the feast, members of the court entertain on two stages and quartets of minstrels serenade each table. The evening's revelry crescendos toward the anticipated musical offerings of the Court Madrigalists. Christmas carols and madrigals fill the hall through the rich and elegant voices of the Texas Tech Madrigal Singers. The performance concludes with the traditional candle-lit recessional.

The Royal Scholarship Soirees begins at 6:15 p.m. Madrigal dinners are at 7 p.m. Dec. 2, and 4-6 p.m. at the Student Union Ballroom on the Texas Tech campus. Guests should park at the School of Music, located at 18th Street and Boston Avenue.

Royal Court Tickets cost \$140 available, and general admission is \$55. Reservations can be made by calling Rebecca Webb at the School of Music at (806) 742-2225. Tickets also can be purchased by calling Select-A-Seat at (806) 770-2000, visiting

Office of Communications and Marketing

An EEO/Affirmative Action Institution

www.selectseatlubbock.com, or going to any Select-A-Seat Outlet in Lubbock.
Select-A-Seat will add \$3.50 surcharge to the price.

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

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

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 23, 2010

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

Texas Tech School of Music to host Annual Carol Concert

The Texas Tech University College of Visual & Performing Arts and the School of Music will celebrate the holiday season with the Annual Carol Concert at 8 p.m., Dec. 3 in the Hemmle Recital Hall (18th Street and Boston Avenue). The concert will take place upon the conclusion of the Carol of Lights presentation.

The University Choir, University Singers, Madrigal Singers, Women's Chorale and Matador Singers will perform a variety of well-known Christmas melodies. The ensembles also will perform with members of the West Texas Children's Chorus – a group conducted and founded by School of Music faculty member, Susan Brumfield.

Faculty members John Hollins and Sigurd Øgaard will provide a prelude and accompaniment on the 81-rank Holtkamp Organ, consisting of 4,271 pipes. Texas Tech's Director of Choral Activities Richard Bjella will lead the event. Faculty Conductors Carolyn Cruse, Karl Dent, John Hollins and a small orchestra will join Bjella for the performance.

Tickets can be purchased at all Select-A-Seat locations, on the Select-A-Seat [website](#), or by calling (806) 770-2000 or 1-800-735-1288. Tickets are \$11.00 for general admission, \$9.00 for seniors, and \$8.00 for students and children, not including a \$3 Select-A-Seat service charge.

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: Nov. 29, 2010

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

Texas Tech Phi Alpha Delta Chapter Wins National Recognition

The Phi Alpha Delta Pre-Law Fraternity, International at Texas Tech University ranked third for Don Hutson Outstanding Chapter Award at the 2010 National Conference and Mock Trial Competition in Washington, D.C.

The award places the Texas Tech chapter as the third best chapter in the nation. This honor comes at a time when the pre-law fraternity is recovering from significant 2010 budget cuts that sliced its funds in half.

Jasmine Crawford, president of the chapter, explained how the recognition brings many benefits and also shows great progression for the future.

“This award marks a great turn for us,” Crawford said. “We were hit financially and because of that our membership is the lowest it’s been in years. This honor provides for immense opportunities to recruit more members and get more funding.”

Crawford also said the experience was eye-opening for all the participants.

“One of the guys who went on the trip, Omar Roman wrote a letter to Supreme Court Justice Sonia Sotomayor and asked for the chance to meet her. She accepted. It was unexpected, but awesome he got that chance.”

The Texas Tech chapter contains 50 members, and is open to all majors and students interested in attending law school. The basis for the organization is to give its participants exposure and experience, so they can make the right decision to attend law school or not.

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

CONTACT: Jasmine Crawford, president, Phi Alpha Delta Pre-Law Fraternity, International, Texas Tech University, (832) 366-6970 or jasmine.crawford@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 29, 2010

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

(806) 742-2136

Texas Tech Contest Entry Urges Generation-Y to Plan for Retirement

Texas Tech graduate student video among top contenders in iOMe Challenge 2010.

Would you rather retire in the lap of luxury, or just scrape-by to make ends meet? That is the question put forth in an essay and video by Texas Tech graduate students Ben Cummings, Chris Browning, Shaun Pfeiffer and Tom O'Malley, with help from Michael Finke as their faculty advisor.

