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# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Sept. 2, 2014

CONTACT: Jaryn Kilmer, [jaryn.kilmer@ttu.edu](mailto:jaryn.kilmer@ttu.edu)  
806-742-0057

### **Public Art Brings Campus Traditions to Light**

Texas Tech University System officials and guests celebrated Friday (Aug. 29) the newest and brightest addition to the public art program, Texas Rising.

Located in the north courtyard outside of the new West Village housing complex (1700 Texas Tech Parkway), stainless steel sculptures depict stars emerging from the ground, the largest standing 18-feet tall.

The sculptures are lit from within with colorful LED lights and use cutout symbols that cast intricate shadows and portray symbols and icons relating to Texas Tech and campus life.

Artists Joe O'Connell and Blessing Hancock of Tucson, Arizona, teamed up to create the pieces and said they were inspired by the school spirit at Texas Tech.

"My first several visits to campus included a gameday Friday and Halloween," Hancock said. "The atmosphere was electric and offered an invaluable education into the character of this university and its students. Texas Rising reflects these impressions of campus life and how they are a dynamic and fundamental aspect of the student experience. The sculpture draws inspiration from the strong Texas Tech lineage and traditions evident throughout campus."

O'Connell said although the cutouts portray invaluable rituals of students, the meaning of the sculptures goes beyond that.

"We wanted to play on the idea of rising growth," he said. "As a university develops or a student goes through the college experience, the way the pieces rise out of the ground expresses the idea of stars rising up – slowly and with work. The icons are metaphors for knowledge and allow the pieces to root the university in its physical and metaphorical setting."

One of the pieces incorporates touch sensors that allow the color of the lights to be changed, encouraging viewers to interact with the sculpture. Both artists said they hope the pieces will be a gathering place for students and a place people will want to visit again and again.

"I like to have pieces with multiple layers of meaning," O'Connell said. "Texas Rising will have a different meaning from 50 feet away than from 10 feet away and will give a different perspective each time you visit."

Visitors to the sculptures are encouraged to look for “secret symbols,” including a Double-T, victory bell and an old-fashioned farm windmill.

Hancock and O’Connell have created several public artworks for clients in North America, Europe and Asia throughout their careers, including several projects in Texas. The artists were selected from 59 applicants for the \$485,000 project as part of the Texas Tech University System Public Art Program.

The TTU System's Public Art Program was initiated by the Board of Regents in 1998 as an investment in the campus environments at each of its institutions. Through the program, public artworks are funded using one percent of the estimated total cost of each new major capital project. Since then, 98 items created by some of today’s leading artists have been added to the TTU System’s campuses.

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TEXAS TECH UNIVERSITY

# Advisory

**FOR IMMEDIATE RELEASE**

DATE: Sept. 2, 2014

CONTACT: George Watson, [george.watson@ttu.edu](mailto:george.watson@ttu.edu)  
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**Texas Tech Business Professor Available to Discuss Permian Oil and Gas Report**  
Bradley Ewing is scheduled to speak regarding economic impact in the Permian Basin

WHAT: Media availability

WHEN: 10 a.m., Thursday (Sept. 4)

WHERE: Sunset B Ballroom, Overton Hotel and Conference Center, 2322 Mac Davis Lane, Lubbock, Texas

WHO: Bradley Ewing, a professor of operations management in the Rawls College of Business at Texas Tech University, has written a report titled “The Economic Impact of the Permian Basin’s Oil and Gas Industry.” He will present his findings on Thursday (Sept. 4) at the Fracturing Impacts and Technologies Conference at the Overton Hotel & Conference Center. There will be press availability with Ewing prior to his presentation at 10:45 a.m.

The report, which was commissioned by the Permian Basin Petroleum Association, highlights the impact the of oil and gas boom in the Permian Basin, which for this report extends from Hale County north of Lubbock to the Rio Grande Valley. It shows how big an impact the industry has in terms of both jobs and the direct and indirect influences on the economy in the region.

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# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Sep. 2, 2014

CONTACT: Zoe Bell, [zoe.bell@ttu.edu](mailto:zoe.bell@ttu.edu)

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### **Texas Tech Provides Continuing Education Courses to the Hill Country**

Photography and sensory evaluation for wine production are available in Fredericksburg.

Texas Tech University will offer continuing education courses this fall in Fredericksburg, Texas. Both Photography I and Sensory Evaluation for Wine Production will be offered to Texas Tech students and the public.

“It is important to Texas Tech to offer educational opportunities to the Hill Country communities,” said Melanie Hart, vice provost at Texas Tech. “We believe both of these workshops will be of interest to the people in the Fredericksburg area, especially the wine production course.”

Photography I takes place 8:30 a.m. to 5:30 p.m. Sep. 6 and 26, Oct. 18, Nov. 8 and 22. The course will be held at the Texas Tech campus in Fredericksburg located at 2818 east U.S. Highway 290. The cost is \$630 and the course is worth 4.2 continuing education units.

Photography I offers an introduction to the use of a digital camera, and students will develop the basic photography skills necessary to understand the medium and obtain desired results. They will have the opportunity to apply learned photographic theory and technique in a photojournalistic and an editorial storytelling context. A 35 mm SLR camera with manual capabilities is required.

The photography class will be led by Joel Salcido, whose photographs are now in the permanent collections of Museum of Fine Arts in Houston, El Paso Museum of Art and The Harry Ransom Humanities Center. He continues to work as an editorial and fine art photographer in Austin and produces works for galleries, ad agencies and publications like USA Today, Garden & Gun and Texas Monthly. To view his work visit [www.joelsalcido.com](http://www.joelsalcido.com).

Sensory Evaluation for Wine Production will take place 9 a.m. to 6 p.m. Sep. 29-30. This course also will be held at the Texas Tech campus in Fredericksburg and is worth two continuing education units.

For this course, an emphasis will be placed on technical skills and methods in evaluating wines. Students will be introduced to a number of sensory analysis methods that are useful tools during wine production as well as common wine aromas of both red and white wines. An emphasis also will be placed on detection of wine flaws as well as individual threshold levels for specific aromatic compounds.

This class will be led by Maureen Qualia, who has worked in the California wine industry, holding positions in lab management, winemaking and wine production management.

For more information or to register for either of these courses visit [www.fredericksburg.ttu.edu](http://www.fredericksburg.ttu.edu).

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# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Sept. 3, 2014

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### **Texas Tech School of Music Presents Fall Opera**

This marks the first outdoor opera performance in the Wells Fargo Amphitheatre.

The Texas Tech University School of Music will perform its fall operas, “Suor Angelica” and “The Old Maid and the Thief,” September 26-28. This is the first time The Texas Tech Music Theatre will perform in the Wells Fargo Amphitheater in partnership with Lubbock Moonlight Musicals.

Gates open for each performance at 7 p.m., with the opera starting at 8 p.m. Guests are encouraged to bring a lawn chair and a picnic supper to enjoy with the show.

“Suor Angelica” (Sister Angelica) is the second of Giacomo Puccini’s trio of one-act operas, *Il Trittico*. Sung in Italian, the story is a mystery that surrounds the title character and ends with a supernatural vision.

The mystery continues with Gian Carlo Menotti’s “The Old Maid and the Thief.” This opera, which is sung in English, will keep the audience guessing who the thief is as the story unfolds in a sleepy, southern town.

This production is directed by Greg Brookes, assistant professor of voice. Gerald Dolter, director of Texas Tech Music Theatre, said Brookes is a very experienced director of opera, and this is his first time to share his creativity with the Lubbock community.

“The Wells Fargo Amphitheatre is the perfect venue to become acquainted with this kind of a stage show,” Dolter said. “Picnic dinners and opera have been enjoyed for years in Central Park in New York City. Now, Lubbock can experience it.”

Tickets for all three performances are available through Select-A-Seat for \$15 for general admission, \$10 for seniors and \$5 for students. Texas Tech students can receive a free ticket with a valid ID.

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# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Sept. 4, 2014

CONTACT: George Watson, [george.watson@ttu.edu](mailto:george.watson@ttu.edu)  
(806) 742-2136

### **Texas Tech Experts Commissioned for Report on Economic Impact of Permian Basin Oil and Gas Industry**

The region's petroleum business generates billions of dollars, thousands of jobs.

By now, everyone's heard the stories, or knows someone who is involved.

Hotel rooms in the Midland-Odessa area going for \$400, or more, per night. Trailer parks, even in neighboring towns like Snyder, Andrews and Seminole with no vacancies. People leaving careers they've trained or earned degrees for, or both, for the high-paying oil field jobs. Fast-food workers earning close to \$20 per hour.

Those are just some of the examples of how the recent boom in the oil and gas business has impacted economically not only the Permian Basin but all of West Texas. But the impact goes well beyond that.

Bradley Ewing, a professor of energy economics in the Texas Tech University Rawls College of Business, recently co-authored a report, "Economic Impact of the Permian Basin's Oil and Gas Industry" which shows the region is now one of the biggest oil and gas producers in the world with an economic impact felt across the country.

The Permian Basin Petroleum Association commissioned the report.

"We're delighted that Professor Ewing, with his exceptional professional background in this field, has been able to provide this important document which we hope will serve the Permian Basin well," said Robert V. Duncan, vice president for research at Texas Tech. "We look forward to being of service to society in this regard in the future."

For the report, the Permian Basin was defined as the area stretching from Hale County north of Lubbock to the Rio Grande Valley and into parts of southeastern New Mexico. It includes the Delaware and Midland basins as well as several known resource plays such as Wolfberry, Spraberry, Bone Springs, San Andres, Clearfork, Cline Shale and Wolfcamp.

Ewing and his team found that the Permian Basin has the greatest rig count of any basin or region in the world and represents 27 percent of the total rig count in the United States and 56 percent of the total rig count in Texas.

