



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: June 3, 2013

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

### **Texas Tech Dedicates 75<sup>th</sup> West Texas Mesonet Station**

New station will help determine conditions that lead to high wildfire danger.

Texas Tech University announced today (June 3) the dedication of its 75<sup>th</sup> weather station in the West Texas Mesonet (WTM) network, in conjunction with the National Weather Service and the City of Amarillo.

The station was installed just near the City of Amarillo Hollywood Road Waste Water Treatment Plant, south of Hollywood Road and Grand. It is the first station installed in Amarillo or Potter/Randall counties, with several more planned in the future.

The station is unique with the addition of fire weather sensors, to assist forecasters in the determination of meteorological conditions which lead to high wildfire danger.

WTM is an independent project started by Texas Tech, with a mission to provide accurate meteorological data for distribution across West Texas, including operational meteorology, agriculture and farming, research and media.

The first WTM weather data station was installed in June 2000 at Reese Center, located 12 miles west of Lubbock. Now, with this latest addition, the WTM network covers 54 counties in the Texas Panhandle, South Plains, Rolling Plains, Permian Basin, Trans Pecos, Concho Valley, Big Country, Edwards Plateau, Hill Country and eastern New Mexico.

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**CONTACT: Wes Burgett, operations manager, West Texas Mesonet, Texas Tech University, (806) 834-3791, or [wesley.burgett@ttu.edu](mailto:wesley.burgett@ttu.edu).**



TEXAS TECH UNIVERSITY™

# Advisory

## **FOR IMMEDIATE RELEASE**

DATE: June 3, 2013

CONTACT: Chris Cook, [chris.cook@ttu.edu](mailto:chris.cook@ttu.edu)

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### **Texas Tech to Host Mass Casualty Exercise**

**WHAT:** Texas Tech University, in conjunction with the City of Lubbock, Lubbock County and University Medical Center (UMC) personnel, will host and participate in a mass casualty exercise.

**WHEN:** 2 p.m. Friday (June 7); the exercise will last approximately 2 hours.

**WHERE:** Texas Tech Rec Center (1100 Flint Ave.); media parking available in United Spirit Arena north lot nearest Indiana Ave.

The purpose of the exercise is to provide responders training in a real-time emergency environment. Additionally, Emergency Medical Services (EMS) personnel are required to maintain a certain level of certification, and this exercise will assist in that process. Also participating in the exercise are city, county, local hospital and Texas Tech emergency personnel, along with 30-40 students, who will volunteer as victims.

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# Advisory

**FOR IMMEDIATE RELEASE**

DATE: June 3, 2013

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

**Texas Tech's Burkhart Center Co-hosts Autism Conference**

**WHAT:** The [2013 Autism Conference](#), hosted by the Region 17 Education Service Center, in collaboration with Texas Tech University's Burkhart Center for Autism Education and Research

**WHEN:** 8 a.m. Wednesday and Thursday (June 5-6)

**WHERE:** Region 17 Education Service Center, 1111 West Loop 289

**EVENT:** This two-day conference on Autism Spectrum Disorders will feature peer-reviewed research-based strategies for use in the home and school environments. Well-respected, nationally and locally known speakers will cover topics of interest including: behavior, social skills, communication, sensory issues, transition and various others. Participants will be provided with current research and applicable hands-on strategies.

The keynote speaker is Gary Mesibov, a professor emeritus of psychology at the University of North Carolina at Chapel Hill, where he held a position on the faculty for 35 years. For almost 20, years, he served as the director of Division TEACCH, the internationally recognized program pioneering approaches to service, treatment, training, research and the education of individuals with Autism Spectrum Disorder. Mesibov has written books, journal articles, editorials, and research papers focusing on all aspects of autism and developmental disabilities.

Find Texas Tech news, experts and story ideas at [www.media.ttu.edu](http://www.media.ttu.edu) and on Twitter @TexasTechMedia.

**CONTACT: Susan Voland, unit manager, Burkhart Center for Autism Education and Research, [susan.voland@ttu.edu](mailto:susan.voland@ttu.edu), or 806-834-1331, or Anna Phillips, autism consultant, Region 17 ESC, (806) 281-5891 or [aphillips@esc17.net](mailto:aphillips@esc17.net).**



# News Release

## **FOR IMMEDIATE RELEASE**

DATE: June 4, 2013

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

### **A New Home for All Things Wind**

National Wind Institute launches website focused on interdisciplinary wind research and education.

The National Wind Institute (NWI) at Texas Tech University launched its new website <http://www.wind.ttu.edu> today (June 4). NWI is internationally known for conducting innovative research in the areas of wind energy, wind hazard mitigation, wind-induced damage, severe storms and wind-related economics.

The website combines the former Wind Science and Engineering (WiSE) Research Center and Texas Wind Energy Institute (TWEI) websites into one entity—ultimately creating a one-stop shop for all things wind.

The institute was created to better support the interdisciplinary research and educational opportunities in wind science, engineering and energy in order to educate the next generation of wind scientists and engineers.

“For the past four decades, Texas Tech wind research has taken an interdisciplinary approach, drawing upon engineers and atmospheric scientists to solve wind-related problems” said John Schroeder, NWI director. “In the most recent decade, our researchers have expanded to include economists, lawyers, policy experts, cybersecurity experts and business professionals, among others, in order to address the nation’s energy needs and mitigate the damage to lives and structures from wind events.”

The website is designed to easily guide visitors to specific areas of interest in wind research and education. It spotlights the institute’s world-class research and state-of-the-art facilities, the latest news updates, and publications.

### **Leaders in Wind Education**

NWI was the first in the nation to offer a doctorate in wind science and engineering, and a Bachelor of Science in wind energy. Additionally, continuing education courses are offered for technical professionals in the field, as well as K-12 educational resources.

The educational objectives of the program are to provide graduates with a broad education to pursue studies and to solve problems related to the detrimental effects of windstorms and to take advantage of the wind's beneficial effects.

### **Pioneers of Wind Research**

Texas Tech's wind research dates back to the 1970 Lubbock tornado that killed 26 people and destroyed large sections of the city. Faculty representing the university's civil engineering department and atmospheric sciences group began an organic collaboration to develop ways to minimize the effects of severe wind events on lives and structures.

"NWI is a tremendous institute with a large collection of collaborative faculty, a unique suite of technical capabilities and facilities, a growing list of impressive public and private partners, and educational opportunities that are unmatched anywhere," said Schroeder. "NWI has an opportunity to significantly and positively impact society through innovative research, education and outreach focused on all things wind."

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**CONTACT: John Schroeder, director, National Wind Institute, Texas Tech University, (806) 834-5678, or [john.schroeder@ttu.edu](mailto:john.schroeder@ttu.edu).**



# Advisory

**FOR IMMEDIATE RELEASE**

DATE: June 4, 2013

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

## **Storm Shelter Expert to Testify Before House Science Panel**

- WHAT:** Joint hearing of two House Science, Space and Technology subcommittees discussing National Windstorm Impact Reduction Program
- WHEN:** 9 a.m. CST/10 a.m. EST Wednesday (June 5)
- WHERE:** Washington, D.C.
- WHO:** Ernst Kiesling, executive director of the National Storm Shelter Association and retired professor of Civil Engineering at Texas Tech University

Research advances in understanding, predicting and preparing for life-threatening windstorms will be the focus of a joint hearing of two House Science, Space and Technology subcommittees Wednesday. Ernst Kiesling, executive director of the National Storm Shelter Association and retired professor of Civil Engineering at Texas Tech, will testify.

Lawmakers on the Research and Technology subcommittees will discuss the National Windstorm Impact Reduction Program, which was implemented in 2004 to coordinate federal, private-sector and academic efforts to reduce loss of life and property from windstorms.

Science Committee member Randy Neugebauer (R-Texas) introduced legislation in April reauthorizing the program. [H.R. 1786](#) would support basic research to better understand windstorms, atmospheric science research and data collection, and the development of risk assessment tools and damage mitigation techniques. He released the bill during a visit to the National Wind Institute at Texas Tech.

“Texas Tech is doing some of the most innovative windstorm research in the country,” Neugebauer said in a statement. “The work being done here has practical applications that help us build stronger, safer buildings.”

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# News Release

## **FOR IMMEDIATE RELEASE**

DATE: June 5, 2013

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

### **Public Misinformation is Greatest Challenge in Windstorm Mitigation**

Texas Tech shelter expert testifies before Joint House Subcommittee.

As victims try to untangle their lives left behind in the wake of Oklahoma's recent deadly tornadoes, a Texas Tech University wind engineer commends the work of forecasters on tracking and locating storms, but urges that a more consistent message to the public regarding reaction and response.

Ernst Kiesling, research professor at Texas Tech's National Wind Institute (NWI) and executive director of the National Storm Shelter Association, testified before the House Science, Space and Technology Subcommittee on Research today (June 5).

Kiesling said information presented by some news media during recent tornadic events left much to be desired. He especially was referring to coverage of the May 31 El Reno tornado, when residents who could not find shelter underground were encouraged to outrun the storm. The result was highway gridlock that trapped thousands in their vehicles as the tornado moved through the city.

"Some of the advice given in the last couple of weeks is both deadly and wrong," Kiesling said. "Having to be underground to survive an EF -5 tornado is simply a falsehood that should be squelched. We have all types of shelters available today that meet standards and guidelines, and provide near-absolute occupant protection from extreme winds, even an EF-5."

Kiesling was in Washington, D.C., speaking on behalf of [H.R. 1786](#), introduced by Science Committee member Randy Neugebauer (R-TX) on a recent visit to NWI.

"Texas Tech is doing some of the most innovative windstorm research in the country," Neugebauer said in a statement. "The work being done here has practical applications that help us build stronger, safer buildings."

The legislation would reauthorize the National Windstorm Impact Reduction Program, which directs the National Institute of Science and Technology, the National Science Foundation, the National Oceanic and Atmospheric Administration and the Federal Emergency Management Agency to help reduce loss of life and property from windstorms.

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The agencies do this through coordinating federal, state and local government efforts, along with the private sector and academia, including NWI.

During testimony, Kiesling also pointed out the lack of building code enforcement, largely at the local level.

“There are many disconnects that occur between the agencies and researchers that generate good research, and what happens in the field,” he said. “Education, I think, is the best way to address that.”

Lawmakers also heard from Debra Ballen, senior vice president of public policy at the Insurance Institute for Business & Home Safety, and David Prevatt, an assistant professor in the University of Florida’s Department of Civil and Coastal Engineering.

The witness panel agreed that continuity in funding further research is needed to understand windstorm events. They also suggested the incorporation of social science to enlighten the public that structural improvements are both necessary and affordable.

“We need to do a better job convincing people that this should be a priority over a granite countertop,” Prevatt said.

The complete video testimony is available online at [C-SPAN](#).

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# News Release

## **FOR IMMEDIATE RELEASE**

DATE: June 5, 2013

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

### **Texas Tech Rodeo Team Members Headed to Nationals**

Women will defend their 2012 national title.

A foursome of Texas Tech University students are hoping history will repeat itself.

The university's women's rodeo team is on its way to compete in the 65<sup>th</sup> annual [College National Finals Rodeo](#) June 9-15 in Casper, Wyo. The team made school history last summer, winning its first national championship at the College National Finals Rodeo.