In the summer of 2009, a group of concerned citizens from Green Bay, Wis., with the support from various local organizations, gathered to discuss how they might engage the so-called Y or Millennial generation to think about their own future, 40 years from now. It was their belief that, as individuals, this generation owes themselves a bright future. From that, the iOMe Challenge was born (as in I Owe Me). The idea grew into a national contest and teams from across the nation rose to the challenge, with Texas Tech placing second last year.

Findings from the 2009 challenge, as well as widespread agreement among economists and public policy experts, indicates many Americans have not engaged in long-term financial savings at the rate they should to secure their financial futures. This could lead to long-term problems, not to mention a substantial burden on governmental budgets and social benefit programs.

The 2010 iOMe Challenge consists of two components:

- An essay of no more than 10,000 words that demonstrates and supports three significant differences that will exist in our economy forty years from today, if the U.S. personal saving rate is sustained at 6 percent versus the rate that has prevailed for the past decade.
- A 60-second video that illustrates the key elements of the essay. The video will be judged on how compellingly it illustrates the differences, and on production quality.

Texas Tech was invited to produce the video and complete the competition after their 2010 essay placed in the Top 15. The finished production features Personal Financial Planning (PFP) Associate Professor Bill Gustafson and Gordon Hampton, director of professional alliances for Tech's PFP program. Gustafson portrays a man struggling with

-more-

Office of Communications and Marketing

An EEO/Affirmative Action Institution

a broken-down pickup and living in a shack, while Hampton resembles Rich Uncle Pennybags, the top hat-wearing icon from the game of Monopoly. The public is invited to view the video on YouTube.

Final entries will be judged by a iOMe Challenge's Blue-Ribbon Judges Panel consisting of:

- John List - professor of economics, University of Chicago
- James Choi - associate professor of finance, Yale University
- Don Kettl - dean of the School of Public Policy, University of Maryland
- Martin Merzer - retired reporter, Miami Herald newspaper
- Laura Schwartz - the White House director of events for President Clinton

The winning team will receive a cash reward of \$10,000, and the faculty advisor will receive \$2,000. Team members will also be invited to Washington, D.C., to present their winning essay and video to members of Congress and policy-makers.

Each Honorable Mention team will receive \$2,000 and their faculty advisor will receive \$500.

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

CONTACT: Michael Finke, associate professor, Division of Personal Financial Planning, College of Human Sciences, Texas Tech University, (806) 742-5050 or michael.finke@ttu.edu.

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 29, 2010

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

Internationally Recognized Author to Speak at Lecture Series

Joel Kotkin, internationally recognized authority on global, economic, political and social trends, will be the final speaker for the fall 2010 Presidential Lecture & Performance Series at 7 p.m. Dec. 1 in the Allen Theatre at Texas Tech University's Student Union Building.

Kotkin is the author of a new book titled "The Next Hundred Million: America in 2050," which has received rave reviews from renowned media corporations such as The New York Times, Wall Street Journal, the Globe and Mail and National Public Radio. In the book, Kotkin delivers insight into how the nation will evolve in the next four decades.

"I feel honored to host Joel Kotkin as the final guest for this fall's Presidential Lecture & Performance Series," said Texas Tech President Guy Bailey. "Kotkin is in the center of the national dialogue for future economic growth. The Lubbock community can expect to be impressed by Kotkin's optimistic outlook for West Texas and learn how we can position ourselves to have a competitive advantage."

Kotkin, whose article "Welcome to Recoveryland: The Top 10 Places in America Poised for Recovery," was recently featured on the cover of Newsweek, is also the west coast editor for Inc. Magazine. His work often appears in Newsweek as well as The Wall Street Journal, The Washington Post and the American.

The New York Times hailed Kotkin as America's "uber-geographer," for his work as one of the nation's most prolific and widely published journalists. Kotkin is the weekly columnist for "New Geographer," a column on Forbes.com.

An esteemed speaker and futurist, Kotkin consults for many leading economic development organizations, private companies, regions and cities.

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.**



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 30, 2010

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

Michael Jackson's Thriller: 28 Years Later

The King of Pop's timeless music lives on in a new generation of fans.

It's close to midnight, something evil's lurkin' in the dark. Under the moonlight, you see a sight that almost stops your heart. You try to scream, but terror takes the sound before you make it. You start to freeze, as horror looks you right between the eyes. You're paralyzed... 'cause this is Thriller!