According to the report, which estimates the economic impact for 2013, the Permian Basin's oil and gas industry creates and sustains more than 546,000 jobs, with an economic output of \$137.8 billion, and creates more than \$71.1 billion to the gross state products of both Texas and New Mexico.

“The industry's activities generate and sustain jobs, income, output and provide substantially to the gross state products of both Texas and New Mexico,” the report stated. “In addition, through various measures of taxation, the industry provides many localized benefits to the citizens of both Texas and New Mexico.”

In Texas alone, the Permian Basin is estimated to produce and sustain more than 444,000 jobs with \$113.6 billion in economic output, and contribute more than \$60.2 billion in gross state product for the state. For New Mexico, the Permian Basin is estimated to produce and sustain more than 94,000 jobs with \$22.7 billion in economic output and more than \$10.2 billion contributed to the gross state product.

Much of the growth of the rig count can be attributed to wells that are being drilled horizontally, which includes the increasingly popular multi-state hydraulic fracturing. According to the report, since Dec. 27, 2013, the number of horizontal, oil-directed rigs in the Permian Basin rose by 63 percent, which accounts for half of the total increase in those types of rigs in the United States.

The economic impact, however, is not felt just in drilling and exploration, but also in all the other industries that provide support.

“Ultimately, economic impacts derive from the exploration, drilling and production of oil and gas, which require a multitude of support activities for oil and gas operations,” the report said. “These core activities, in turn, lead to a number of non-core but very critical midstream supply chain activities, such as pipeline, transportation, refining and equipment manufacturing.”

The “secondary effects” of oil and gas drilling and exploration impact not only suppliers to the industry but also wholesale, retail, real estate and housing and financial services.

“Having studied the industry for a number of years, we were not surprised at the magnitude of the impacts from our researchers' point of view,” Ewing said. “However, what stands out to us is the greater importance the oil and gas industry plays in the overall stability of the Permian Basin's economy.”

Because of the way the industry functions in the area, Ewing and his team concluded the region's economy is becoming more stable and the growth sustainable.



TEXAS TECH UNIVERSITY

“The more recent performance of the industry is linked to greater economic stability,” Ewing said. “Moreover, the research indicates the economics of the industry and region are sustainable. However, that is dependent on infrastructure and capital formation keeping pace.”

This report marks the second one this summer Ewing has helped produce for the petroleum industry. In July, he was commissioned for a report on the economic impact the Texas oil and gas pipeline industry has on the state.

“This research solidifies Texas Tech as the leader in the area of energy economics and petroleum engineering research,” Ewing said.

In addition to Ewing, others who helped research and write the report included Marshall C. Watson, department chair for Texas Tech’s Bob. L. Herd Department of Petroleum Engineering, Terry McInturff, professor and chair of the Rawls College of Business Area of Energy, Economics and Law, Russell McInturff, a professor in the Area of Energy, economic and law, as well as petroleum engineering doctoral students Tariq Ali, Roland O. Ezewu and Ibegbuna Ezisi.

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# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Sept. 4, 2014

CONTACT: George Watson, [george.watson@ttu.edu](mailto:george.watson@ttu.edu)  
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### **Texas Tech's International Film Series Announces Fall Season**

Series will feature films from all corners of the globe over the next two months

From Mexico to Japan and Italy to Finland, fans will have the opportunity to screen some of the most wide-ranging foreign films ever made, encompassing both serious and silly tones.

The International Film Series announced its fall season on Tuesday, beginning at 7 p.m. Thursday (Sept. 18) with a showing of the Italian political drama "The Conformist," directed by Bernardo Bertolucci. Victoria Surluiga of the Texas Tech University Department of Classical and Modern Languages and Literatures, will host a post-screening discussion.

The IFS is sponsored by the Texas Tech Cross-Cultural Academic Advancement Center, the Department of Journalism and Electronic Media in the College of Media & Communication, and the Thomas Jay Harris Institute for Hispanic and International Communication.

The next showing will be at 8 p.m. on Thursday (Oct. 2) when the IFS and the Hispanic Scholarship Fund presents "Born in East L.A." starring Cheech Marin. The next day, Marin will visit Texas Tech as part of the Presidential Lecture and Performance Series.

Avant-garde filmmaker Lawrence Jordan will be featured at 7 p.m. Tuesday (Oct. 14) with the showing of the documentary, "Lawrence Jordan: Moments of Illumination" followed by Jordan's short film, "Our Lady of the Sphere," to be screened in 35mm. Jorgelina Orfila of the Texas Tech School of Art will host a post-screening discussion.

Also, Jordan will visit Texas Tech Oct. 19-24 as a Texas Tech University Artist in Residence. During that residency, the IFS and the Texas Tech School of Art will host an evening with Jordan with the screening and live multi-media performance of "The Chicago Program." The evening will feature selected 16mm films from Jordan's career with live art-making and musical accompaniment.

This event will be held at 7 p.m. Tuesday (Oct. 21) at the International Cultural Center Auditorium, located at 601 Indiana Ave. Following the screening, Orfila and Francisco

Office of Communications and Marketing

Ortega with the Texas Tech School of Art will host a question-and-answer session with Jordan. Admission is free but seating is limited.

The IFS screenings continue at 8 p.m. Thursday (Oct. 30) with a special Halloween screening of “Cronos,” a foray into the vampire horror genre by filmmaker Guillermo Del Toro. Following the screening, Gary Elbow with the Texas Tech Department of Geosciences will host a discussion.

A 10<sup>th</sup> anniversary screening of “Hotel Rwanda” is scheduled for 7 p.m. Wednesday (Nov. 12) sponsored by the IFS and the Flatland Film Festival. The film, written and directed by Terry George, explores the ethical cleansing that actually occurred in Rwanda in 1994. Paul Bjerk, an African history expert from the Texas Tech Department of History, will lead a post-screening discussion.

Japanese director Hitoshi Matsumoto will be featured at 11:50 p.m. Friday (Nov. 14) with the screening of “R100”, sponsored by Draffhouse Films and the Flatland Film Festival.

The final screening of the season will be at 9 p.m. Tuesday (Dec. 2) with the showing of “Rare Exports: A Christmas Tale.” Directed by Jalamari Helander, the movie is a Finnish horror-fantasy-thriller.

All screenings, other than the one during Lawrence Jordan’s residency, will be held at the Alamo Draffhouse Cinema, located at 120 West Loop 289. Seating for most screenings is available through the Alamo Draffhouse website.

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**CONTACT: Robert Peaslee, International Film Series Corodinator, College of Media & Communication, Texas Tech University, (806) 834-2562 or [robert.peaslee@ttu.edu](mailto:robert.peaslee@ttu.edu). or Dasha A. Ivanova, RaiderComm Account Manager, College of Media & Communication, Texas Tech University, (713) 705-0158 or [daria.ivanova@ttu.edu](mailto:daria.ivanova@ttu.edu).**

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Sep. 7, 2014

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

### **Texas Tech Researchers Receive \$1 Million CPRIT Grant to Study How ...**

**Ultimate goal?** What if only one drop of blood was all it took to diagnose cancer? What if only one drop of blood could help doctors diagnose it earlier? Thanks to a newly designed microfluidic device created by assistant professor of chemical engineering at Texas Tech University, Siva Vanapalli, this may be the future of cancer diagnosis.

**Vanapalli and anyone else?** and researchers from the Texas Tech University Health Sciences Center (TTUHSC) are testing a hypothesis that could help with early diagnosis of cancer by engineering microfluidic devices for cellular analysis.

**Vanapalli's idea:** was to engineer a device called a Microfluidic Cell Squeezer that measures the properties of individual cells as they squeeze through channels, only sub-millimeter in diameter, within the device. Researchers are then able to identify between healthy and cancerous cells based on their mechanical stiffness – healthy cells are expected to be stiffer, whereas cancerous cells are more yielding.

The team proposed the idea to the Cancer Prevention and Research Institute of Texas (CPRIT) and received a grant to continue the research.

**Quote on what they are trying to do?** "We are trying to watch and understand how tumor cells are able to squeeze through the small channels," Vanapalli said. "We had the idea to see if you can look at the stiffness of a cell, and use that as a marker to see if it is healthy or cancerous."

**Why is this important?** The reason the cell stiffness is important, Vanapalli said, is because scientists believe cancer cells should be able to crawl easily and should be more flexible in order to invade and spread the disease.

**Quote about IF this were successful/hurdles?** "As of now, it is a challenge in terms of early diagnosis to identify markers that can predict early on if you have the disease or not. And if you look at the available markers that already exist, they are specific to each type of cancer," Vanapalli said. "If indeed the hypothesis is true, then our device would be able to screen any type of cancer."

NSF Grant? Vanapalli and his group also received a grant from the National Science Foundation to address another area

Quote on NSF grant: "We can essentially engineer any highway structure we want on a device, and look at which are the most optimal structures that will lead to efficient traffic," Vanapalli said.

What this will do? The idea is to use the device as a tool to understand how Quote: "Our hope is that we can engineer some structure of the highways, which will allow more efficient transport of trucks, cars at the bigger scale," Vanapalli said.

Why this is important? Vanapalli believes this study

More information about CPRIT is available at its website, [www.cprit.state.tx.us](http://www.cprit.state.tx.us).

Find Texas Tech news, experts and story ideas at [Texas Tech Today Media Resources](#) or follow us on [Twitter](#).

**CONTACT: Siva Vanapalli, associate professor, Department of Chemical Engineering, Texas Tech University, (806) 834-1757 or [siva.vannapalli@ttu.edu](mailto:siva.vannapalli@ttu.edu).**



TEXAS TECH UNIVERSITY

# Advisory

**FOR IMMEDIATE RELEASE**

DATE: Sept. 8, 2014

CONTACT: Cara Vandergriff, [cara.vandergriff@ttu.edu](mailto:cara.vandergriff@ttu.edu)  
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**ShredTech Hosts Launch Event**

Campus shredding company to begin business.