Members of the women's team include Taylor Langdon, barrels, a senior exercise sports major from Aubrey; Shelby Janssen, barrels, a junior general studies major from Austin, Minn.; Carley Richardson, barrels, a senior animal and food sciences-nursing major from Pampa; and Traci Bailey, goat tying, a junior agriculture education major from Centerville, Wash.

"About 55 teams across the nation out of about 200 institutions that have college rodeo teams will be in attendance," said Chris Guay, Texas Tech's rodeo coach, who is retiring after this trip.

"Students will be at home or actually traveling to rodeos each week competing on the way up to Wyoming," Guay said. "They will arrive in Casper on June 6."

Guay will join them on Saturday.

Texas Tech men individual qualifiers for the national finals rodeo include Garrett Hale, a junior agriculture and applied economics major from Snyder, competing in calf roping; and Zach Peterson, an agriculture and applied economics major from Afton, Iowa, competing in bull riding.

Guay said they will be in good shape to do very well. He said all six students have been competing at non-sanctioned rodeos to keep their competitive spirit alert.

"They have been doing lots of conditioning with horses, and Zach Peterson is ready for the bull riding," Guay said. "I hope they win it all. A team championship would be nice and a few single-event national championships are always a plus."

Guay is retiring from coaching after 20 years, including four with Wharton County Junior College, to train horses and spend much more time with his own kids. “I am really excited about life after rodeo,” Guay said. “It would be a fun way to end my career seeing the guys and girls doing well.”

Texas Tech’s men’s rodeo team won the university’s first national championship in 1955.

**CONTACT: Moriah Beyers, Department of Animal and Food Sciences, Texas Tech University, (806) 742-2805 ext. 248, or [moriah.beyers@ttu.edu](mailto:moriah.beyers@ttu.edu).**



TEXAS TECH UNIVERSITY

# Advisory

**FOR IMMEDIATE RELEASE**

DATE: June 6, 2013

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**Postponed: Mass Casualty Exercise at Texas Tech's Rec Center**

The mass casualty exercise originally scheduled for Friday (June 7) at Texas Tech University's Recreational Center has been postponed due to last night's storm.

All involved parties will reschedule at a to-be-determined date.

Because of regulation requirements, University Medical Center EMS will continue with its portion of the exercise in the West Commuter Lot at 1:30 p.m. Friday. The exercise will last approximately two hours.

-more-

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TEXAS TECH UNIVERSITY™

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: June 7, 2013

CONTACT: Megan Ketterer, [megan.ketterer@ttu.edu](mailto:megan.ketterer@ttu.edu)  
(806) 742-2136

### **Congressman Becomes Longest Serving Congress Member**

Congressman John David Dingell Jr. (D-Mich.) became the longest serving member of Congress ever Friday (June 7).

Dingell, 86, surpassed the previously held record by the late Sen. Robert C. Byrd of West Virginia. Dingell has been on the job since Dec. 13, 1955, after being elected to replace his father.

Texas Tech University Chancellor Kent Hance, who served as a congressman from 1973 to 1979, commented on Dingell's accomplishment.

“John Dingell is a friend of mine, I have the utmost respect for him and the work he’s accomplished as a congressman. A lot of people say John is gruff but I say he’s direct. You never leave a meeting with Congressman Dingell and wonder where he stands on an issue.”

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**CONTACT: Robert Giovannetti, associate vice chancellor of Communications and Marketing, Texas Tech University, (806) 742-0057, or [robert.giovannetti@ttu.edu](mailto:robert.giovannetti@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: June 7, 2013

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### **Texas Tech UIL Department Hosts Summer Camps for High School Students**

Texas Tech University's UIL Department is offering summer camps for high school students and teachers to learn about theatre, technical theatre, math/science, debate and journalism. Programs are offered throughout the summer on Texas Tech's campus.

Food, games, and access to the Texas Tech leisure pool and the recreational center are available for students to use throughout the camps.

Deadline to sign up for all camps is June 14.

Available dates and programs are listed below.

#### **Journalism Camp-The Write Way to Leaguetown**

July 17-20

This three-day summer camp focuses on editorial, feature, news and headline writing. High school journalism veteran Marilyn Murfee will lead a seasoned team of other journalism teachers at the sessions to help students gain knowledge about the art of writing. Sessions include hands-on computer time.

Campers and teachers will house in a Texas Tech residence hall and have their meals at a Texas Tech dining hall. Tuition for resident campers in a private room is \$275. Tuition for campers in a double room is \$240. Commuters' tuition is \$170 and includes lunch each day.

A place can be held with a \$75 non-refundable deposit, and with every four students, teachers will receive a \$20 teacher discount. Teachers will receive Gifted and Talented (GT) credit and Continuing Ed (CE) credit through this program.

#### **High School Technical Theatre Camp**

July 11-20

High School Technical Theatre Camp classes will be taught by instructors with winning state experience in set design, make-up, costuming, lighting and stage management. Learn different insights of technical theatre with hands-on opportunities.

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Curriculum includes building the sets, designing the wardrobe, running the lights and sound, and managing the stage for the plays being performed at the camp.

Campers and teachers will house in a Texas Tech residence hall and have their meals at a Texas Tech dining hall. Tuition for resident campers is \$700. Commuters' tuition is \$400 and includes lunch and dinner.

Teachers tuition for a single room is \$650 and a double room \$550. Commuting teachers' tuition is \$300. Teachers will receive 70 hours of CE credit and 15 hours of GT credit.

### **High School Theatre Camp**

July 7-20

The three-day Theatre Camp focuses on movement, diction, characterization, makeup and auditioning for a one act play. Students will have the chance to audition, rehearse and perform in a one act play on the Maedgen Theatre main stage.

Students will also work with three outstanding directors who have a proven record in UIL One Act. Classes will teach students how to utilize their skills in fine arts.

Campers and teachers will house in a Texas Tech residence hall and have their meals at a Texas Tech dining hall. Tuition for resident campers is \$985. Commuters' tuition is \$685 and includes lunch and dinner.

Teachers tuition for a single room is \$800 and a double room \$600. Commuting teachers' tuition is \$475. Teachers will receive 90 hours of CE credit and 20 hours of GT credit.

Enrollment is limited, so be sure to hold a spot with a \$250 deposit.

### **High School Technical Theatre Camp**

July 11-15

Mini-Camp for Teacher

This five-day mini-camp for teachers only will focus on different aspects of technical theatre. Teachers will observe students being taught conceptual drawing, figure drawing, basic makeup, set design concepts, model building and publicity – all of which can be entered in the UIL Technical Division contest. Upon enrollment, all materials will be provided.

Classes will be offered by Zach Elms, from Plano East High School, who has experience with UIL state contest winning in set design, make-up, costuming, lighting and publicity.

Teachers will house in a Texas Tech residence hall and have their meals at a Texas Tech dining hall. Tuition for a single room is \$400 and a double room \$325. Commuting teachers' tuition is \$200 and includes lunch and dinner.



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Teachers will receive 25 hours of CE credit and 10 hours of GT credit. Enrollment is limited so be sure to hold your spot with a \$75 deposit.

### **High School Math/Science Summer Camp-What's Your 4<sup>th</sup> Problem?**

July 16-20

Students will attend classes targeting success in mathematics, number sense, science and calculator applications at the five-day "What's Your 4<sup>th</sup> Problem?" summer camp.

Insight and coaching will be given from award winning presenters, Larry White, Andy Zapata, Shayna Reasoner, Saundra Paschal, Cliff McCurdy, Wenzen Chuang, Daniel Valerio, and Texas Tech Professor Brock Williams.

Campers and teachers will house in a Texas Tech residence hall and have their meals at a Texas Tech dining hall. Tuition for a student in a single room is \$275. Tuition for a double room is \$250. Commuters' tuition is \$170 and includes lunch only each day.

Teachers tuition for a single room is \$275 and a double room \$250. Commuting teachers' tuition is \$170 and includes lunch only each day.

A \$75 non-refundable deposit can be placed in advance to reserve a spot for the camp. Ask about the \$20 teacher discount and contact Jack Barton at (806) 742-2350 or [jack.barton@ttu.edu](mailto:jack.barton@ttu.edu).

### **High School Texas Tech Debate Institute**

July 15-20

Camp Director: Rob Layne

Get low-cost, high-quality instruction from the three-time Collegiate National Champion Debate Team's members and coaches.

The six-day camp will focus on quality research, argumentation theory specific to debate and strategy sessions over the next year's topic. Campers also will practice rounds at the end of the camp tournament to prepare for debates in the future.

An extra day for practice and research, more practice rounds of debate, smaller lab sizes, picnic lunches, and competitive scholarships available to campers are new additions to the 2013 Texas Tech Debate Institute.

Resident campers will house in a Texas Tech residence hall and have their meals at a Texas Tech dining hall. Tuition for resident campers is \$500. Commuters' tuition is \$350 and includes lunch and dinner.

Teachers tuition for a single room is \$475 and a double room \$350. Commuting teachers' tuition is \$250.

A place can be held with a \$75 non-refundable deposit, and with every four students, teachers will receive a \$20 teacher discount.

Texas Tech University's UIL Department is part of the Division of Institutional Diversity, Equity & Community Engagement.

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**CONTACT: Lana Jones, UIL academic coordinator, UIL Department-Division of Institutional Diversity, Equity & Community Engagement, Texas Tech University, (806) 742-2350, or [lane.f.jones@ttu.edu](mailto:lane.f.jones@ttu.edu).**



TEXAS TECH UNIVERSITY

# Web Only

## **FOR IMMEDIATE RELEASE**

DATE: June 11, 2013

CONTACT: Callie Jones, [callie.jones@ttu.edu](mailto:callie.jones@ttu.edu)  
(806) 742-2136

### **Texas Tech Partners with NewRetirement.com**

New partnership provides Texas Tech students real-world experience.

Texas Tech University's Personal Financial Planning (PFP) department, housed in the College of Human Sciences, has partnered with [NewRetirement.com](http://NewRetirement.com) for a unique opportunity that allows PFP students to answer retirement-related questions asked by users of the site.

Students do not give advice pertaining to individual situations, but rather answer questions that require retirement-related knowledge with the help of Eric Sawyer, a Certified Financial Planner® (CFP®) and director of planning for the PFP department.

“Our partnership with NewRetirement is a win for everyone involved, including the public,” Sawyer said. “Since our students’ goals are academic and we are not in a position to be hired by clients or sell financial products, the public is getting the most unbiased answers possible. Students, by definition, will have a heightened sense of responsibility toward someone who they know has posed a question with real consequences as opposed to the fictitious character created within a textbook case study.”

The partnership came about when John Salter, an associate professor in the PFP department, met Steve Chen, the CEO at NewRetirement, during a conference.

“It turned out that we had similar views around the need to deliver holistic retirement guidance in a scalable way to meet the needs of the 75 million baby boomers and 35 million current retirees,” Chen said. “Together we came up with the initiative to have Texas Tech PFP students help answer real-world questions from NewRetirement users.”

Salter said the partnership will strengthen Texas Tech's presence in the realm of financial planning, as NewRetirement has a strong presence online and in the media. Furthermore, students giving answers are gaining expertise they may not receive elsewhere.

“Our students are excited that we can and do bring opportunities like this to them,” Sawyer said. “They are constantly looking for real-world experience to put into practice what they learn in the classroom.”