The world first heard those lyrics 28 years ago, when the late Michael Jackson released his album, Thriller, on Nov. 30, 1982. Today, that record remains the best-selling album of all time, and Texas Tech University pop culture guru, Robert Weiner, says it is for good reason.

"Michael Jackson has well-constructed songs that are memorable even today. Jackson's songwriting is top-notch," Weiner said. "The production by Quincy Jones also contributes to a good sounding record. And in 1982, nobody had done a record like Thriller, where nearly every song was a winner."

Seven of the album's nine songs were released as singles, and all reached the top 10 on the Billboard Hot 100. Thriller won a record-breaking seven Grammy Awards at the 1984 Grammys.

Another reason for Thriller's success, according to Weiner, is the video which was unprecedented at the time. "Thriller was one of the first major successful selling albums where the video played a pivotal role in selling the record. Jackson's dance moves are still being used today."

The Thriller video was deemed "culturally significant" and therefore preserved by the Library of Congress to the National Recording Registry.

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: Nov. 30, 2010

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

Texas Tech Researcher: New Pseudoscorpion Discovered in Yosemite National Park

It waits blindly in the darkness of granite caves in Yosemite National Park, moving little to conserve energy.

Its venom-filled claw at the ready, it waits for prey to amble by it. Giving a quick tap to a possible meal, this newly discovered, blind pseudoscorpion will grab the prey and wait for the poison to take hold. Then, it will eat.

Thankfully, at less than half an inch in length with legs outstretched, *Parobisium yosemite* poses little threat to humans or any other animals larger than an eighth of an inch, said James C. Cokendolpher, a research scientist and assistant curator of invertebrates at The Museum of Texas Tech University.

He and Austin-based researcher, Jean K. Krejca, recently documented the new arachnid in the Sept. 30th Occasional Papers by Texas Tech University's Natural Science Research Laboratories. The new animal is commonly called the Yosemite cave pseudoscorpion.

"This pseudoscorpion was originally found three or four years ago," Cokendolpher said. "There was a team from Austin that was hired to go into some of the caves in Yosemite National Park to do a survey and map some of the caves. Jean was one of the first ones to discover the species. She and others caught two of them, which were sent to me for identification. Once we discovered it was a species unknown to science, they went back and collected in some other areas to see if the species was there."

Most cave-dwelling species live in limestone caves, he said, where more humidity and access to food makes them more hospitable for life. Finding *Parobisium yosemite* in the caves formed from granite rockfalls came as a surprise.

It might be the second discovered cave-dwelling pseudoscorpion that lives in these granite talus caves in the world, he said.

Strange to behold, pseudoscorpions are small arachnid predators, Cokendolpher said. With claws in the front, the animals have eight legs, but no long post-abdomen with a stinger like a real scorpion. Pseudoscorpions are an order of arachnids unto themselves, such as ticks, mites, daddy longlegs and vinegaroons.

Office of Communications and Marketing

An EEO/Affirmative Action Institution

“This pseudoscorpion is as large as many of the other cave-dwelling species,” Cokendolpher said, explaining most of the more than 3,000 species of pseudoscorpions are much smaller. “Cave species are generally larger, have longer appendages, lighter coloration and are missing all the eyes. The canyon where it was found was made by a glacier during an ice age millions of years ago. Through time, rubble with larger rocks would fall and create piles with caves or subterranean voids. We think that’s where this animal was trapped and evolved into the species that it is now.”

Cokendolpher explained the animal doesn’t move around much, probably to conserve energy.

“I kept a couple of them in the laboratory for quite a while,” he said. “They basically sat and did nothing for much of the time. We kept them in Petri dishes with plaster of Paris that was moistened so it was more like cave conditions. When we introduced other animals into the Petri dish it would go over and tap the animal. When it did that, it was able to sense chemical cues there such as identification, how large the item was and whether it was something suitable to eat. Out of several weeks we kept them, the only thing that was eaten was a tiny spider. Like many of other cave animals, it doesn’t need a lot of nourishment. That’s good for them in a food-poor environment.”

Watch the interview with Cokendolpher at <http://www.youtube.com/watch?v=pbOxJ08xtHw>

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

CONTACT: James Cokendolpher, assistant curator, invertebrate zoology, Museum of Texas Tech University, (806) 742-2486 ext. 271, or james.cokendolpher@ttu.edu.