**WHAT:** ShredTech, Texas Tech's new shredding and recycling service, is hosting a launch event to kick off its secure document disposal business. The event will include food and T-shirts (first come, first-served).

**WHEN:** 11:30 a.m. – 1 p.m., Tuesday (Sept. 9)

**WHERE:** In front of the Physical Plant Building at 3122 Main St.

**WHO:** President M. Duane Nellis will speak, introducing the campus service as well as participating in a non-traditional ribbon cutting. Raider Red will also be present for the opening.

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TEXAS TECH UNIVERSITY

# Advisory

**FOR IMMEDIATE RELEASE**

DATE: Sept. 8, 2014

CONTACT: Mashairi Halifu, [mashairi.halifu@ttu.edu](mailto:mashairi.halifu@ttu.edu)  
(806) 742-2136

**Texas Tech New Student Convocation**

- WHAT:** Texas Tech University New Student Convocation Class of 2018
- WHEN:** 5:30 p.m. Tuesday (Sept. 9)
- WHERE:** United Supermarkets Arena
- WHO:** New Student Convocation celebrates a student's entry into higher education. It is also one of the first events presenting the new class of students to the president, Texas Tech administrators and professors. The speakers for the evening will be President M. Duane Nellis and Mark Tribus, a team building professional who has been working with the Texas Tech Athletics department.

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# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Sep. 8, 2014

CONTACT: Zoe Bell, [zoe.bell@ttu.edu](mailto:zoe.bell@ttu.edu)

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### **Texas Tech Organization Awarded Gold-Level Status**

Human Factors and Ergonomics Society student chapter is recognized for the eighth year.

Texas Tech University's Human Factors and Ergonomics Society (HFES) student chapter will receive for the eighth year a gold-level award for the 2014 HFES Student Chapter Awards. Gold-level status is the highest level possible for the chapter awards.

Members of this organization are primarily undergraduate and graduate students majoring in either Industrial Engineering or Human Factors Psychology. The Texas Tech HFES chapter focuses on creating networking opportunities with those in the human factors community and educating their members and others about relevant topics in human factors.

Co-presidents Trevor McIntyre and Brittany Neilson said receiving this award is a huge accomplishment.

"No one wants to be the first president to drop the ball, or to get a bronze-level award after eight years," said McIntyre, who currently is on internship at Google[x] in Mountain View, California. "I am proud that we are keeping up our standards. We set really high standards every year and we work hard to maintain or exceed them."

Applications were judged on the number and quality of activities engaged in across several categories. Gold-level status requires activity in at least eight HFES categories while demonstrating excellence in at least five of those categories. Also, at least 50 percent of student members must be HFES student affiliate members. Activity categories include recruitment, guest speakers, collaboration, information dissemination, field trips, service to HFES and more. To apply for their desired status, HFES chapters submitted their own application. This year, Texas Tech's application was 40 pages in length.

Examples of activities that helped the Texas Tech chapter reach gold-level status include participating in Texas Tech's engineering fair, hosting multiple socials and a field trip to Denver, Colorado where members visited Covidien, Ricoh, Alion, the University of Colorado and the United States Air Force Academy. Members also attended the Southwest Region HFES Symposium and redesigned its chapter website and newsletter.

This year, guest speakers included Christopher Wickens, Timothy Ballew, Raja Parasuraman and Matthew Risser.

The official presentation of the award will take place from 5-6 p.m. Tuesday (Oct. 28) at the 2014 HFES international annual meeting in Chicago.

The society was founded in 1957 and has 23 technical groups and numerous student chapters. Those interested in joining the Texas Tech chapter should attend the next meeting or contact any executive council member. All majors are welcome.

The next meeting will take place 4 p.m. Thursday (Sep. 11) in room 152 in the Teaching, Learning and Professional Development Center, located off Boston Ave.

For more information on the Texas Tech chapter visit <http://www.texastechhumanfactors.com/>.

Find Texas Tech news, experts and story ideas at [Texas Tech Today Media Resources](#) or follow us on [Twitter](#).

**CONTACT: Brittany Neilson, co-president, Texas Tech Human Factors and Ergonomics Society student chapter, Texas Tech University, [brittany.n.neilson@ttu.edu](mailto:brittany.n.neilson@ttu.edu).**



# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Sept. 8, 2014

CONTACT: Zoe Bell, [zoe.bell@ttu.edu](mailto:zoe.bell@ttu.edu)  
(806) 742-2136

### **Texas Tech Organization Recognized as a Role Model Chapter**

The society for advancement of Hispanics and Native Americans in science is honored.

Texas Tech University's Society for Advancement of Chicanos and Native Americans in Science (SACNAS) received for the fifth straight year the 2014 chapter role model awareness award for outstanding professional development.

SACNAS is a society of scientists dedicated to fostering the success of Chicano and Native American students to attain advanced degrees, careers and positions of leadership. The organization serves more than 25,000 students and professionals each year with its conference and programs, and includes 110 individual chapters.

SACNAS' chapter committee selects award recipients through a thorough evaluation process. Chapter annual reports are scored, and the advisor's letter summarizing the highlights of a chapter's activities and accomplishments are evaluated.

"We are honored to be recognized for the fifth straight year by The National SACNAS," said Jaclyn Canas-Carrell, faculty advisor for the Texas Tech SACNAS chapter. "The award means a lot to the Texas Tech chapter, because our students put so much time and effort into providing professional development opportunities and programming for their chapter members. The award inspires and encourages the students to continue to serve the Science, Technology, Engineering and Mathematics center (STEM) community at Texas Tech."

SACNAS will recognize 16 chapters for outstanding achievements on Oct. 16-18 at its national conference in Los Angeles.

The Texas Tech chapter is lead by co-presidents Rocio Rodriguez and Carlos Garcia.

"We have worked very hard to provide professional development opportunities to our members knowing the importance of networking and mentorship," Rodriguez said. "Receiving this recognition at the SACNAS national conference is an honor for us as we continue to move forward to bigger projects. This award helps us continue spreading our philosophy of diversity in science and we are more than excited to keep representing

Texas Tech at the national level. This award comes at a great time as we celebrate 10 years of our chapter's existence.”

The original SACNAS organization was founded in 1973 by a small group of minority scientists and now comprises more than 25,000 members, partners and friends. Texas Tech created the first student chapter in the nation in 2004. Visit <http://www.ciser.ttu.edu/programs/sacnas-ttu-student-chapter/> to learn more about the Texas Tech chapter.

Find Texas Tech news, experts and story ideas at [Texas Tech Today Media Resources](#) or follow us on [Twitter](#).

**CONTACT: Jaclyn Canas-Carrell, graduate advisor and associate professor, Department of Environmental Toxicology, The Institute of Environmental and Human Health, Texas Tech University, (806) 834-6217 or [jaclyn.e.canas@ttu.edu](mailto:jaclyn.e.canas@ttu.edu).**



TEXAS TECH UNIVERSITY™

# Expert Pitch

## **FOR IMMEDIATE RELEASE**

DATE: Sept. 9, 2014

CONTACT: George Watson, [george.watson@ttu.edu](mailto:george.watson@ttu.edu)  
(806) 742-2136

## **Expert Available to Discuss Ray Rice Impact on Branding and Advertising in the NFL**

### **Pitch**

The revelation of the tape showing NFL running back Ray Rice knocking out his girlfriend at the time has put the sports world on its ear and caused tremendous criticism for how the incident was handled by the Baltimore Ravens and the NFL.

Could this incident do significant damage to the NFL from both a branding and an advertising standpoint?

### **Experts**

- Ann H. Rodriguez, instructor, College of Media & Communications, (806) 834-6102 or [ann.rodriguez@ttu.edu](mailto:ann.rodriguez@ttu.edu)
- Bob McDonald, associate professor of marketing, Rawls College of Business Administration, (806) 834-1175 or [bob.mcdonald@ttu.edu](mailto:bob.mcdonald@ttu.edu)

### **Talking Points**

- Because there is question as to who among the Ravens and the NFL knew what and when they knew it, there is a great deal of criticism of both, purporting that they helped cover up the situation and therefore allowed the stigma that they are fine with violence against women.
- Could this situation hurt what has become the most dominant sports league on the planet in terms of both its brand and advertisers? Nike had already announced it has dropped its sponsorship deal with Rice, who is suspended indefinitely from the NFL.



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: September 9, 2014

CONTACT: Emily Gardner, [emily.e.gardner@ttu.edu](mailto:emily.e.gardner@ttu.edu)  
(806) 742-2136

### **Rawls College Ranked Top 3 in Best Business Schools 2015 Ranking** Rawls College ranked third nationally in survey by College Atlas.

The graduate school at Texas Tech University's Rawls College of Business was ranked third nationally in College Atlas' [A-List: Best Business Schools 2015 rankings](#).

"We are delighted by this recognition from College Atlas, as it reflects the commitment of the Rawls faculty and staff to delivering a high-quality MBA program at an affordable cost to our students," said Lance Nail, Rawls College dean. "The recognition also confirms that our college's decision to restructure the program with greater academic rigor and professionalism is what recruiters truly want."

The rankings assessed each school's affordability, academic quality, accessibility, GMAT average and job placement rate. The result of the assessment showed schools with the best academic and economic value to its students.

"The MBA program at Texas Tech has changed significantly in the past two years, and the effects of those changes are starting to show in various polls," said William Pasewark, associate dean of graduate programs and research at Rawls College. "This ranking includes Texas Tech with an outstanding group of universities."

For more information on the MBA program visit [the Rawls College Graduate and Professional Programs website](#).

Find Texas Tech news, experts and story ideas at [Texas Tech Today Media Resources](#) or follow us on [Twitter](#).