Sawyer notes that despite not giving advice like a CFP® is licensed to, students understand that taking the knowledge they learn in the PFP program and applying it to

someone's real financial needs takes an increased level of awareness and caring that they must develop to succeed.

Ultimately, the partnership helps expand the site's Q&A database, which is optimized for search engines like Google. Texas Tech student responses will be available for larger audiences as the database grows.

"Texas Tech's PFP program has a national recognition among the financial planning profession in part because of the rigorous and comprehensive approach we take to providing the knowledge and resources students need to succeed," Sawyer said. "But not only that, we encourage and facilitate collaboration among students, professors and financial service professionals from around the country. Part of being a good financial planner is being aware of the resources that exist and knowing how to access them in order to provide proper guidance to those seeking help."

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**CONTACT: John Salter, associate professor, Personal Financial Planning, College of Human Sciences, Texas Tech University, [john.salter@ttu.edu](mailto:john.salter@ttu.edu).**



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# News Release

## **FOR IMMEDIATE RELEASE**

DATE: June 11, 2013

CONTACT: Megan Ketterer, [megan.ketterer@ttu.edu](mailto:megan.ketterer@ttu.edu)  
(806) 742-2136

### **Texas Tech University Geology Professor Receives Prestigious Award**

George Asquith, a Texas Tech University professor of geology and former Joe Pevehouse chair, was awarded with the Harrison Schmitt Award, given by the American Association of Petroleum Geologists (AAPG).

Asquith received the award for his significant contributions to geology through his petrophysical research, writing and teaching, as well as his commitment to the AAPG.

He was nominated and then selected by the Honors and Awards Committee at the association. Persons selected must be deserving of recognition for some outstanding accomplishment which does not qualify for other awards from the association.

“It’s a very great honor because Dr. Harrison Schmitt was the first geologist to have walked on the moon,” Asquith said. “The other great pleasure is that Conrad and Marcel Schlumberger were two of the other winners of the award.”

The Schlumbergers founded the world’s largest service and well logging company. The award began in 1973 and was originally named the Special Award, but was renamed to the Harrison Schmitt Award in 2011.

Asquith previously won two awards with the association, he said. The first was in 1984 and it was the President’s Award for the best book published by the AAPG, “Basic Well Log Analysis.”

He recognized that few geology departments taught petrophysical log analysis courses, something important for petroleum geologists. The book’s objective was to create a solid foundation which students could build their petrophysical skills.

“That is one of the largest selling books in the history of AAPG, including its second edition,” he said. “I won Distinguished Educator award in 1997. They give several awards a year and they have an executive committee that goes over different members and what they are doing.”

Asquith said his career choice has worked out well for him, especially considering he went into it somewhat blindly.

“The actual truth is that when I was in the Marine Corps, I didn’t know exactly what I wanted to do,” he said. “Once I had gotten into a geology class at Texas Tech taught by F. Alton Wade, the Antarctic explorer, I really fell in love with it.”

He graduated from Texas Tech with a Bachelor of Science in geology in 1961, and decided to further his education and receive a master’s and doctorate in geology at the University of Wisconsin Madison.

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# News Release

## **FOR IMMEDIATE RELEASE**

DATE: June 13, 2013

CONTACT: Sally Logue Post, sally.post@ttu.edu  
(806) 742-3905

### **Executive Director Named for National Ranching Heritage Center**

David M. (Matt) Brockman has been named executive director of the National Ranching Heritage Center (NRHC) at Texas Tech University. The announcement comes today (June 14) from Rob Stewart, Texas Tech acting provost.

Brockman comes to the NRHC from the Southwestern Exposition and Livestock Show, more commonly known as the Fort Worth Stock Show and Rodeo, where he was administrative manager.

“Given his extensive experience and network of contacts in related organizations, it is difficult to imagine anyone better suited to lead the National Ranching Heritage Center,” Stewart said. “Above all, Matt is genuinely passionate about the heritage and culture that the center stands for, and is excited about working to connect the center ever more closely to the academic and research missions of Texas Tech University. We are looking forward to very productive, long-term leadership in Matt.”

Brockman will begin his new position on Aug. 15.

“Ranching and its rich history is a treasured component of the American fabric,” said Brockman. “The National Ranching Heritage Center illustrates that history with a unique approach that captivates and intrigues visitors. I’m humbled to join this great institution and university.”

Carl Andersen, past president of the Ranching Heritage Association and interim executive director of the NRHC for the past eight months, knows Brockman well.

“I’m very excited about his appointment,” said Andersen. “All of the staff and most of the executive committee of the Ranching Heritage Association board have visited with Matt and are confident that he has the leadership strength to fit our needs.”

A graduate of Tarleton State University, Brockman has served as executive vice president of the Texas and Southwestern Cattle Raisers Association and as assistant secretary for the association’s foundation and the Cattle Raisers Museum. He also has served as assistant commissioner for marketing and business development for the Texas Department of Agriculture and as director of legislative and industry affairs for the National Grain and Feed Association.

Dedicated in 1976, the NRHC is a museum and historical park dedicated to preserving ranching history. The NRHC is composed of about 50 authentic, furnished ranch buildings and structures that represent the history of ranching from the 1780s to the 1950s. The buildings have been moved from their original locations to the historical park.

The NRHC also has a growing collection of art and artifacts, ranging from letters to saddles to wagons to a locomotive, that enhance and complement the rich ranching history of the region.

The NRHC is open to the public free of charge. It is located at 3121 Fourth St., near the corner of Indiana Avenue. For operating hours and more information about the NRHC, go to [nrhc.ttu.edu](http://nrhc.ttu.edu).

Find Texas Tech news, experts and story ideas at [www.media.ttu.edu](http://www.media.ttu.edu).

**CONTACT: Carl Anderson, interim NRHC executive director, or Emily Wilkinson, NRHC education programs manager, at (806) 742-0498.**



TEXAS TECH UNIVERSITY

# Advisory

## **FOR IMMEDIATE RELEASE**

DATE: June, 13, 2013

CONTACT: Lauren, Kozlovsky, [lauren.kozlovsky@ttu.edu](mailto:lauren.kozlovsky@ttu.edu)  
(806) 742-2136

### **Texas Tech Hosts Summer Program for High School Native American Students**

WHAT: Native American Summer Bridge Institute (NASBI)

WHEN: June 16-21

WHERE: Texas Tech University campus, various locations

EVENT: NASBI is a summer residential program for high school Native American students from Texas, New Mexico, Oklahoma, Missouri and Arizona interested in pursuing a college education. Participants are exposed to the college environment and learn how it is possible to achieve their academic goals and career explorations.

The five-day program includes classes taught by Texas Tech faculty, leadership workshops and campus activities. Students reside in Stangel Hall, and meals will be served at a Texas Tech dining hall.

The purpose of the program is to give students a taste of college life. Classes may assign homework to show examples of college expectations. Students are welcome to enjoy campus activities, such as time at the recreation center or leisure pool, to give students a break from their college schedule.

Workshops include admissions review, college essay writing, financial planning, enhancing study skills and student leadership to bring awareness to different aspects of college.

Find Texas Tech news, experts and story ideas at [www.media.ttu.edu](http://www.media.ttu.edu) and on Twitter @TexasTechMedia.

**CONTACT: Ricky Sherfield Jr., unit coordinator, Cross-Cultural Academic Advancement Center, Texas Tech University, (806) 742-8681, or [ricky.sherfield@ttu.edu](mailto:ricky.sherfield@ttu.edu).**



TEXAS TECH UNIVERSITY

# Advisory

**FOR IMMEDIATE RELEASE**

DATE: June 14, 2013

CONTACT: Megan Ketterer, [megan.ketterer@ttu.edu](mailto:megan.ketterer@ttu.edu)  
(806) 742-2136

**Master of Public Administration Open House Showcases Opportunity**

**WHAT:** An open house will be hosted to learn more about the Master of Public Administration degree (MPA) offered at Texas Tech University.

**WHEN:** 5:30 – 7 p.m. June 20

**WHERE:** Room 107 Holden Hall

**EVENT:** The open house provides an opportunity to learn more about the master's program. The entrance exam into the program may be waived for applicants with administrative work experience. Program areas include health administration, public management, nonprofit management and policy analysis. Classes are held once a week in the evenings and students can attend part-time while they work. Applications are still open for the fall term.

Find Texas Tech news, experts and story ideas at [www.media.ttu.edu](http://www.media.ttu.edu) and on Twitter @TexasTechMedia.

**CONTACT:** Era Ibarra, senior business assistant, Center for Public Service, Department of Political Science, Texas Tech University, (806) 742-3125, or [era.ibarra@ttu.edu](mailto:era.ibarra@ttu.edu).



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: June 17, 2013

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

### **M. Duane Nellis Begins Tenure as President of Texas Tech University**

Today (June 17) marked the first day of M. Duane Nellis's tenure as the 16<sup>th</sup> president of Texas Tech University.

Nellis, who was officially named president March 22, comes to Texas Tech from the University of Idaho, where he served as president beginning in 2009. He previously served as provost and senior vice president at Kansas State University and dean of the Eberly College of Arts and Sciences at West Virginia University.

"Today I met with my executive team and we went over my priorities for the coming year," Nellis said. "Since I was named the sole candidate (March 1), I've been gathering as much information as I can as I prepare to provide leadership, as we work collectively to move the institution forward."

Nellis spent the day meeting with university leadership and members of the Lubbock community. He also met incoming students and their parents who are here for Red Raider Orientation. He will leave tomorrow for Washington, D.C., where he will attend the national university presidents' meeting as part of the Association of Public and Land Grant Universities. While there, he also plans to visit the Texas Tech facility, meet with area alumni and key congressmen, as well as Texas Tech's current congressional and White House interns.

Nellis said he is anxious to visit with Texas Tech administrators and faculty, and to begin working on key initiatives.

"It is very important that I get out into the colleges and into the different units within the university; to meet with the deans, the faculty and staff, and to see some of their key facilities and interact with them," Nellis said.

Nellis and his wife Ruthie have met many members of the Lubbock community, and he said they are looking forward to getting acquainted with the area and with the rest of Texas as they look forward to visiting several Texas cities in the upcoming months.

"What I'm looking forward to the most is when the students get back in the fall," Nellis said. "There's something special about the fall semester when all the students are back. I've made my career being at universities because of the students and the excitement that comes with interacting with them."

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Lawrence Schovanec, who served as the interim president beginning in July 2012, began his term as interim provost today.

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**CONTACT: Chris Cook, managing director, Office of Communications & Marketing, Texas Tech University, (806) 742-2136, or [chris.cook@ttu.edu](mailto:chris.cook@ttu.edu).**



# News Release

## **FOR IMMEDIATE RELEASE**

DATE: June 18, 2013

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

### **Texas Tech Economist Lectures at European Free Market Road Show**

The director of the Free Market Institute (FMI) at Texas Tech University recently traveled throughout eastern and southern Europe as a guest speaker for the 6<sup>th</sup> Annual Free Market Road Show.

Benjamin Powell, also a visiting professor at Texas Tech, delivered lectures and participated in panel discussions in nine countries over 15 days including Kosovo, Albania, Montenegro, Croatia, Italy, Bosnia and Herzegovina, to share his expertise and coordinate with others seeking productive resolutions to the economic and financial problems plaguing many countries in Europe.

“Of all the former communist countries that I lectured in, only Montenegro rates in the top quarter of countries in economic freedom,” Powell said. “To better promote a higher standard of living, these countries need to shrink the size and scope of their governments while better protecting private property rights and the rule of law.”

The central topic of the discussions was “To Save or Not to Save: Will austerity programs alone save Europe?” Powell lectured on the need for regulatory and monetary reform, how Europe can best address its very high rates of youth unemployment, and the general need for greater economic freedom in these mostly former communist countries.

“When it comes to the high rates of youth unemployment, these are often caused by bad labor market regulations,” he said. “European laws that make it difficult and expensive to fire workers are one of the prime culprits. Who would choose to get married if you had to make that choice after only one date? This is essentially the situation many European governments put employers in if they want to hire a worker. This is a particular problem for young people who have a less-proven track record and are trying to land their first job.”

Greece has revealed a fundamental problem in the European Monetary Union, he said. Because the European Central Bank (ECB) holds debt of member country governments (in order to conduct monetary policy) it’s in the ECB’s interest to not let countries default on their debt.

“Knowing that there is a high likelihood of a bailout from the ECB encourages member countries to engage in the very reckless fiscal policies that make bailouts necessary,” he said.

Presented by the Austrian Economics Center (AEC) in cooperation with more than 40 leading think-tanks and universities across Europe and the Caucasus, the 2013 Free Market Road Show brought together leading business practitioners, scholars, students, opinion leaders, policy experts, elected officials and diplomats from across Europe to discuss and explore solutions to pressing policy questions affecting countries within and on the periphery of the European Union.

Find Texas Tech news, experts and story ideas at [www.media.ttu.edu](http://www.media.ttu.edu) and on Twitter @TexasTechMedia.

**CONTACT: Benjamin Powell, director of the Free Market Institute, Texas Tech University, (806) 834-3097, or [benjamin.powell@ttu.edu](mailto:benjamin.powell@ttu.edu).**



# News Release

## FOR IMMEDIATE RELEASE

DATE: June 19, 2013

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

### **Pop-culture Expert: James Gandolfini was a commanding presence in Hollywood.**

#### **Pitch** □ □

James Gandolfini, the New Jersey-bred actor best known for his Emmy award-winning portrayal as a mob boss in HBO's, "The Sopranos," died today while vacationing in Italy. Texas Tech's pop culture expert says Gandolfini exemplified the modern gangster.

#### **Expert** □

Rob Weiner, associate librarian and pop culture expert, Texas Tech University Library, (806) 834-5126 office, (806) 780-8775 mobile, or [rob.weiner@ttu.edu](mailto:rob.weiner@ttu.edu).

#### **Quotes** □ □

- "Just like Marlon Brando and Al Pacino before him, James Gandolfini was the iconic top mob-boss."
- "Whether he was portraying gangster or a patriarch, Gandolfini's character always featured a commanding presence, and yet there always seemed to be tenderness underneath."
- "He portrayed characters with tremendous depth and charm, analyzing situations from all angles that often kept viewers guessing which direction he would go."
- "In terms of casting 'The Sopranos,' James Gandolfini was the crown jewel."



TEXAS TECH UNIVERSITY

# Advisory

**FOR IMMEDIATE RELEASE**

DATE: June 19, 2013

CONTACT: Megan Ketterer, [megan.ketterer@ttu.edu](mailto:megan.ketterer@ttu.edu)  
(806) 742-2136

## **Texas Tech Summer Jazz Festival Concert Brings Array of Talent**

- WHAT: 30<sup>th</sup> Annual Lubbock Summer Jazz Festival Concert
- WHEN: 7:30 p.m. June 25
- WHERE: Texas Tech University Student Union Allen Theatre
- EVENT: This year's concert is the final year Alan Shinn, professor of percussion and associate director for undergraduate students, will lead the Texas Tech Summer Big Band for the festival concert. The theme is "Keep the Customer Satisfied."

The 23-person ensemble consists of local professional players, Texas Tech students and faculty. Kari Peterson is featured four times, including renditions of "Summertime" and Billie Holiday's "Mean to Me." Steve Jones, director of jazz studies, is also featured on piano in numbers like Ed Calle's Latin cha cha, "Rum and Coke." Music from Snarky Puppy will also be featured. The band's final set focuses on midnight and includes Maria Muldaur's "Midnight at the Oasis" and Thelonius Monk's "Round Midnight," featuring vocalist Rachel Boyd.

The event is sponsored by the School of Music and the College of Visual and Performing Arts. It is free and open to the public.

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**CONTACT: Liza Muse, senior specialist, School of Music, College of Visual and Performing Arts, Texas Tech University, (806)742-2270, or [liza.muse@ttu.edu](mailto:liza.muse@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: June 20, 2013

CONTACT: Callie Jones, [callie.jones@ttu.edu](mailto:callie.jones@ttu.edu)  
(806) 742-2136

### **Texas Tech Among Top 10 Most Underrated Colleges** Business Insider named Texas Tech number six on top 25 list.

Texas Tech University came in at number six on Business Insider's [25 most underrated colleges](#) list.

The list compares graduates' mid-career salary, according to PayScale, with the U.S. News & World Report rankings of the best colleges.

"The engineering school is particularly strong, and graduates go on to earn an average mid-career salary of \$86,700," the article states.

Texas Tech President M. Duane Nellis said the ranking reveals Texas Tech's efforts to increase student enrollment and encourage student success.

"Texas Tech has experienced five straight years of record enrollment, which reflects the fact more students from Texas, around the country and across the globe are recognizing the high quality of education we offer," Nellis said. "Our reputation is on the rise as students' future earning potential is evident with the success of our alumni. We hear from a greater number of students each year who express their desire to attend Texas Tech."

The most underrated college, according to the list, is the University of Massachusetts-Lowell.

Texas Tech was one of two Texas schools on the list. The University of Houston came in at number 15.

For a full list and an explanation of the methodology, visit [Business Insider](#).

Find Texas Tech news, experts and story ideas at [www.media.ttu.edu](http://www.media.ttu.edu).

**CONTACT: Chris Cook, managing director, Office of Communications & Marketing, Texas Tech University, (806) 742-2136, or [chris.cook@ttu.edu](mailto:chris.cook@ttu.edu).**



# News Release

## **FOR IMMEDIATE RELEASE**

DATE: June 20, 2013

CONTACT: Moriah Beyers, moriah.beyers@ttu.edu  
(806) 742-2805 ext. 248

### **Texas Tech's Meat Science Academic Quiz Bowl Team takes National Title** Red Raiders go head to head, take first and second places.

Texas Tech University's Meat Science Academic Quiz Bowl Team earned the title of National Champions at the 66<sup>th</sup> Reciprocal Meat Conference (RMC) June 16-19 in Auburn, Ala.

The Red Raiders entered two teams which met head-to-head in the final round finishing first and second. They dominated 33 other teams that represented the top meat science programs at universities from 16 states. The University of Florida's team was third in the competition.

"This group of students was extremely deep," said Loni Woolley, the team's coach and a Texas Tech meat science graduate student. "Their performance is a great reflection of our Department of Animal and Food Sciences." Previously Texas Tech won the competition in 2003, 2005, 2007, 2009 and 2010.

Team members included:

- Tanner Adams, a senior from Sanger
- Brittany Blum, a junior from Howe
- Taelar Childers, a junior from Crandall
- Bo Hutto, a senior from Hondo
- Mallory Jones, a junior from Anson
- Mandy-Jo Laurent, a May graduate from Nacogdoches
- Kassandra Ognoskie, a junior from Orting, Wash.
- Heather Rode, a senior from Doss
- Christy Woerner, a junior from Fredericksburg

Meanwhile, four Texas Tech students were honored for outstanding academic achievement and leadership in the meat science industry. Hutto and Adams both received American Meat Science Association Scholastic Achievement Awards. Honorary mention was given to and Rode and Dakotah Williams.

Separately, products from each represented university were featured at a Taste of the Reciprocal Meat Conference Contest. Texas Tech received a People's Choice Award for its Pork Wellington Bites, which were developed by Hutto, Adams, Rode, Williams, Trevor King, Jennifer Martin and Henry Ruiz.

Ruiz was also on the conference's first place Iron Chef Team. The 10-member group pulled from various universities was given a so-called mystery protein upon arrival at the conference. They were then asked to develop a product using the secret ingredient. Ruiz's team developed the 'Bama Slamma,' a pulled pork slider on donut buns.

**CONTACT: Moriah Beyers, Department of Animal and Food Sciences, Texas Tech University, (806) 742-2805 ext. 248, or [moriah.beyers@ttu.edu](mailto:moriah.beyers@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: June 24, 2013

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

### **Texas Tech Student & NASA Astronaut Greets Area Teachers**

NASA Astronaut Joe Acaba, who currently is a distance learning graduate student at Texas Tech University, spoke with area middle school math and science teachers today (June 24) at the Fourth Annual (MS)<sup>2</sup> Conference at the International Cultural Center.

Acaba, who served in the U.S. Marine Corps and taught five years of high school and middle school math and science, was selected as a mission specialist by NASA in 2004 along with several other teachers.

He currently is a distance learning student in the College of Education at Texas Tech University, and his talk today involved engaging with teachers and providing them with topics and resources for the classroom.

“I always stress the importance of math and science,” Acaba said. “Even though we don’t necessarily use math in our daily lives as astronauts, we totally rely on the tools built by the NASA engineers. It has to be foolproof.”

In February 2006, Acaba completed astronaut candidate training that included scientific and technical briefings, intensive instruction in shuttle and International Space Station systems, physiological training, T-38 flight training and water and wilderness survival training.

Upon completion, Acaba was assigned to the Hardware Integration Team in the Space Station Branch, working technical issues with the European Space Agency hardware. He was also a member of the Space Shuttle Branch, supporting shuttle launch and landing preparations at the Kennedy Space Center in Florida.

Acaba was on the STS-119 Discovery in March 2009, which was the 125<sup>th</sup> shuttle flight. The primary objective of the flight was to deliver the final pair of power-generating solar array wings and truss element to the International Space Station.

In May 2012, Acaba embarked on Expedition 31/32 from the Baikonur Cosmodrome in Kazakhstan, which lasted until September 2012. During the course of this visit to the International Space Station, he participated in numerous scientific research experiments and performed regular maintenance and operational tasks aboard the orbiting complex.

Although Acaba has visited the Texas Tech campus before, this is his first visit in a professional setting.

“The campus is just beautiful; I’m so impressed with the faculty and students here,” Acaba said. “We work with many engineers that are Texas Tech alumni, and they just love this place.”

NASA encourages their astronauts to make speaking appointments often, and Acaba said he chooses the educational opportunities so he can share his background as an educator and the challenge of becoming an astronaut.

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**CONTACT: Callie Jones, senior writer, Office of Communications & Marketing, Texas Tech University, (806) 742-2136, or [callie.jones@ttu.edu](mailto:callie.jones@ttu.edu).**

# Advisory

## FOR IMMEDIATE RELEASE

DATE: June 25, 2013

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

### Commissioning for New Wind Research Facility

- WHO: Department of Energy (DOE), Sandia National Laboratories, Texas Tech University, Vestas Wind Systems and Group NIRE
- WHAT: Commissioning of wind turbines at the new DOE/Sandia Scaled Wind Farm Technology (SWiFT) Facility
- WHEN: 9:15 – 11 a.m. Tuesday (July 9)
- WHERE: SWiFT Facility site at Reese Technology Center, 9801 Reese Blvd.  
([Driving directions by Google Maps](#))
- EVENT: This event marks the official announcement of DOE's newest initiative to build wind plants of the future, which will include a series of game-changing projects focused on wind plant performance and optimization.