**CONTACT: Trevor Bell, social media manager and content developer, Rawls College of Business, Texas Tech University, (806) 834-4651 or [trevor.bell@ttu.edu](mailto:trevor.bell@ttu.edu).**



# News Release

## **FOR IMMEDIATE RELEASE**

DATE: September 9, 2014

CONTACT: K'Leigh Bedingfield, kleigh.bedingfield@ttu.edu  
(806) 742-2136

### **Texas Tech Launches Secure Shredding Service**

The university adds ShredTech to provide secure document disposal.

Texas Tech University revealed its first secure shredding service Tuesday in an effort to boost recycling efforts on campus while keeping sensitive information secured.

ShredTech, housed under the university's Operations Division, is a secure document disposal service for all departments, faculty, staff and students. The service includes the ShredTech truck that will pick up documents and properly dispose of them while following guidelines from the National Association of Information Destruction to ensure privacy.

"The Operations Division is very happy to provide a new, secure and convenient on-campus shredding service," said Carey Hewett, director of services for the Operations Division. "We plan to make information destruction easier for the campus while, at the same time, providing cost savings to all departments, allowing departments more funds to support students."

During the launch, Texas Tech President M. Duane Nellis along with other Texas Tech officials locked the first ShredTech bins in a non-traditional ribbon cutting to signal the beginning of ShredTech's services.

"I'm so proud of Texas Tech's Operations Divisions and their efforts in sustainability and providing an innovative service for this campus," Nellis said. "This is a great concept and is a step forward both entrepreneurially and creatively."

ShredTech's services can be set up on a weekly, bi-weekly, monthly or quarterly basis, or it can be scheduled for a one-time pickup. Members of ShredTech will pick up the provided secure document bins, lock the documents in their ShredTech truck and take them to its secure shredding service area, where the shredder processes up to two tons of paper per hour. Users can choose a 32-, 64- or 96-gallon locked shred bin.

In partnership with SustainTech, ShredTech has established future plans to bale and recycle all paper collected and shredded. Once the documents are shredded and baled,

they will be shipped in bulk to the pulp factories and/or local recyclers, where the paper can be reused again.

For more information on how to set up service, visit the [ShredTech](#) website.

Find Texas Tech news, experts and story ideas at [Texas Tech Today Media Resources](#) or follow us on [Twitter](#).

**CONTACT: Carey Hewett, Ddirector of sServices, Operations Division, Texas Tech University, (806) 742-4677 or [carey.hewett@ttu.edu](mailto:carey.hewett@ttu.edu).**



# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Sept. 9, 2014

CONTACT: Chris Cook, [chris.cook@ttu.edu](mailto:chris.cook@ttu.edu)  
(806) 742-2136

### **Texas Tech Receives High Marks in U.S. News & World Report**

Overall, university climbs five spots among public and private universities.

Texas Tech University made significant strides in the 2015 U.S. News & World Report (USNWR) college and graduate school rankings, released this week.

Ranked among national universities at No. 156, the ranking reflects an increase of five spots from 2014 and nine since 2013. Texas Tech is ranked No. 84 among national public universities, ahead of last year's ranking of 88.

"Annually, one of the sources families of prospective high school students look to is the U.S. News & World Report rankings as a reference when deciding on which university to attend," said M. Duane Nellis, Texas Tech president. "We are proud of our efforts at Texas Tech to continue striving upward and making our wonderful university a higher education choice for more and more outstanding students each year."

Texas Tech's five-point climb is the largest among Big 12 Conference public institutions and second highest among league schools. Overall, Texas Tech's improvement from a year ago ranks among the top 15 nationally.

"This year's ranking represents a dramatic increase for Texas Tech University," Nellis said. "We improved in many areas, including faculty hires, which improved our student-to-faculty ratio, and hired three National Academy of Engineering members – two examples of U.S. News & World Report benchmarks."

In addition to ranking No. 84 among public institutions, Texas Tech also ranked No. 47 for Best College for Veterans and No. 93 for Best Undergraduate Business programs. The university also ranked No. 20 for Best Online Engineering Graduate programs and No. 82 for Best Undergraduate Engineering programs.

Texas Tech's graduate school also placed in the top 100 for the following programs, with rankings in parentheses:

- Best Engineering Schools (94)
  - Chemical Engineering (68)
  - Civil Engineering (68)
  - Computer Engineering (77)

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- Electrical (77)
- Industrial (51)
- Mechanical (97)
- Best Business Schools (87)
- Earth Sciences (88)
- Health Care Management (41)

Texas Tech also was listed in the graduate school rankings for best law schools, biological sciences, chemistry, clinical psychology, English, fine arts, history, math, physics, psychology and public affairs.

The USNWR rankings are released annually and rely on data provided by universities to produce college rankings on a variety of factors reflecting academic quality. A full methodology of the rankings can be found on the USNWR [website](#).



TEXAS TECH UNIVERSITY

# Advisory

**FOR IMMEDIATE RELEASE**

DATE: Sept. 9, 2014

CONTACT: Cara Vandergriff, [cara.vandergriff@ttu.edu](mailto:cara.vandergriff@ttu.edu)  
(806) 742-2136

**Texas Tech Remembers 9/11 with Memorial Event**

Campus ceremony pays tribute to those who lost their lives.

**WHAT:** Texas Tech University officials, in a special commemoration ceremony, will remember those who died on Sept. 11, 2001.

**WHEN:** Noon – 1 p.m., Thursday (Sept. 11)

**WHERE:** Memorial Circle, Texas Tech University

**WHO:** President M. Duane Nellis and other Texas Tech officials will speak at the ceremony.

Find Texas Tech news, experts and story ideas at [Texas Tech Today Media Resources](#) or follow us on [Twitter](#).

**CONTACT:** Ryan Van Dusen, director, Military & Veterans Programs, Texas Tech University, (806) 834-6457 or [ryan.van-dusen@ttu.edu](mailto:ryan.van-dusen@ttu.edu).



TEXAS TECH UNIVERSITY

# Advisory

**FOR IMMEDIATE RELEASE**

DATE: Sept. 10, 2014

CONTACT: Mashairi Halifu, [mashairi.halifu@ttu.edu](mailto:mashairi.halifu@ttu.edu)  
(806) 742-2136

## **Jon Whitmore Plaque Dedication Ceremony**

- WHAT: Jon Whitmore Plaque Dedication Ceremony
- WHEN: 10 a.m., Friday (Sept. 12)
- WHERE: Administration Building Breezeway
- WHO: Texas Tech University's Office of the President will host a plaque dedication ceremony celebrating the service of former Texas Tech president, Jon Whitmore and his wife, Jennifer.

Find Texas Tech news, experts and story ideas at [Texas Tech Today Media Resources](#) or follow us on [Twitter](#).

**CONTACT: Chris Cook, managing director, Office of Communications & Marketing, Texas Tech University, (806) 834-2136 or [chris.cook@ttu.edu](mailto:chris.cook@ttu.edu).**



# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Sept. 10, 2014

CONTACT: George Watson, [george.watson@ttu.edu](mailto:george.watson@ttu.edu)  
(806) 742-2136

### **Texas Tech University Livestock Judging Team Wins National Barrow Show**

Three finish in the top 10 in an event considered the “World Series of Swine Shows.”

The Texas Tech University livestock judging team on Tuesday captured first place, and three Red Raiders finished in the top 10 individually, at the National Barrow Show in Austin, Minnesota, considered by many as the “World Series of Swine Shows.”

The Texas Tech team won the swine evaluation event by four points over second-place Iowa State and also tied for first place in the reasons division. They were led by three students finishing in the top 10: Nick Fitzsimmons from Vail, Iowa (second), Jacob McKillip from Lafayette, Indiana (ninth) and Kylan Carson from Olton (10<sup>th</sup>).

“This is only the second time that Texas Tech University has won the Barrow Show in its long history. I am proud of these students’ performance and the manner in which they represent their university,” said Ryan Rathmann, the team’s coach, an assistant professor and the John W. and Doris Jones Professorship holder in the Department of Animal and Food Sciences.

“This is an exceptional team that consistently excels both in and out of the classroom. In addition to their achievements, the students on the team gained invaluable exposure to progressive swine production systems across the Midwest on this trip and extended their network of contacts in the swine industry.”

Rounding out the top five teams were Western Illinois, Ohio State and Oklahoma State.

Additional team members include: Brittany Blum, a senior from Howe; Hayden Brown, a senior from Midland; Colton Coker, a senior from Roby; Austin Crissman, a senior from Bells; Garrett Foote, a senior from Texico, New Mexico; Taylor Frank, a senior from Berthoud, Colorado; Cassie Godwin, a senior from Prescott, Arkansas; Austin Langemeier, a senior from Marion; Reina Lewis, a senior from Tulia; Bailey Riedel, a senior from San Luis Obispo, California; Ian Schaefer, a senior from Garden City; and Taylor Tjaden, a senior from San Angelo.

The team also is coached by graduate student Clay Burson and undergraduate student Blake Davis.

**CONTACT: Ryan Rathmann, assistant professor, Animal and Food Sciences,  
College of Agricultural Sciences and Natural Resources, Texas Tech University, (806)  
834-7820 or [ryan.rathmann@ttu.edu](mailto:ryan.rathmann@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Sept. 11, 2014

CONTACT: Emily Gardner, [emily.e.gardner@ttu.edu](mailto:emily.e.gardner@ttu.edu)  
(806) 742-2136

### **ABC Reporter John Quiñones to Speak at Diversity Awards Banquet** Annual celebration is Oct. 14 at the McKenzie-Merket Alumni Center.

The Division of Institutional Diversity, Equity and Community Engagement hosts the fourth annual Celebrate Diversity Awards Banquet. ABC reporter John Quiñones will be the keynote speaker.

The banquet takes place at 7 p.m. Oct. 14 at the McKenzie-Merket Alumni Center.

“Texas Tech University is committed to promoting diversity on campus as well as in the community,” President M. Duane Nellis said. “The Celebrate Diversity Awards Banquet and the Division of Institutional Diversity, Equity and Community Engagement support the inclusivity for which we strive.”