The SWiFT Facility is the only one of its kind in the world and gives the U.S. a significant advantage in the reduction of costs of wind energy associated with underperformance, much of which can be attributed to turbine-to-turbine interaction and other phenomena.

With three highly instrumented turbines installed, SWiFT is capable of analyzing component-scale and turbine-scale phenomena for the improvement of wind plant performance.

**IMPORTANT: No individual cars may travel to or from the event site. For your convenience, valet parking is available at 8<sup>th</sup> & Gilbert Drives, with transportation via shuttle bus.**

**CONTACT: John Schroeder, director, National Wind Institute, Texas Tech University, (806) 834-5678 or [john.schroeder@ttu.edu](mailto:john.schroeder@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: June 27, 2013

CONTACT: Megan Ketterer, [megan.ketterer@ttu.edu](mailto:megan.ketterer@ttu.edu)  
(806) 742-2136

### **Ten Texas Tech Faculty Receive Fulbright Awards**

Ten Texas Tech University faculty members accepted grants from the Fulbright U.S. Scholar Program for the 2013-2014 academic year.

According to the Fulbright Program's archives beginning in 1998, this is the most grants awarded to Texas Tech faculty members in the university's history.

"Through the Fulbright program, these faculty are bestowed the opportunity to work side-by-side with researchers around the world, promoting educational collaboration and scholarship," Texas Tech President M. Duane Nellis said. "The opportunity to continue exploration of research opportunities on global levels is of great benefit to our faculty and represents the advanced academic reputation we continue to build at Texas Tech."

The Fulbright U.S. Scholar Program offers opportunities for American scholars to conduct research, lecture, and consult with other scholars and institutions abroad. The recipients' time abroad ranges from a semester to more than an academic year.

Michael San Francisco, interim vice president for research, said awards like Fulbright recognize the types of national and international awards faculty achieve.

"They provide us an opportunity for great visibility and our university faculty get to go abroad with the Fulbright to do work in other nations," San Francisco said. "They also get to bring something back to teach the community."

The Fulbright Program is the flagship international educational exchange program sponsored by the U.S. Department of State's Bureau of Educational and Cultural Affairs. It is designed to increase mutual understanding between citizens of the U.S. and residents of other countries.

The following are Texas Tech Fulbright Scholars during the 2013-2014 year:

- Arthur Durband, associate professor in the Department of Sociology, Anthropology and Social Work, will travel to Flinders University in South Australia to study skeletons from the Early Holocene site of Roonka.
- William Lan, a chairman and professor in the Department of Educational Psychology and Leadership, will conduct seminars for graduate students on the discipline of educational psychology, as well as how to write empirical research

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- reports. The seminars will be conducted at Chulalongkorn University in Bangkok, Thailand.
- David Lektzian, an assistant professor in the Department of Political Science will conduct research at the Institute for International Relations and Political Science at Vilnius University in Lithuania. He plans to study the relationship between economic sanctions and militarized conflicts.
  - Timothy Matis, an associate professor in the Department of Industrial Engineering, will teach and conduct research at the Catholic University of Valparaiso, Chile. During his time there, he will expand [ScholasticChallenge](#) to include videos produced with Chilean companies in Spanish. He will also conduct research in analytics related to copper mining.
  - Susan Myers, an associate professor in the College of Education, will conduct research and teach seminars focusing on mentoring practices in India. She is placed at the University of Pondicherry in Pondicherry, India.
  - Paul Paré, a professor in the Department of Chemistry and Biochemistry, will study how bacteria increase iron content in casaba at the Federal University of San Paulo in Brazil. This is Paré's second time to receive the U.S. Scholar Fulbright award.
  - Kelly Phelan, an associate department chair in the College of Human Sciences, will teach a course in Ecotourism and Sustainable Development at the University of Botswana. She plans to conduct research related to tourism development in Southern Africa.
  - John Poch, a professor in the Department of English, will teach American Poetry, Modern and Contemporary at the University of Barcelona and the Autonomous University of Barcelona. He will also be writing a new collection of poems.
  - Hamed Sari-Sarraf, a professor in the Department of Electrical and Computer Engineering, will conduct research and teach on applied computer vision at Baku State University in Baku, Azerbaijan.
  - Trena Walker, an associate professor in the College of Education, will be at the University of Pristina in Kosovo conducting research and teaching. The research focuses on the ways teachers and administrators use data to drive decision making and its effectiveness. She will also continue a study she began 10 years ago on Civics Education curriculum.

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**CONTACT: Michael San Francisco, interim vice president for research, Office of the Vice President for Research, Texas Tech University, (806) 742-3905, or [michael.sanfrancisco@ttu.edu](mailto:michael.sanfrancisco@ttu.edu).**



# News Release

## **FOR IMMEDIATE RELEASE**

DATE: June 28, 2013

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

### **Texas Tech Researchers' Epigenetics Study Discovers Cancer Risks Double When Two Carcinogens Present at 'Safe' Levels**

Science knows that arsenic and estrogen can cause cancer. At certain very low levels, the chemicals offer little to no threats to human health.

However, new research conducted by Texas Tech University scientists has found that low doses of both chemicals together – even at levels low enough to be considered “safe” for humans if they were on their own – can cause cancer in prostate cells.

The combination of the two chemicals was almost twice as likely to create cancer in prostate cells, the research found. The study published online in the peer-reviewed journal *The Prostate*.

Kamaleshwar Singh, an assistant professor at The Institute of Environmental and Human Health (TIEHH) at Texas Tech said the findings could have an impact on health regulations regarding the “safe” doses of these chemicals and others. Most regulations are set by testing one chemical at a time on cells. Very few if any have looked at multiple chemicals at the same time.

“The majority of cancers are caused by environmental influences,” Singh said. “Only about 5 to 10 percent of cancers are due to genetic predisposition. Science has looked at these chemicals, such as arsenic, and tested them in a lab to find the amounts that may cause cancer. But that’s just a single chemical in a single test. In the real world, we are getting exposed to many chemicals at once.”

Singh said he became interested in studying two chemicals at once after looking at arsenic’s carcinogenic properties in a previous paper.

Because cigarette smoke and well water in some areas, including India, Mexico and even Lubbock county, can contain arsenic, Singh and his doctoral student, Justin Treas, wondered how the carcinogenic properties might change when paired with the presence of another carcinogenic chemical.

The two focused on estrogen because of the chemical’s abundance. Many plastics, such as food can liners and bisphenol A (BPA), release small amounts of chemicals that mimic estrogen in the body.

“Co-exposure was creating a greater impact,” Singh said. “That was one of the important findings of our study. The next thing we wanted to know is how these two chemicals are creating a greater effect.”

Unlike stronger chemicals that do major damage to the DNA in a cell, such as benzene, arsenic and estrogen aren’t major mutagens Singh said. Instead, their presence tends to stop certain genes from expressing. The process is called DNA hypermethylation.

In the experiment, human prostate cells were treated about once a week for six months with arsenic, estrogen and a combination of the two. Many of the tests involved levels of arsenic, estrogen or both at levels considered safe by the Environmental Protection Agency.

Treas said the two chemicals stopped the MLH1 gene, which is responsible for sending the signal to start the self-destruct sequence when a cell is damaged. Because the self-destruct couldn’t activate, the cells became cancerous after exposure.

“With the lower dose not killing the cell, it’s causing damages that go under the cell’s radar,” Treas said. “We found when you have two compounds together, lower doses could be more serious problem.”

For a PDF of this research, contact John Davis.

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**CONTACT: Kamaleshwar Singh, assistant professor, Department of Environmental Toxicology, The Institute of Environmental and Human Health, Texas Tech University, (806) 885-4567 or kamaleshwar.singh @ttu.edu; Justin Treas, doctoral student, The Institute of Environmental and Human Health, Texas Tech University, (806) 885-4567 or justin.treas@ttu.edu.**



# Web Only

## **A Donation from Texas Tech Employees Helps Children's Miracle Network**

Through the State Employee Charitable Campaign, employees donate more than \$20,000.

By Grace Acuña

Texas Tech University System (TTUS) employees helped donate, through the State Employee Charitable Campaign (SECC), \$20,480 to the Children's Miracle Network telethon.

With Texas Tech's donation, the greater West Texas region of the SECC presented a check for \$23,390 at last weekend's telethon benefiting the University Medical Center's Children's Hospital.

"Donations from Texas Tech employees to the Children's Miracle Network and the more than 500 agencies that are a part of the SECC continue to help so many in our community," said David Abercia, the university's SECC coordinator. "We have helped to change many lives throughout the West Texas region."

Texas Tech has been a part of the SECC since it first began in 1993, and during the 2012 campaign nearly 34 percent of Texas Tech employees participated.

"I think this shows the generosity of Texas Tech employees, and their desire to give back to their community and causes that they are passionate about," Abercia said.

Statewide Texas SECC donates more than \$9 million.

Texas Tech participated in a statewide campaign which donated \$9,485,384.40 to charitable organizations all around the country. Texas Tech's donation was 2.5 percent higher than the contribution made in last year's campaign.

The Texas SECC is one of the largest state employee campaigns in the nation with more than 47,000 employees who participate.

## **Advisor Turns the Table to Become a Student**

Earnestine Frazier experiences life as a student while earning her bachelor's degree.

By James Hodgins

As an academic advisor, Earnestine Frazier has always been passionate about education, but having a baby in her last year of high school prevented her from continuing on into college, even though she still graduated with honors.

Twelve years ago, at the age of 42, she decided it was finally time to start taking classes and become the first person in her family to earn a university degree.

This weekend, Frazier is graduating with a bachelor's degree, and she said she owes it to her supervisor, who kept pushing her to go to school.

"When I got out of high school, I went to work to raise my baby," Frazier said. "So I had never gone to school but have always had the desire to go. If it wasn't for my boss, I wouldn't be in school today and getting my degree."

When she started taking classes, she said she didn't know what to do and admitted to being scared. Because of this, her supervisor recommended she start with community college, so in 2001, she enrolled at South Plains College (SPC).

At first, Frazier took classes at the SPC campus in Lubbock and then at the Reese Center. When she got to the point where she had to go to the Levelland campus, she said it just got too hard to fit it in her schedule.

"At that point, it was time for me to move to Texas Tech, and I've been going here ever since," she said.

But it wasn't before earning an associate's degree in business administration from SPC. Not wanting to pass up the opportunity to celebrate, Frazier attended the graduation ceremony in 2012 to pick up her diploma.

"They told me I didn't have to walk, but I said I wanted to," she said. "After waiting for so long, I wanted to experience everything. So I went out there, walked, got my diploma, took pictures and did everything."

About two years into her academic career at Texas Tech, Frazier decided to change her major from business to human development and family studies (HDFS). She said it was the best decision she could have made since it was more closely related to her job as an advisor.

Not only did she enjoy the classes, but they also helped her professionally. She advises many students from the College of Human Sciences who are getting a teacher's certification, and by taking the same classes as her students, she said it helped her connect with them on a deeper level.

“It helped me tremendously,” she said. “It gave me a connection with the students and let me get closer with them. I really could understand their struggles.”

In addition to getting to know the students better, she said it also gave her the opportunity to get outside her college and meet faculty and staff members from other parts of the campus.

“It really has been a good experience being able to work and go to school at the same place and the same time,” she said.

Frazier said she could have finished her degree a year ago, but she got cold feet and felt like she wasn’t ready. So she decided to add on a minor in addictive disorders and recovery studies (ADRS).

What also delayed her graduating, Frazier said, was that she put off the harder classes until the end, especially math. But with the help of tutors and other students, she got through it and finished her degree.

In her first math class, a College of Education faculty member who teaches math found out Frazier was struggling. So she offered to tutor, and with her help, Frazier earned a B in the class.

Classes weren’t the only hard part of going to school, though. Balancing academics with her work was a challenge, she said, especially as she would always make up any time she missed because of school. Often, she would be in the middle of a project, and then have to rush out when it was time for class, and it was hard to shift her focus so quickly.

Regardless of her struggles, Frazier said she has always loved school, and now that she’s finished her bachelor’s degree, she applied and was accepted into a master’s program at Texas Tech.

“It’s been a process for me to get to graduation,” she said. “I’ve never been to college, so it really is a big success for me. I’m very excited, and it feels really good.”

After 12 long years, Frazier still would recommend any staff member who is thinking of taking classes to do it. Not only does she believe in education, but also she said the benefits and incentives for staff members, including advancement opportunities, make it worth it.

“Go for it,” she said. “It doesn’t matter how old you are. It’s about the satisfaction accomplishing something and having the feeling of success. It’s a big deal.”

DATE: June 18, 2013  
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### **Annual Insurance Enrollment Around the Corner**

Employees can make changes to 2014 insurance starting July 22.

Texas Tech's annual enrollment period is July 22 through August 4. Annual enrollment is the time when Texas Tech employees can make changes to their insurance benefits for plan year 2014. Changes made during this period will be effective Sept. 1, 2013.

In July, employees will receive a personal benefits enrollment statement from the Employees Retirement System of Texas (ERS), which includes information about their benefits and annual enrollment choices. Employees should receive this packet in the mail from ERS before July 22. Those who have not received this packet on or before this date should contact ERS at 866-399-6908.

From July 22 through August 4, there are several ways for employees to make changes to their benefits, including:

- Accessing their online account through the ERS website at [www.ers.state.tx.us](http://www.ers.state.tx.us)
- Contacting the Texas Tech Employee Service Center at 806-742-3851
- Calling ERS at 1-877-275-4377

ERS also will setup a dedicated phone number specifically for questions about insurance enrollment. From July 8 through August 9, employees can call 866-399-6908 between 7:30 a.m. and 7 p.m.

Click here to view the proposed 2014 plan year rates.

### **Annual Enrollment Fair**

ERS and its partners are hosting fairs designed to help active employees make informed decisions about their benefits. All fairs are free and open to all employees. Employees are welcome to attend any fair, not just fairs at Texas Tech or in Lubbock. ERS will host two annual enrollment fairs in Lubbock.

The first enrollment fair will be held July 12 at the International Cultural Center. The second enrollment fair will be held July 23 at the Texas Department of Transportation at 135 Slaton Rd. in Lubbock. Both fairs run from 9 a.m. to noon with presentations starting at 10:30.

### **Lower TexFlex Healthcare Contribution Limit**

As of Sept. 1, because of changes to federal law, the maximum healthcare annual contribution for the ERS TexFlex program will decrease to \$2,496 (12 months) or \$2,493 (9 months).

On Sept. 1 of each year, employees already enrolled in TexFlex will be automatically re-enrolled in TexFlex accounts at the same annual contribution level unless the employee makes a change during annual enrollment.

Employees who contributed more than the new \$2,496 (or \$2,493) maximum to their healthcare account last year will be automatically re-enrolled at the new decreased maximums.

The annual TexFlex daycare pre-tax contribution \$5,000 limit per household/family will remain the same for the 2014 plan year.

For more information on annual enrollment, please visit the ERS website at [www.ers.state.tx.us](http://www.ers.state.tx.us), or call ERS toll-free at (866) 399-6908.

DATE: June 19, 2013

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### **Call for Staff Award Nominations**

Nomination deadlines are soon for two award programs.

Employees contribute much to the university, often behind the scenes and unseen. To recognize staff members for their outstanding effort, Texas Tech has initiated several employee award programs.

The nomination deadlines for two such awards are coming up in the next two weeks. Employees are highly encouraged to nominate coworkers whose work deserves to be recognized across campus.

### **TOP TECHSAN STAFF AWARDS**

Created by the Texas Tech Alumni Association in 1973, the Top Techsan Staff Award recognizes full-time, non-faculty employees who have two or more years of service with the university. Nominations are due June 26 and are accepted from current faculty, staff or students.

The Top Techsan Award emphasizes extraordinary work proficiency and an attitude of team spirit within the Texas Tech family. Selections are based on how the employee has exceeded the expectation of his/her job by exhibiting outstanding customer service as well as creating an environment of improved efficiency or productivity.

Honorees will be recognized at the Top Techsan Awards Luncheon on Oct. 11 during the university's annual homecoming celebration. Four honorees will receive a plaque and a cash award of \$500 during the presentations.

For more information and to download the nomination form, visit the [Texas Tech Alumni Association website](#).

### **DISTINGUISHED STAFF AWARDS**

The Distinguished Staff Awards is a system-wide program that recognizes staff for hard work, enthusiasm and dedication to Texas Tech. Nominations for these awards are due July 1.

There are six levels of Distinguished Staff Awards:

- **Matador Award** - for significant contributions and shared innovative ideas (\$250)
- **Masked Rider Award** - for contributions to the success of Texas Tech through his or her accomplishments at work (\$500)

- **Guns Up Award** - for fostering cooperation with employees internal and/or external to increase productivity and efficiency in the organization (\$2,500 per team)
- **President's Award of Excellence** - for demonstrating strong leadership skills throughout the year (\$1,000)
- **Chancellor's Award of Excellence** - for demonstrating exemplary service and commitment to the achievement of the university (\$1,500)
- **Chancellor's Colonel Rowan Award for Execution** - for demonstrating the ability to execute and follow-up with important projects (\$1,500)

Award guidelines and nomination forms can be found on the [Human Resources website](#).



# Web Only

## **Daughter Follows in Her Father's Footsteps By Megan Ketterer**

There's a reason Jill Aleman says she comes to work at Texas Tech every day with a smile on her face: she loves her job and sees her father, Tony.

Tony has worked for Texas Tech for 23 years as a carpenter and tradesman. Jill, his youngest daughter, received two degrees from Texas Tech in 2001 and 2006. After graduation, she wanted to be like her father and work at the university, and is now a senior teacher at the Child Development Research Center.

When Jill and her older sister Tammy were younger, they would visit their father at work to eat lunch with him. Tammy also is a Texas Tech graduate.

"He always talked about Texas Tech and it being a wonderful place to work at," Jill said. "It was pretty much ingrained in us when we were younger that this is where we were going to go to school. We've always been a Texas Tech type of family."

Jill was in elementary school when her father first became employed with Texas Tech. The family would attend Texas Tech sporting events, where they supported Red Raiders athletics.

Then his daughters attended Texas Tech, where Tony remembers spotting them as they walked to class.

"We would wave to one another and say hello," Tony said.

Jill learned of an open teaching position at Texas Tech after graduation and following in her father's footsteps, found a career as a Red Raider staff member.

"With him being a Red Raider and working for Texas Tech, when this job came open for me, I knew I definitely wanted to be a part of the Texas Tech family," Jill said. "My dad is through and through a Texas Tech fan, whether its sports or anything on campus. He loves helping out. I think that's one of the things he loves about his job."

Jill, who no longer lives with her parents, said it is nice to still see her dad regularly. With both working on campus, they still often eat lunch together.

And, of course, when the father and daughter see each other in passing, they still have time for that quick wave and hello.

“It’s great because I am working for Texas Tech and my daughters graduated from Tech,” Tony said. “To me, it’s a thrill. I never would have thought Jill would be working for Texas Tech. I was pretty excited when she got the position she is in right now.”

**Deceased Soldier, Texas Tech Alum Posthumously Honored  
with Texas' Highest Honor of Valor**

By John Davis

The Texas Legislature recently awarded a deceased soldier and Texas Tech University alumnus the Legislative Medal of Honor, which is the highest military decoration that may be awarded to a member of the Texas Military Forces.

Given out to only one person every two years, the legislature posthumously honored U.S. Army 2<sup>nd</sup> Lt. Darryn Deen Andrews, who was killed in action on Sept. 4, 2009, after his unit was ambushed in Afghanistan. His family was informed of the award on Memorial Day.

“It means to me, more than anything, that it’s for the benefit of his children,” said his father, Robert “Andy” Andrews. “His son was three days short of 2 when Darryn was killed, and his daughter was three and a half months from being born. They basically have no memory of him themselves. So, every honor such as this has a lasting effect and gives them a better idea of what kind of man he was. Your worst fear is he’s done this thing – he’s done sacrificed his life for others – and within a generation, he’s forgotten. You want people to remember him for who he was.”

The Texas Legislative Medal of Honor is awarded to a member of the state or federal military forces who voluntarily performs a deed of personal bravery or self-sacrifice involving risk of life that is so conspicuous as to clearly distinguish the person for gallantry above the person’s comrades, according to the Texas Government Code. Awarding of the medal is considered on the standard of extraordinary merit and is given on incontestable proof of performance of the deed.

Besides Darryn, the award only has been given eight times since 1997.

Serving his second tour in Afghanistan with 1st Battalion, 501st Parachute Regiment, Andy said his son had been diagnosed with a concussion and was on restrictive duty on the day of his death. A week prior, he’d been hurt while riding in a vehicle that encountered an improvised explosive device (IED). He received his second Purple Heart for this event.

On Sept. 4, Darryn took himself off of restrictive duty to join his men, who were travelling through dangerous territory, Andy said.

The unit first was struck with an IED and then by small arms fire, including a rocket-propelled grenade. Darryn threw three of his men to the ground to protect them, according to the Army, but was himself fatally wounded.

“They were trying to figure out how to get the vehicle in front out of a hole,” Andy said. “Darryn saw a guy come from behind a wall with an RPG. He hollered ‘RPG’ and shoved everyone out of the way, but was hit himself. When they informed me of his death, they told me that if he had

stayed in the vehicle as most officers did, he wouldn't have been killed. He was awarded the Silver Star.”

The Silver Star Medal is the third highest military decoration for valor that can be awarded to any person serving in any capacity with the United States Armed Forces. The medal is awarded for gallantry in action against an enemy of the United States.

Darryn was born July 3, 1975, in Ogden, Utah. He graduated from C.H. Yoe High School in Cameron, Texas, and was ready to enlist after graduation, Andy recalled.

“He wanted to join the army right out of high school, but his mother said ‘go to college for just one year,’ and he did,” he said. “So he went to Temple College. Then, he decided he liked it ok. Jarrett, his twin brother, had gone to Texas Tech his freshman year. So, Darryn decided to go to Tech himself and get his degree there in international business.”

Both sons enjoyed their college experience together, said his mother, Sondra. But Darryn always still had the military in the back of his mind.