Quiñones has been with ABC for almost 30 years and is the sole anchor on “What Would You Do?” He is a seven-time Emmy Award winner and ABC’s first Latino correspondent. Quiñones graduated from St. Mary’s University in San Antonio with a bachelor’s degree in speech communications before receiving a master’s degree from the Columbia University Graduate School of Journalism.

Past speakers at the banquet include Soledad O’Brien, Terrence Howard and Edward James Olmos.

“The distinguished speakers and celebrities who have participated in the annual Celebrate Diversity Awards Banquet have not only raised the profile of this event but increased the awareness and conversations about the importance of diversity on our campus and in our broader community,” said Lawrence Schovanec, provost and senior vice president.

General tickets are \$75 and VIP tickets cost \$100. Sponsorship opportunities also are available. All proceeds will benefit student scholarships. To purchase tickets, call (806) 742-8692, or visit [www.depts.ttu.edu/diversity/banquet.php](http://www.depts.ttu.edu/diversity/banquet.php) for more information.

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**CONTACT: Cory Powell, director, Mentor Tech, Institutional Diversity, Equity & Community Engagement, Texas Tech University, (806) 742-8692 or [cory.powell@ttu.edu](mailto:cory.powell@ttu.edu).**



# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Sep. 11, 2014

CONTACT: Zoe Bell, [zoe.bell@ttu.edu](mailto:zoe.bell@ttu.edu)

(806) 742-2136

### **Los Angeles Philharmonic Violinist Visits Texas Tech** The International Cultural Center hosts Vijay Gupta.

The International Cultural Center (ICC) of Texas Tech University welcomes Vijay Gupta as he presents “Why Music Education Is Essential.” The presentation takes place at 6 p.m. Thursday (Sep. 18) in the ICC Auditorium, located at 601 Indiana Ave.

According to the Los Angeles Downtown News, Vijay Gupta is “The Most Interesting Man in the [Philharmonic Orchestra].” He is the youngest player in the Los Angeles Philharmonic and has become a world-renowned advocate for the redemptive and regenerative power of music. He holds a master’s in music from Yale University.

“In a day in which the educational priority is Science, Technology, Engineering and Mathematics (STEM), it is refreshing to encounter someone who is as passionately dedicated to music education as Vijay Gupta,” Jane Bell, senior director of ICC outreach and operations, said. “Even though he was urged by his parents to become a doctor and practice music on the side, he was unable to transform his passion into a mere weekend hobby. His talk at the International Cultural Center will focus on the need for music education in schools.”

In his presentation, Gupta will share his personal journey in music education, describing his experiences as a young musician struggling to find the meaning in music with the lack of programs and support. The event is free and open to the public.

This presentation is sponsored by the CH Foundation, the Office of International Affairs, Office of Global Health and the Center for Ethics, Humanities and Spirituality.

The ICC is open Monday through Friday from 8 a.m. to 5 p.m. For more information on this event call (806) 742-3667.

Find Texas Tech news, experts and story ideas at [Texas Tech Today Media Resources](#) or follow us on [Twitter](#).

**CONTACT: Jane Bell, senior director of outreach and operations, International Cultural Center, Texas Tech University, (806) 742-3667 or [jane.bell@ttu.edu](mailto:jane.bell@ttu.edu).**



# Advisory

**FOR IMMEDIATE RELEASE**

DATE: Sept. 11, 2014

CONTACT: K'Leigh Bedingfield, [kleigh.bedingfield@ttu.edu](mailto:kleigh.bedingfield@ttu.edu)  
(806) 742-2136

**Texas Tech Celebrates 60 Years of Masked Rider Program**

Former riders of the beloved tradition return to campus for a pre-game recognition.

- WHAT: Texas Tech University's Masked Rider 60<sup>th</sup> Anniversary Celebration
- WHEN: Noon – 2:30 p.m., Saturday (Sept. 13)
- WHERE: Texas Tech University campus – southwest corner of the Engineering Key and Jones AT&T Stadium

Former Masked Riders will return Saturday (Sept. 13) to celebrate the 60<sup>th</sup> anniversary of Texas Tech University's most notable tradition and will be honored for their time as an ambassador for the university.

A lunch for the former riders and their families is scheduled for noon at the southwest corner of the Engineering Key. Before kickoff of the Texas Tech-Arkansas game, the former riders will be recognized on the football field at Jones AT&T Stadium.

During the lunch, Texas Tech Spirit Program officials along with former riders and current rider Mackenzie White will be available for interviews. If you plan to attend, please contact Spirit Program director Stephanie Rhode beforehand.

For more information about the Masked Rider program, please visit the [Texas Tech Spirit Program](#) website.

Find Texas Tech news, experts and story ideas at [Texas Tech Today Media Resources](#) or follow us on [Twitter](#).

**CONTACT: Stephanie Rhode, director, Spirit Program, Texas Tech University,**  
(806) 742-5433 or [stephanie.rhode@ttu.edu](mailto:stephanie.rhode@ttu.edu).



# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Sept. 12, 2014

CONTACT: George Watson, [george.watson@ttu.edu](mailto:george.watson@ttu.edu)  
(806) 742-2136

### **Butler's Backdraft wins Raider Red Meats BBQ Cookoff**

First-place finish in the brisket competition pushes Kyle Butler's group to the crown.

Kyle Butler, head of Butler's Backdraft BBQ team, needed a strong finish in the brisket competition to have a chance at the win, and that's exactly what he got.

Butler's Backdraft took home the first-place finish in the brisket competition, and that was enough to vault them over Jayde Henley's Buckshot BBQ as grand champion in last weekend's Raider Red Meats BBQ Cookoff. Sponsored by the Meat Science and Muscle Biology program of the Texas Tech University's Department of Animal and Food Sciences, the competition drew a total of 40 teams.

Butler's Backdraft finished with 24 points, just ahead of reserve champion Buckshot BBQ (21 points) and well ahead of Gene Pruitt's outfit, One Slice at a Time (16 points). Judging is based on a points system in each of three categories – chicken, pork spare ribs and brisket. Ten points is awarded for first place, nine points for second, and so on through the top 10.

Glen Chandler took first place in the chicken competition with Nathan Lozano of Straight Smoked BBQ finishing second. Buckshot BBQ was third and Butler's Backdraft was fourth.

In pork spare ribs, Henley took first place and all 10 points to give him 18 going into the brisket competition, while Butler was fourth again, giving him 14 points. Pruitt finished second while Tommy Smith of Bent Nail BBQ was third.

Butler then sealed the win in the brisket with his 10-point, first-place. Mark Slough of Texas Tumbleweed took second in brisket followed by Troy Creswell of Can't Smoke This. Pruitt finished fourth.

A beans competition also was held, though it did not count toward the overall championship total. Dallas Marley of the Smoke With Us You Know We Got It outfit took first. Todd Stewart of Dirt City Smokers was second and Keith Hughes of Asleep at the Grill was third.

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**CONTACT: Tate Corliss, director, Raider Red Meats, Department of Animal and Food Sciences, College of Agricultural Sciences and Natural Resources, Texas Tech University, (806) 834-1610 or [tate.corliss@ttu.edu](mailto:tate.corliss@ttu.edu).**



TEXAS TECH UNIVERSITY

# Advisory

**FOR IMMEDIATE RELEASE**

DATE: Sept. 12, 2014

CONTACT: Zoe Bell, [zoe.bell@ttu.edu](mailto:zoe.bell@ttu.edu)  
(806) 742-2136

**Texas Tech Celebrates Mexico's Independence from Spain**

The Cross-Cultural Academic Advancement Center kicks off Hispanic Heritage month.

WHAT: El Grito Celebration

WHEN: 8 p.m., Monday (Sept. 15)

WHERE: Student Union Building, Texas Tech University

WHO: El Grito, or “the cry,” will feature many presentations that explore the history and traditions of Mexican culture. Live coverage of Mexico City’s El Grito celebration will be shown as individuals countdown to the anniversary of Mexico’s independence. Bishop Placido Rodriguez is the guest speaker for this event and will explain the history and themes of this important day. The gathering begins at 8 p.m. and the presentation begins at 9:30 p.m.

El Grito represents one of the most iconic Mexican civic celebrations. On Sept. 16, 1810, father Miguel Hidalgo y Costilla, a parish priest, rang the bell of the parish and called Mexicans to rise against the Spanish crown and fight for independence.

Individuals are encouraged to wear green, white and red. This event is free and open to the public.

For more information about El Grito contact [crosscultural@ttu.edu](mailto:crosscultural@ttu.edu). For event updates visit <https://www.facebook.com/events/1444540185827949/>.

Find Texas Tech news, experts and story ideas at [Texas Tech Today Media Resources](#) or follow us on [Twitter](#).

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

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TEXAS TECH UNIVERSITY

# Advisory

## FOR IMMEDIATE RELEASE

DATE: Sept. 12, 2014

CONTACT: Zoe Bell, [zoe.bell@ttu.edu](mailto:zoe.bell@ttu.edu)  
(806) 742-2136

### Texas Tech Celebrates Spanish Day

The Sigma Delta Pi student chapter hosts a forum to kick off Hispanic Heritage Month.

**WHAT:** Sigma Delta Pi, the National Collegiate Hispanic Honor Society, will celebrate Spanish Day with a forum themed “Widening Perspectives: Spanish in Contemporary Societies.”

**WHEN:** 5-6:30 p.m., Monday (Sept. 15)

**WHERE:** Room 001, Education Building, Texas Tech University

**WHO:** The invited panelists will include Franco Parisi, visiting international scholar in the Rawls College of Business and former presidential candidate of Chile, and Idoia Elola, Diego Pascual y Cabo and Marta Tecedor Caberero from the Department of Classical and Modern Languages and Literatures.

The event begins with a performance by the Lubbock High School Ballet Folklorico dance group and Mariachi band. The forum will be followed by a reception featuring dishes from across the Spanish-speaking world.