“He participated in intramural sports, and he loved rugby,” she said. “He and his brother were both Fijis (Phi Gamma Delta Fraternity). He just really immersed himself into the whole student life at Texas Tech. It was a good time.”

After graduating in December 1998, he worked as an international sales manager at Balt International.

“One day, he came home and his high school football coach said ‘why don’t you come and coach for me,’” Andy said. “He coached football two years at Yoe and two for Hurst/Eules/Bedford. Then, 9/11 came along and there he went.”

Darryn was killed during his second tour in Afghanistan.

“He had a very strong walk with God,” Sondra said. “He was a good Christian. And he shared his belief with all of his brothers. He was a great dad. He was an amazing son and a good friend.”

He also strived for doing the right thing, Andy said. As an enlisted man when he first joined the Army in 2002, Darryn didn't agree with what he perceived as elitist differences between enlisted men and officers. He took advantage of the “Green to Gold” to earn his master's degree in educational administration and become a commissioned officer through the school's ROTC program, but strived to change the barrier between.

“He just wanted things to be right,” he said. “When he went and enlisted, he saw officers don't understand the plight of the enlisted man. I can speak about that from personal experience, because I was one. Darryn thought it would be better for everyone if things were done differently, and there was not as much elitism. He wanted to make the Army a better place. He

was somewhat idealistic. From testimony of the soldiers in Afghanistan, he tried to do that as much as he could. He didn't shove an unpleasant task on someone. He'd take it himself. I always told him to do the right thing. And he did."

## **Flag Day Has Special Meaning for Texas Tech Staff, Faculty Members** **By Patrick Gonzales**

Today (June 14) is Flag Day, which commemorates the adoption of the U.S. flag in 1777.

At Texas Tech University, the U.S. flag flies high in the center of campus at Memorial Circle. But that isn't the only flag on campus.

There are others, displayed in the privacy of a faculty or staff member's office and home. They aren't as visible as the one at Memorial Circle, but they still have great meaning to their owners.

Here are their stories:

### **Al Sacco**

Sacco, dean of the Whitacre College of Engineering, has a framed U.S. flag hanging on his wall. Though small, this Stars and Stripes has logged more miles than your average U.S. flag, because in the summer of 1992 it was aboard the Space Shuttle Columbia.

It serves as a memento from Sacco's time as a NASA astronaut.

"This is the flag and a patch that flew on STS-50," he said. "They fly about 30 of them around the crew cabin during the mission. Most eventually are given to political leaders around the world."

Sacco served this flight as a capsule communicator (CAPCOM). His duties included talking with pilot, Kenneth Bowersox, who would become shuttle commander of Sacco's own Columbia flight, STS-73, three years later.

*-Karin Slyker*

### **Juan Muñoz**

The U.S. flag Muñoz displays is one of the first things you see when you enter his office.

That is no accident.

"I think everyone should have a U.S. flag in their office," said Muñoz, vice provost for undergraduate education and senior vice president for institutional diversity equity, and community engagement.

"Despite the travails we face, this is still the greatest country in the world."

The flag was given to him by U.S. Rep. Randy Neugebauer in honor of Muñoz's service in the Marine Corps from 1986-1991. Framed mementos from his Marine Corps service hang below the flag.

“As citizens of the United States, we all must play a role in keeping and upholding our democracy,” Muñoz said, “and the U.S. flag is a reminder of that obligation.”

*-Patrick Gonzales*

### **Sam Gentry**

Gentry, director general of Region I University Interscholastic League and associate director for the Division of Institutional Diversity, Equity and Community Engagement, displays in his office a flag that belonged to his father, Sgt. Fred E. Gentry.

The flag is from his father’s service in the U.S. Army during World War II. It has 48 stars, and his father’s dog tags hang on the corner.

Sam Gentry also served in the Army during Vietnam as a paratrooper along with his brother.

“My father flew the flag every day that my brother and I were in Vietnam, so now I’m flying the flag for him,” Sam said.

*-Callie Jones*

### **Missy Helbert**

Helbert, a senior academic advisor for the community college and transfer relations office and former Marine, is very protective of the U.S. flag.

It symbolizes what a great country the United States is, Helbert said in her West Hall office, which faces the flags at Memorial Circle.

“If I’ve been on campus late when they take them down, I watch them take it down to make sure they don’t touch the ground,” she said. “I want to make sure it’s done properly. That’s just the way I am.”

Herbert flies the U.S. and Marine Corps flags that were given to her and her husband after completing their service.

“Seeing the U.S. flag fly makes me feel at home,” she said.

*-Grace Acuna*

### **Robert Peaslee**

Peaslee, an assistant professor in the College of Media and Communication, displays the U.S. flag he received last September when his father, a Vietnam War veteran, passed away.

“It’s my little reminder of my dad and the sacrifice he made.” Peaslee said.

Peaslee is proud of his dad’s work as a medic in the Vietnam War, and said with more and more soldiers earning the title of veteran Flag Day is as important as ever. He looks at Flag Day as an opportunity to make visible all the work done by U.S. military services.

*-Grace Acuna*

DATE: June 10, 2013

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**Office of Communications and Marketing Wins National Advertising Award**  
Office receives National ADDY Award in digital advertising.

The National ADDY® Awards were held in conjunction with the 2013 American Advertising Federation (AAF) National Conference Saturday (June 8). The Texas Tech University Office of Communications and Marketing was awarded a Silver ADDY at the ceremony in Phoenix.

The award was for the 2011 President's Report in the category of Digital Advertising-Advertising and Promotion. Credits went to Matt Simmons, graphic designer; Michelle Houglund, director of marketing and brand management; John Davis, senior editor; Leslie Cranford, senior editor; Karin Slyker, senior writer; Patrick Gonzales, managing editor; and Chris Cook, managing director.

Simmons attended the awards ceremony for his work on the report.

“I was thrilled and quite surprised to find out I had won a National ADDY award,” Simmons said. “Just to be considered next to ads like Allstate's Mayhem, Nike, Old Spice, Oreo and all the best in advertising, was quite an honor and a very humbling experience. I have been very inspired from the level of competition to push the boundaries of graphic design and advertising.”

With more than 50,000 total entries each year, the ADDY Awards are the industry's largest and most representative competition, recognizing and rewarding creative excellence in the art of advertising. They are unique for the three-tier system, starting with local chapters.

The Lubbock ADDY Awards were held Feb. 23. Local winners went on to compete in the district competition against other entrants from Texas, Oklahoma, Arkansas and western Louisiana. District winners were then forwarded to the National ADDY Awards competition.

[Click here to view the 2011 President's Report.](#)



# Web Only

## **Red Raider Orientation Begins for Future Students**

Events begin June 12.

By Lauren Kozlovsky

Beginning June 12, hundreds of future Red Raiders and their guests will attend the three-day Red Raider Orientation (RRO). More than 7,000 students attend different sessions throughout the summer.

Zach Manning, assistant director of Campus Life and RRO, said orientation is important because incoming freshman get a first-hand experience of what life is like at Texas Tech.

“Orientation is vital,” Manning said. “It is where students register for classes, but more importantly, we want to make sure they know Texas Tech is the right place for them.”

During orientation, students visit different colleges on campus to learn more about Texas Tech and what programs are offered. Students also will learn about Texas Tech’s traditions, meet with more than 100 student organizations, and meet their academic advisor to register for classes.

Events are held at the Student Recreation Center, Student Leisure Pool and Student Union Building, giving the future Red Raiders to give them a taste of campus life at Texas Tech.

With so many new Red Raiders on campus, Manning said it is important for Texas Tech to make a good impression.

“It is a team effort,” he said. “Everybody on campus is going to interact with a student or parent at some point in time during RRO, and every single interaction is an opportunity to confirm this is the right place for them and to get a feel of how great the people of Texas Tech and Lubbock are.”

The amount of planning for RRO is a year-long process. Faculty, staff, and a crew of 50 students have worked in preparation to lead students and parents throughout RRO this summer.

“Students should be ready to prepare and succeed throughout their academic career and beyond here at Texas Tech,” Manning said. “It is important to be ready to go on day one at orientation and prepare to succeed inside and outside of the classroom.”



# Web Only

## **Texas Tech Alumnus Works At Family Zoo for 50 years**

Hayes Caldwell is the executive director at Caldwell Zoo in Tyler.

By Grace Acuña

He has always been an animal lover. But while most 14-year-olds were exposed to the typical dogs and cats, this Texas Tech alumnus was working with animals such as parrots, monkeys and alligators at his uncle's zoo.

Hayes Caldwell now is celebrating his 50<sup>th</sup> year at Caldwell Zoo in Tyler, the same zoo he has been working at since he was 14. His uncle, D.K. Caldwell, originally opened the zoo in his backyard in 1937 as an educational program for a local preschool.

“His zoo started innocently enough with probably a leftover Easter bunny, a couple of ducks and some chickens, and over time it just grew and grew and grew,” said Hayes.

Eventually word got around Tyler about D.K.'s backyard zoo.

“His wife called him one day and told him to come home, when he did he saw about 20 or 30 people enjoying the animals in his backyard,” Hayes said. “They decided it was probably time to move the zoo to another location.”

The Caldwell Zoo moved to its present location in Tyler's northwest corner and with more animals and more space, D.K. decided to hire his nephew in the summer of 1963 for a quarter a day.

“I thoroughly enjoyed it and every summer and holidays I spent my time here working at the zoo,” Hayes said. “By the time I reached high school I knew -I didn't know it would be this zoo- but I knew I wanted to pursue a career in the zoo profession.”

Hayes said he felt drawn to the zoo profession and that it affected his decision when choosing a university. At the time, the park administration program at Texas Tech University was led by Elo Urbanovsky, who had been a board member for the National Recreation and Park Association and overseen the workings of zoo administration.

Due to Urbanovsky's work on campus, Texas Tech has dedicated the park southeast of the Recreational Center in his honor.

Urbanovsky's program really appealed to Hayes because of its diverse biology and wildlife coursework. Hayes said Urbanovsky taught him to have a clear vision of what he wanted to accomplish.

“Elo Urbanovsky was a great teacher and mentor and really impacted a lot of us,” Hayes said. “He was really an instrumental part of my early career because he encouraged us to get out, go places and bring back what can fit into what you’re trying to accomplish.”

After graduating in 1972, Hayes put Urbanovsky’s vision lesson into action by developing a master plan for the expansion of Caldwell Zoo.

In 1976 a new entrance complex, elephant facility, giraffe barn and other animal environments were added to the zoo. Hayes also increased attendance and Caldwell Zoo was soon named one of the country’s top facilities of its kind by the Association of Zoos and Aquariums.

“What he’s done to that zoo and built to that zoo is pretty incredible,” said Mark Reed, executive director of Sedgwick County Zoo in Wichita, Kan., and fellow Texas Tech alumnus. “It’s my favorite zoo and I think you’d get a lot of people in my profession that would say the same thing.”

Reed met Hayes early in their careers while working at the San Antonio Zoo. Reed said Hayes’ southern gentlemanly personality paired with his sharp business skills is why he’s so successful in this industry.

“I’ve never heard him say anything stupid, he’s very soft-spoken, articulate; he’s just a smart guy,” Reed said. “He truly lets what he’s done at that zoo speak for himself.”

Today the 85-acre zoo is home to more than 2,000 animals and 250 species. Hayes hopes to continue providing a fun experience to educate the whole family to enjoy and to build onto the legacy his uncle and aunt started in their backyard.