All student organizations, faculty and staff are invited as well as members of the Lubbock community. All schools in the Lubbock, Lubbock Cooper and Frenship school districts are also invited.

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**CONTACT: Comfort Pratt, associate professor, Department of Curriculum and Instruction, College of Education, Texas Tech University, (806) 834-5710 or [c.pratt@ttu.edu](mailto:c.pratt@ttu.edu).**



TEXAS TECH UNIVERSITY

# Advisory

**FOR IMMEDIATE RELEASE**

DATE: Sept. 12, 2014

CONTACT: Zoe Bell, [zoe.bell@ttu.edu](mailto:zoe.bell@ttu.edu)  
(806) 742-2136

**Texas Tech Continues Community Music Program**

LISD students and parents are invited to learn about the Texas Tech String Project

- WHAT: Texas Tech University String Project registration and information meeting
- WHEN: 6-7 p.m., Tuesday (Sept. 16)
- WHERE: School of Music, Texas Tech University
- WHO: Through the Texas Tech String Project, underprivileged Lubbock Independent School District (LISD) students learn to play string instruments at a reduced cost. Instructors are music and education majors at Texas Tech.

This meeting will allow parents and students the opportunity to ask questions, meet instructors, enjoy a string concert, try the instruments and register for the program. Free pizza will be provided.

The Texas Tech String Project was founded in 2001 with the help of the National String Project Consortium and the American String Teachers' Association. The program originally was funded by a three-year grant from the Fund for the Improvement of Postsecondary Education and matched by money from Texas Tech. The university, student instruction fees and other grants now fund the program.

Find Texas Tech news, experts and story ideas at [Texas Tech Today Media Resources](#) or follow us on [Twitter](#).

**CONTACT: James Hodgins, publicity and communications coordinator, School of Music, Texas Tech University, (806) 834-4829 or [james.hodgins@ttu.edu](mailto:james.hodgins@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Sept. 12, 2014

CONTACT: Zoe Bell, [zoe.bell@ttu.edu](mailto:zoe.bell@ttu.edu)  
(806) 742-2136

### **Texas Tech Students Display Their Hometowns**

International Cultural Center hosts photo exhibit featuring work of international students.

The International Cultural Center (ICC) at Texas Tech University will hold a public art reception for its photography exhibit, “My Hometown.” The reception takes place from 4-6 p.m. Sept. 19 at the ICC, located at 601 Indiana Ave.

For this art exhibit, international students were asked to submit their five best photographs of their hometowns or countries to be considered for display. The subject matter — including landscapes, animals, people and objects — were left up to the photographer.

“As students flock to Texas Tech to begin a new academic year, we sometimes forget that many of our international students have left homes that are thousands of miles away,” said Jane Bell, senior director of outreach and operations for the ICC. “The ‘My Hometown’ photo exhibit is our attempt to make these far-away homes seem a bit closer, and we are delighted that we can share these creative, witty and perceptive windows to the world with our community.”

Casual dress is appropriate for the reception and individuals are welcome to come and go as they please.

The exhibit will be displayed through Oct. 13. The ICC is open Monday through Friday, from 8 a.m. to 5 p.m. For more information call (806) 742-3667. This exhibit was made possible, in part, by a grant from the CH Foundation.

Find Texas Tech news, experts and story ideas at [Texas Tech Today Media Resources](#) or follow us on [Twitter](#).

**CONTACT: Jane Bell, senior director of outreach and operations, International Cultural Center, Texas Tech University, (806) 742-3667 or [jane.bell@ttu.edu](mailto:jane.bell@ttu.edu).**



TEXAS TECH UNIVERSITY

# Advisory

**FOR IMMEDIATE RELEASE**

DATE: Sept 12, 2014

CONTACT: George Watson, [george.watson@ttu.edu](mailto:george.watson@ttu.edu)  
(806) 742-2136

**Texas Tech University Set for Research Park Groundbreaking**

Ceremony will celebrate movement toward economic development and outreach.

- WHAT: Texas Tech University Research and Technology Park Phase I groundbreaking
- WHEN: 9:30-10 a.m., Monday (Sept. 15)
- WHERE: USDA Facility on the Northwest corner of Fourth Street and Texas Tech Parkway

Phase I of the \$29 million project will include a new two-story building of 41,000 square feet in Spanish Renaissance design. Within the building, there will be common space for research programs that promote entrepreneurialism and innovation, space for public-private partnerships and an incubator/accelerator for new startup businesses.

The project as a whole also includes parking and mechanical areas as well as a new main entrance. Also included in the project is a 120-seat reconfigurable meeting/conference space, 9-17 laboratory/research spaces as well as almost \$480,000 devoted to landscaping and public art.

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# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Sept. 15, 2014

CONTACT: George Watson, [george.watson@ttu.edu](mailto:george.watson@ttu.edu)  
(806) 742-2136

### **Texas Tech University Officials Break Ground on Research and Technology Park**

This project will provide academic and business research opportunities for faculty and students and collaboration with the private sector.

Texas Tech University officials on Monday broke ground on the new Research and Technology Park, which will further help the move toward innovation and entrepreneurship.

Forged from the idea of more economically engaged universities by the Association of Public and Land-grant Universities (APLU), Phase I includes the construction of a \$29 million, 41,000 square-foot, two-story building located at the corner of Fourth Street and Quaker Avenue, directly west of the Texas Tech Health Sciences Center. It will include a common space for research programs that promote entrepreneurialism and innovation, space for public-private partnerships and an incubator/accelerator for new startup businesses.

“A 21<sup>st</sup> century university must be more entrepreneurial,” Texas Tech President M. Duane Nellis said. “We have to have opportunities for faculty and students to work with other scholars and industry in ways that accelerate new businesses and support startup companies. I think the first phase of our research park contributes to that significantly.”

According to Michael Molina, Texas Tech University System vice chancellor for facilities, planning and construction, the finished product will be a cutting-edge, technically advanced facility that will be both academic and attractive to the private sector. It will be able to house both traditional laboratories and computer visualization facilities.

Individuals, groups or businesses can lease space in the facility to conduct research, therefore it is separate from the rest of the Texas Tech campus and will be specifically designed so that outside factors, such as air quality or traffic on nearby streets, will not affect experiments or research being conducted inside.

“A lot of the innovation in academia is defining a new market since often there is no real context yet for such business products or services,” said Robert Duncan, Texas Tech vice president of research. “These early spin-offs are attempting to create the market that they

intend to address. We hope that most of our tenants are faculty-based startups, but we are also open to companies from anywhere in the world. They might be interested in working with a specific professor or research groups at Texas Tech.”

The building is expected to be finished sometime during the summer of 2015.

Find Texas Tech news, experts and story ideas at [Texas Tech Today Media Resources](#) or follow us on [Twitter](#).

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



TEXAS TECH UNIVERSITY™

# Story Pitch

## FOR IMMEDIATE RELEASE

DATE: Sept. 15, 2013

CONTACT: Patrick Gonzales, [patrick.gonzales@ttu.edu](mailto:patrick.gonzales@ttu.edu)  
(806) 834-3696

**‘The Bataan Death March people got twice as much food to eat as we did’**  
With National POW/MIA Recognition Day on Friday, Texas Tech Alumnus  
Shares Amazing Story of Survival in New Book

### Pitch

Texas Tech University alumnus and Fort Worth resident Fiske Hanley is one of few survivors of the dreaded Japanese Kempei Tai secret military police in World War II. The now 94-year-old veteran recounts his horrifying experiences as a special prisoner of war in his book “Accused American War Criminal,” published by [Texas Tech University Press](#).

For more on Hanley’s story, click [here](#).

### Contact

Jada Rankin, Texas Tech University Press, Texas Tech University, (806) 834-2106 or [jada.rankin@ttu.edu](mailto:jada.rankin@ttu.edu).

### Quotes

- “The Bataan Death March people got twice as much food to eat as we did. Anybody badly wounded died. We were not prisoners not of the regular Japanese Army, but of the Kempei Tai, the Japanese equivalent of Hitler’s Gestapo.”
- “Only one out of 29 B-29 crewmen shot down over Japan came back. So I survived. The Good Lord. Only reason. I don’t know why I survived.”
- “After I retired in 1989, I got around to writing the book. I just felt the world needed to know about this. Readers will find out that war is not good. You fight a war, you fight to win. That’s what (Gen. Curtis) LeMay did. We sure killed a lot of Japanese people.”



# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Sept. 16, 2014

CONTACT: Zoe Bell, [zoe.bell@ttu.edu](mailto:zoe.bell@ttu.edu)  
(806) 742-2136

### **Texas Tech ISD Expands International Programs**

Online education program forms a partnership with education organization in China

Texas Tech University Independent School District (TTUISD), working with E&P Education Service, secured a partnership with the Shanghai Liao Yuan Education Group in Shanghai, China. This partnership initially will enroll 32 Chinese high school students into the TTUISD Dual-Diploma program in which students will work toward earning both a Chinese and Texas high school diploma.

“As the world expands across different cultures, we want to facilitate learning within the Chinese culture with our American curriculum to better prepare our students for a culturally aware, global work force,” TTUISD executive director, Sam Oswald said.

Over the next five years, TTUISD and E&P Education Services project to enroll up to 600 students in the dual-diploma program. The program’s extension into China will allow Chinese students to receive an American diploma and help them reach their goal of attending college in the U.S., said Andrew Ratajczak, Texas academic program director for E&P Education Service.

“We were searching for a high school that is one of the best in America and that is also able to accommodate international students,” Ratajczak said. “China is extremely excited to partner with America, Texas Tech University and TTUISD.”

The TTUISD Dual-Diploma program began in 2000 with one partner school in Brazil. Students in this program earn not only their local high school diploma, but also a Texas high school diploma by taking online courses through TTUISD. To date, TTUISD has served 327,207 students from more than 58 countries.

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**CONTACT: Caitlin Hogge, Marketing & Communications Coordinator, TTUISD, Texas Tech University, (806) 834-2330 or [caitlin.hogge@ttu.edu](mailto:caitlin.hogge@ttu.edu).**



TEXAS TECH UNIVERSITY

# Advisory

**FOR IMMEDIATE RELEASE**

DATE: Sept. 16, 2014

CONTACT: George Watson, [george.watson@ttu.edu](mailto:george.watson@ttu.edu)  
(806) 742-2136

**Texas Tech Set to Present Details of Report on Permian Basin Oil and Gas Impact**

Bradley Ewing, author of “Economic Impact of the Permian Basin’s Oil and Gas Industry” is featured as keynote speaker for association’s membership luncheon.

WHAT: Permian Basin Petroleum Association membership luncheon

WHEN: Noon-1 p.m. Thursday (Sept. 18)

WHERE: Petroleum Club of Midland, 501 West Wall St., Midland

WHO: Bradley Ewing, a professor of energy economics in the Texas Tech University Rawls College of Business, will deliver his report, titled “Economic Impact of the Permian Basin’s Oil and Gas Industry.”

Texas Tech President M. Duane Nellis will also speak about the importance of research collaboration between universities and private industry.

According to the report, which estimates the economic impact for 2013, the Permian Basin’s oil and gas industry creates and sustains more than 546,000 jobs, with an economic output of \$137.8 billion, and creates more than \$71.1 billion to the gross state products of both Texas and New Mexico.

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



# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Sept. 17, 2014

CONTACT: K'Leigh Bedingfield, kleigh.bedingfield@ttu.edu  
(806) 742-2136

### **Texas Tech Receives Diversity Award for Third Consecutive Year**

The university was selected based on efforts to promote diversity and inclusion.

Texas Tech University is one of 82 higher learning institutions in the nation to receive the [2014 Higher Education Excellence in Diversity \(HEED\)](#) award from [INSIGHT Into Diversity](#) magazine.

“Texas Tech works extremely hard toward creating an environment that supports diversity and inclusion,” said Texas Tech President M. Duane Nellis. “The HEED award directly reflects the university’s initiatives to promote diversity, and I am proud of the commitment Texas Tech makes to include students from all different backgrounds.”

Celebrating its 40<sup>th</sup> anniversary, INSIGHT Into Diversity is the largest and oldest diversity publication in higher education today. Known for its annual HEED award, this is the only national award recognizing colleges and universities for its diversity efforts across campuses.

Texas Tech was selected based on its exemplary diversity and inclusion initiatives, and its ability to embrace a broad definition of diversity on campus, including race and ethnicity, gender, age, veteran status, people from the LGBT communities, people with disabilities and other areas of diversity among college students.

The university will be featured in the November 2014 issue of INSIGHT Into Diversity magazine along with the other institutions selected for the award.

“It is a distinct honor to receive the HEED Award for the third year in a row,” said Juan Muñoz, senior vice president for Institutional Diversity, Equity and Community Engagement and vice provost for Undergraduate Education and Student Affairs. “This recognition is a testament to the incredible work Texas Tech does to promote diversity and inclusive excellence on our campus for all faculty, staff and students.”

For more information about the HEED award, visit INSIGHT Into Diversity magazine’s website at [www.insightintodiversity.com](http://www.insightintodiversity.com).

Find Texas Tech news, experts and story ideas at [Texas Tech Today Media Resources](#) or follow us on [Twitter](#).

**CONTACT: K'Leigh Bedingfield, senior editor/internal communications, Office of Communications and Marketing, Texas Tech University, (806) 742-2136 or [kleigh.bedingfield@ttu.edu](mailto:kleigh.bedingfield@ttu.edu).** ,



TEXAS TECH UNIVERSITY

# Advisory

## FOR IMMEDIATE RELEASE

DATE: Sept. 17, 2014

CONTACT: Mashairi Halifu, [mashairi.halifu@ttu.edu](mailto:mashairi.halifu@ttu.edu)  
(806) 742-2136

### Texas Tech Wind Day

WHAT: Texas Tech University Wind Day

WHEN: 9 a.m.-4 p.m., Thursday (Sept. 18)

WHERE: Free Speech Area, Student Union Building

WHO: Texas Tech's National Wind Institute (NWI) will host Texas Tech Wind Day. The event will be conducted by NWI associates, staff and students from the Texas Tech Wind Energy Student Association, all of whom will be available to answer questions about degree options in the Wind Energy programs.

Some of NWI's storm-chasing equipment, including one of the student-designed StickNet meteorological instruments and a Ka-Band Mobile Doppler Radar truck, also will be on display.

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**CONTACT: Bryce Looney, unit coordinator, National Wind Institute, Texas Tech University, (806) 787-5772 or [bryce.looney@ttu.edu](mailto:bryce.looney@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Sept. 17, 2014

CONTACT: K'Leigh Bedingfield, kleigh.bedingfield@ttu.edu  
(806) 742-2136

### **Texas Tech Wins Prestigious National Grounds Maintenance Award**

The university's Operations Division is honored for its landscaping efforts.

Texas Tech University's Operations Division recently received an award from the Professional Grounds Management Society (PGMS) for its efforts in maintaining the university's landscaping.

Recognized at the 2014 Green Star Awards, Texas Tech was awarded for its well-maintained turf and great use of grasses where less water is required for the up-keep.

"Operations Division Grounds Maintenance is honored to have won such a prestigious award, such as the Green Star," said Mike Quartaro, director of Grounds Maintenance. "The grounds team puts in unlimited time and effort to make the Texas Tech campus an aesthetically pleasing and safe environment for students, faculty, staff and the Lubbock community."

The award is a national recognition where universities are judged based on turf, landscape, challenges, budget, safety and sustainable practices. Competing against 17 other universities, Texas Tech scored highest on landscaping and was commended for the university's sustainability and great use of maintenance.

"Visitors to campus remark often on the beautiful architecture and landscaping of our campus," Nellis said. "A well maintained campus is important for Texas Tech University in its recruiting efforts of both students and faculty. Congratulations to the Operations Division on this well deserved recognition."

Professional Grounds Management Society recognizes a high degree of excellence in landscaping with the Green Star Awards. PGMS is the only national society for institutional grounds maintenance.

For more information about the Green Star Awards or PGMS, please visit their website at <http://pgms.org/green-star-awards/>.

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# News Release

## **FOR IMMEDIATE RELEASE**

DATE: September 18, 2014

CONTACT: Cara Vandergriff, [cara.vandergriff@ttu.edu](mailto:cara.vandergriff@ttu.edu)  
(806) 742-2136

### **Presidential Lecture & Performance Series Announces 2014-2015 Lineup** Cheech Marin, Funkadesi among this year's performers

Texas Tech University and the College of Visual & Performing Arts kick off the 2014-2015 season of the Presidential Lecture & Performance Series in October.

Jo Moore, director of the Presidential Lecture & Performance series, said she thinks this year's exciting, eclectic lineup will appeal to a widely diverse audience.

"There is something for everyone," Moore said. "For starters, the excitement across the community of presenting actor Cheech Marin and his Chicanitas art collection is palpable. This event will set the tone for the rest of the season to follow with world music, theatre, jazz and poetry."

Cheech Marin, actor, director, comedian, author and Chicano art collector, opens the series at 7 p.m. Oct. 3 in Texas Tech's Allen Theatre. Marin is best known as half of the comedic pair Cheech and Chong, but he has also acquired one of the world's finest private collections of Chicano art. Marin will discuss the current status of Chicano art in the U.S., as well as his role as a Chicano art advocate.

The event launches the Texas Tech Landmark Gallery exhibition of Chicanitas: Small Paintings from the Cheech Marin Collection, located in the School of Art Building, from Oct. 3 until Dec. 14.

Performing Nov. 7 is the Indo-Afro-Caribbean world music fusion band Funkadesi. This Chicago-based group's sound blends Indian music with reggae, funk and Afro-Caribbean styles, creating a unique, diverse sound that has won them the title "Best World Music Band" by the Chicago Music Awards six times.

The spring season opens Feb. 20 with a multi-disciplinary performance titled "The Clothesline Muse," featuring a cast of six dancers and six-time Grammy-nominated jazz vocalist Nnenna Freelon.

"The Clothesline Muse" explores the metaphor of the clothesline as a community lifeline through dance, music, spoken word, interview text, video and interactive art.

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Jazz guitarist John Pizzarelli performs with Grammy-nominated singer Jane Monheit on Mar. 6 in “Singers Over Manhattan,” a soulful, creative display of American, jazz and cabaret song styles.

Robert Hass, former U.S. poet laureate and National Book Award- and Pulitzer Prize-winning poet, environmentalist and teacher, closes the 2014-2015 season Apr. 10.

All Presidential Lecture & Performance Series events will be held at the Allen Theatre in the Texas Tech Student Union Building. Season tickets are \$75, while general admission tickets are \$18 per event. Texas Tech students may receive one free ticket for each event with a valid Texas Tech student ID presented at the information desk in the Student Union Building.

Tickets are available through all Select-A-Seat locations, at (806) 770-2000 or at [www.selectaseatlubbock.com](http://www.selectaseatlubbock.com).

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



# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Sept. 19, 2014

CONTACT: Zoe Bell, [zoe.bell@ttu.edu](mailto:zoe.bell@ttu.edu)  
(806) 742-2136

### **Texas Tech Faculty String Quartet Performs Beethoven Series**

The three-part series begins Sept. 30.

The Texas Tech University Faculty String Quartet is performing a three-part series of Beethoven's early string quartets. The first concert is at 8 p.m. Tuesday (Sept. 30) at The Legacy Event Center located at 1500 14<sup>th</sup> St.

"We are excited and feel very fortunate to be able to share this series of Beethoven's early string quartets with the Lubbock community," assistant professor of viola Kimberly Sparr said. "We'd like to encourage listeners to dig in, explore the score and get to know these pieces on an intimate level."