Even after 50 years, Hayes said he sometimes still feels like that 14-year-old boy cleaning cages for a quarter a day.

“When you do something that you really enjoy doing, it’s not really a job for you and time really flies by,” Hayes said. “It’s been an incredible journey and I wouldn’t trade it for anything.”

### Getting to Know: Hayes Caldwell

**What is your favorite Texas Tech memorabilia or article of clothing?**

The black cap with a red double T

**What is your favorite spot on campus?**

Jones AT&T Stadium

**What is your favorite part of being a Red Raider?**

Having spent four wonderful years in West Texas

**What is your favorite Texas Tech tradition?**

The Masked Rider at football games



TEXAS TECH UNIVERSITY

**What impact has Texas Tech had on your everyday life?**

Texas Tech laid a solid foundation for me to build a career on and knowing as the saying goes—“from here, everything is possible”.

## **Texas Tech Alumnus, D-Day Veteran Earns Top Honor from France**

**By John Davis**

Before he landed at Normandy, 20-year-old Jack Bennett said he hadn't even been to a funeral.

Once the door of the landing vehicle swung open and he waded neck-deep through the surf with a 90-pound pack on his back, he saw the horrors of death up close. D-Day, code-named Operation Neptune, became his first real combat experience. Bodies of the 16<sup>th</sup> Regiment, men who had come in the first wave at low tide, floated in the waves and lay on the sand of Omaha Beach.

"It was a real shock to me to see those bodies in the water," he said.

On that fateful day, June 6, 1944, he and his other buddies in the 18<sup>th</sup> Infantry Regiment of the U.S. Army's 1<sup>st</sup> Infantry Division waded out and ran for the cover of the cliffs. They were the second wave to arrive in a surprise attack that would ultimately end with the liberation of France and turn the tide against Hitler's Nazi war machine.

Bennett, who first came to Texas Tech University in the fall of 1942 hoping to play a little football and earn an agriculture degree before he was drafted, recently was honored for his service by the French government as a Knight of the French Legion of Honor – the highest honor bestowed by the European country to either members of the military or civilians. Wearing his Army suit and medals, he received it May 10 during a small ceremony attended by neighbors and family at his home in Richardson.

Frédéric Bontems, the consulate general of France at the French Consulate in Houston, presented the medal to Bennett. He said Napoleon Bonaparte, who was then the First Consul of the First French Republic, instituted a new order as a way to recognize merit, the National Order of the Legion of Honor. This was meant to reward civilians and soldiers who had achieved great things in the service of France.

"Since its creation, the award has never been abolished, and has remained the highest, most prestigious, decoration in France," Bontems said. "This order is awarded solely as a recognition of merit or bravery, being open to men and women of all ranks and professions. A few years ago, France decided to follow a more active policy of awarding this medal to the American veterans of World War II. And, not surprisingly, a very significant number of these veterans were identified in Texas, because Texas has a long tradition of fighting for freedom and standing against tyranny. This state paid a very heavy toll during World War II. Receiving the title of 'knight' means that you have demonstrated virtue, bravery and strong commitment to a noble cause."

Bennett said that French officials tried to give him this award since December, but he couldn't make the trip down to Houston.

“I said, ‘When you’re in Dallas or somewhere close, let me know, and that would be fine.’ I waited all those many years, a few extra months wouldn’t hurt. So, they just came to my house May 10. I was the only one receiving the award that day. We had a few children and a bunch of old neighbors – about 30 people here.”

### **From West Texas to the Front Lines**

Born in Oklahoma in 1924, Bennett said he spent most of his life growing up in Vernon, Texas.

“My father worked for Phillips Petroleum, and we lived all over West Texas,” he said. “I graduated from a little country school outside of Vernon. So, I call Vernon my home. It was mostly a farming community and oil people. After I graduated, I went to Tech for one semester. I went up there really to play football. That’s another story. But I didn’t play football. I paid my own way. It was kind of cheap in those days. I couldn’t do it today. It’s a different story now. But, when I went home for Christmas, I found out the draft board had told my father I was going to be drafted in the spring. I didn’t go back to Tech for the spring semester. Sure enough, I was drafted and went into service April 1 of ’43 and took basic training.”

Just a few weeks shy of his 19<sup>th</sup> birthday, Bennett entered active service as private first class. He trained with the famous 1<sup>st</sup> Infantry Division out of Fort Riley, Kan., known as The Big Red One. He was one of about 2,500 replacements for the division after troops had invaded North Africa and Sicily. He and the others arrived in England in November 1943 and began training there.

In the spring of 1944, Gens. Omar Bradley and Bernard Montgomery came to watch the group’s training and tell them about Eisenhower’s plans for them.

“They made a little speech and said ‘I know you’ve been through two invasions already,’” Bennett recalled. “But Eisenhower is insisting on infantry to lead this invasion. You’re it again. I’m sorry to say that. That’s the way it’s going to have to be.”

He can’t recall how long the troops were locked up in training prior to the D-Day invasion, but Bennett said he remembered getting briefings each day and viewing photos of where they were going to land.

### **Call to Action**

On June 6, he and other troops aboard the U.S.S. Texas awaited their deployment in the English Channel, only knowing they’d land somewhere in France. The plan was to wait for the 16<sup>th</sup> Regiment to clear the path. Once they were five miles inland, the 18<sup>th</sup> regiment would come behind and take over from there.

“That didn’t happen,” Bennett said. “Lots of mistakes were made D- Day morning. There were supposed to be 250 planes that would bomb the coast. They bombed farther inland, because they

were told, 'Unless you can see the target, don't bomb.' There was supposed to be a 45-minute bombardment by Naval ships. It did happen. They couldn't see targets very well, and battle ships and cruisers were battling artillery off the coast. That didn't happen. Five minutes before the first troops arrived on shore, there was supposed to be bombardment off platforms in the bay. That happened, but most of them fell short because the waves were about 10 feet tall. So, that didn't really happen. There were supposed to be places like holes to jump into for first waves that landed. Well, that didn't happen."

The 16<sup>th</sup> Regiment was routed. That left Bennett's regiment to forge ahead.

The ship turned toward the coast, Bennett said, and the men could hear shooting and see shelling. Inside the landing vehicle, he and 30 other men watched as the door came down about 9:30 a.m. and the sea presented itself.

"The officer said, 'Get on shore as quick as you can. Get up against the cliff, and we'll go from there,'" Bennett said. "Well, I can't swim. I'd step in a hole, and the water would go over my head. We had life preservers, though. Some of the short fellows were in over their heads until they got near shore. If they got turned upside down, they probably drowned. It seemed like it took forever to get to shore. When we got to shore, the officer knew we were in the wrong spot. He said, 'We've got to move left,' and we ran for cover at the bottom of the cliffs."

Because no roads existed, the 18<sup>th</sup> Regiment's new orders were to take the gullies washed out by rain and use them for roads to the top of the cliffs. The men finally came to the right place and started up the cliff face. Bennett remembered the time – about 1:30 p.m.

Halfway up the cliff, a cement pillbox stood sentry over the gully, Bennett said. A gunner inside fired on troops as they tried to come ashore. Some of the demolition crew tried to blow up the structure, but were killed when they stepped on landmines.

A tank that managed to come ashore was knocked off its tracks and couldn't move. Still, it fired on the pillbox, though its shells bounced off the thick concrete walls.

"Then this destroyer started steaming toward shore," he said. "I thought they were going to run aground because the water is very shallow there. It fired two salvos. One just went over the pillbox. The second hit it. So then, all we had to contend with then were German soldiers. We tried to pin them down as we got up on top. Some of the infantry riflemen started going up and down the ditches and blew up where they were coming out. We stopped some of the small arms fire on shore. We were just worn out. The officer said, 'Let's just wait here a minute and rest.'"

Radios weren't working. Confusion set in until Bennett's regiment received word from a battalion runner that their target had changed and they needed to back up another group that had been routed about a mile inland. They got to their spot in Colleville-sur-Mer where the 16<sup>th</sup> Regiment was supposed to go.

“We got into that little town, and all night long the Germans were trying to get out of there,” he said. “We didn’t know where they were. They didn’t know where we were. It was bedlam all night long. We got reinforcements, got organized, moved out and didn’t cease after that. We captured lots of little farms. Dairy farms, mostly.”

### **Unlucky Day**

On Oct. 13, 1944, as Allied troops fought their way through France, Belgium and Germany, Bennett’s regiment had holed up in a barn outside the small farming village of Aachen blocking reinforcements from coming in.

“I was in a mortar squad,” Bennett said. “I was right on the front line all the time. I was on duty, and I was looking out to see if our mortars were hitting our guns. I forgot about this wooden door behind me. A shell hit that door, and it blew it on top of me. The shell must have been a mortar shell because nobody heard anything coming. I thought it took my right leg off because it blew my leg back. They came and got me while there was still shelling, and were running me on a stretcher to an aid station in the basement of a big house. One fellow carrying me stumbled, and I went sliding off the stretcher. The doctors started dressing the wound and tried to stop the blood and gave me morphine. But we couldn’t evacuate anyone until dark. It was 1 p.m. on a Friday the 13th. I always remember that real well.”

Luckily, shelling subsided that night. Bennett was transferred to three or four hospitals before he came to an army hospital in England. He laid there for six months before getting sent home in March of 1945.

“I missed all the other battles they had,” he said. “I missed all that. I stayed at McCloskey General Hospital in Temple for another 10 months or so. The doctors wanted to have my leg amputated. Since my leg was shattered up high I wouldn’t have had much of a stump. I resisted that, and the bone healed naturally. I walk with a limp. One leg’s a little bit shorter, but I have special built-up shoes. I do pretty well.”

### **Back to School**

When he was discharged, Bennett came back to Texas Tech to finish his agriculture degree in food science in the fall of 1946. At the time, about 75 percent of the students with him were fellow veterans using the G.I. Bill to help pay for their education.

The only grass on campus was around the agriculture building, he recalled. The rest was all dirt.

“We wanted to get out and get to work, so we took pretty heavy course loads,” he said. “I took 21 hours one semester. I had to get special permission to do that. It was tough. But several of us did that. I graduated in the summer of 1949. Got through it in three years.”

After a short stint at Borden's Dairy, Bennett came back to work on a master's degree in 1951 while working part-time at the City of Lubbock Health Department. That's where he met his wife, Dorothy, who was an X-ray technician. After dating a year, the two married in 1954. They had two daughters, who in turn gave them a granddaughter. They also have a great-granddaughter. For 37 years, he worked as the southwest sales representative in Dallas for Germantown Manufacturing, selling dairy product ingredients before retiring in 1990.

Certainly, the military shaped his life. Bennett said discipline was the No. 1 thing he learned from his experience. That, and accepting life as it happens.

"I take things as they are," he said. "I'm kind of a happy-go-lucky guy. Nothing worries me. I just take things as they go. I haven't been able to play with kids because of my leg, but I tried to take care of them. That's the best thing I can do. Nothing seems to worry me too much."

Bennett also credits his education at Texas Tech with giving him success in business and an edge over his competitors.

"When I worked, (my education) was fantastic really," he said. "I was responsible for sales, but I also did technical work, especially for ice cream manufacturers. My competitors had no education. They just had experiences. When they couldn't solve something, I was usually able to solve it. That really helped me in working. At Tech, you used to have to work on the things we were supposed to do in everyday life."