The Faculty String Quartet includes Annie Chalex Boyle and John Gilbert, violins; Kimberly Sparr, viola; and Jeffrey Lastrapes, cello. Sparr said all six Opus 18 String Quartets are excellent examples of Beethoven's compositional mastery and musical expression.

The remaining performances in the series take place Nov. 25 at St. Paul's on the Plains Episcopal Church and April 9 at Hemmle Recital Hall, both at 8 p.m. Performing these quartets in three different venues over the course of the year adds another dimension to experiencing chamber music in a variety of settings.

Each concert features two string quartets composed by Beethoven. Admission is free and open to the public.

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**CONTACT: Kimberly Sparr, assistant professor of viola, School of Music, Texas Tech University, (806) 742-2270 or [k.sparr@ttu.edu](mailto:k.sparr@ttu.edu).**



# Expert Pitch

## **FOR IMMEDIATE RELEASE**

DATE: Sept. 23, 2014

CONTACT: George Watson, [george.watson@ttu.edu](mailto:george.watson@ttu.edu)  
(806) 834-2555

## **Expert: Texas Tech Professor Leading Antibiotic-Resistant Bacteria Research**

### **Pitch**

Last week, the Obama administration announced executive orders had been issued in an attempt by federal agencies to combat the persistence of antibiotic-resistant bacteria. It has become a problem in the medical field trying to develop vaccinations that can eradicate bacteria that has become more resistant to common antibiotics.

Guy Loneragan, a veterinary epidemiologist and professor of food safety and health at Texas Tech University, has done extensive research in the area of antimicrobial resistance. His research has received funding from the USDA's National Institutes of Food and Agriculture and through cooperative agreements and grants from the USDA's Agricultural Research Service.

### **Expert**

Guy Loneragan, veterinary epidemiologist and professor of food safety and health, College of Agricultural Sciences and Natural Resources, Texas Tech University, (806) 834-1291 or [guy.loneragan@ttu.edu](mailto:guy.loneragan@ttu.edu).

### **Talking Points**

- One of the experts leading the charge in developing ways to combat antibiotic-resistant bacteria, Loneragan presented his research on antimicrobial resistance to the National Cattlemen's Beef Association at the same time the White House announced its initiatives to slow the prevalence of antibiotic-resistant bacteria.
- Loneragan believes there needs to be a balance between the societal benefits of antibiotic use in livestock to the societal risks. He said the societal perspective will bring veterinarians, public health officials, food security experts and others to the table for very important discussions.

### **Quotes**

- "Our overarching goal is to preserve the efficacy of antibiotics for future generations. Antibiotic resistance is an incredibly serious threat that could reverse decades of medical advances."
- "We must look for opportunities to constantly improve, and that improvement ought to focus on using less antibiotics. While zero ought not be a goal, we need

to innovate, evaluate and implement approaches that decrease the need for all types of antibiotic use.”



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: September 23, 2014

CONTACT: Chris Cook, [chris.cook@ttu.edu](mailto:chris.cook@ttu.edu)  
(806) 742-2136

### **Texas Tech Enrollment Figures Shatter Previous Numbers**

Texas Tech University officials report record enrollment figures for the sixth-straight year as 35,134 students are in fall classes. The difference of 2,023 students from fall 2013 represents the third-largest increase in a single year since the university opened its doors in 1925.

“We are experiencing unprecedented growth at Texas Tech, which makes this an exciting time in our history,” said Texas Tech President M. Duane Nellis. “Through the efforts of our graduates, faculty, staff and students, and the foundations they laid, record numbers of students annually are reaching out to Texas Tech to continue their education.”

Only the 1946 (2,923) and 1965 (2,478) fall semesters experienced greater growth from the previous year.

“Our admissions staff has worked diligently to guarantee we continue to grow and bring in the best and brightest students while maintaining a standard of academic excellence among our incoming classes,” Nellis added. “As a whole, this year’s student body is the most diverse and academically talented we’ve had.”

Additional enrollment numbers will be release later today.



# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Sept. 24, 2014

CONTACT: Chris Cook, [chris.cook@ttu.edu](mailto:chris.cook@ttu.edu)  
(806) 742-2136

### **Greek Organization Task Force Created at Texas Tech**

Texas Tech University System Chancellor Robert Duncan and Texas Tech President M. Duane Nellis are creating a task force to address recent concerns within the university's Greek system.

"Our goal of this task force is to strengthen the culture and standards of conduct in the Greek community at Texas Tech University," Duncan said. "As not only chancellor, but also a former fraternity member, I know the recent incidents involving some of our Greek students and organizations do not reflect the values and overall environment at this university. In addition to the current programs and policies in place, it is clear that we need to do more for the well-being of all of our students."

The Task Force on Greek Organization Culture, chaired by Senior Vice President and Vice Provost Juan Munoz, will review current policies, procedures and education programs relating to campus Greek organizations. Lubbock community, university, system and student leaders will be identified to serve on the task force.

"We have recently faced serious concerns and issues that must be addressed immediately," Nellis said. "Our purpose is to provide our students a safe and productive learning and campus life environment, and I look forward to the recommendations of the task force to assist us in reinforcing a culture of discipline and citizenship."

The task force will meet throughout the fall semester and begin presenting recommendations that can be implemented in the spring semester.

"Recent incidents involving some members of the Greek community have presented us with a unique opportunity," Munoz said. "We take very seriously the issues facing our Greek culture. The task force will carefully and methodically re-evaluate the university's current educational programs and policies, determine the appropriateness of new courses of action, and present actionable recommendations to university and system leadership. We will immediately identify and form a diverse committee of system, university and community representatives to address these issues."

Task force members will be announced in the near future.



# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Sept. 24, 2014

CONTACT: K'Leigh Bedingfield, kleigh.bedingfield@ttu.edu  
(806) 742-2136

### **Texas Tech Honored for Sixth Straight Year as Military Friendly School**

The university is recognized as an elite, post-secondary school  
for members of the military.

Texas Tech University has been recognized as a 2015 Military Friendly School ® for the sixth straight year by Victory Media Inc., a veteran-owned business, dedicated to surveying thousands of institutions across the nation for best practices with military personnel.

“Texas Tech works hard toward reaching out and serving our military personnel, veterans and their families, and it is something we will continue to do,” said Texas Tech President M. Duane Nellis. “We are excited to receive this recognition again and are proud of the service these great men and women have done for this nation.”

Every year Victory Media Inc. surveys more than 10,000 veteran affairs approved schools across the nation and bases their rankings among 11 different categories:

- Military support on campus
- Academic credibility
- Percent of military students
- Academic credit for military service
- Flexibility for military students
- Veteran graduation rates
- Student tuition assistance
- Student survey
- Employment rates
- Military spouse policies
- Government approvals

Of the 10,000+ schools surveyed, the top 20 percent that provide the most assistance to America’s military service members, veterans and their families, are then designated as a Military Friendly School ®.

“Being named to this list is a great honor,” said Ryan Van Dusen, Military and Veterans Programs director. “At Texas Tech University, we are here to assist active service

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members and veterans in achieving their educational goals. We go above and beyond to ensure that they get the honor and respect that they have earned from serving this great nation.”

Texas Tech’s Military and Veterans Programs (MVP) has served more than 1,800 veterans and dependents of veterans since its beginning. The program assists veterans and their families in achieving academic and personal success by providing a seamless transition from military to civilian life. MVP provides direct assistance at Texas Tech, including the application process, financial aid (GI Bill and State-Hazlewood Act), registering for classes and assistance throughout each student’s college career.

“Texas Tech has done a remarkable job ensuring that our programs and services for veterans and military dependents are second to none in the country,” said Juan Muñoz, senior vice president for Institutional Diversity, Equity and Community Engagement and vice provost for Undergraduate Education and Student Affairs. “In particular, the success of our Military and Veterans Programs office and the efforts through individual colleges and support units make certain that our veterans succeed. Texas Tech has been continuously recognized for its effort to support veterans that attend the university, and we will continue to raise the bar every year.”

Military and Veterans Programs has been recognized by esteemed military and veteran organizations for the work done for military service members, including Texas Tech becoming the first [Purple Heart University](#) in Texas and ranked as a [“Best for Vets”](#) college by Military Times. Recently Texas Tech was ranked 47<sup>th</sup> for Best College for Veterans by [U.S. News and World Report](#).

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**CONTACT: Ryan Van Dusen, director, Military and Veterans Programs, Texas Tech University, (806) 742-6877 or [ryan.van-dusen@ttu.edu](mailto:ryan.van-dusen@ttu.edu).**



# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Sept. 25, 2014

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

### **Energy Department Awards Wind Researchers \$1.4 Million for Innovative Project** Radar prototype aims to maximize efficiency of new and existing wind farms.

Texas Tech University researchers will receive \$1.4 million from U.S. Department of Energy to develop a new radar prototype that will provide better measurements of the complex flow conditions in wind plants.

“This project is a testament to our researchers’ commitment to better understand and harness wind energy, and to enhance the methods this technology could have on society,” said Texas Tech President M. Duane Nellis.

The same research team that pioneered the use of radar technology and techniques for wind farm applications several years ago is now focused on developing a new prototype that enhances data availability, and provides semi-autonomous operation. Enhanced information about flow conditions within a wind plant enables proactive controls that minimize turbine-to-turbine interaction and maximize power generation.

John Schroeder, a professor of atmospheric sciences and principal investigator for the project, said existing wind farms nominally are underperforming relative to expectations.

“Wind farms are not putting out as much power as we would expect from them,” Schroeder said. “With a better understanding of how turbines interact with each other, we may be able to make small adjustments that could be worth millions of dollars.”

Having the information before the wind farm is built could make operations better from the start through strategic turbine spacing and placement. Schroeder said the real opportunity would be in enhancing existing wind farms, where subtle changes in the wake of one upstream turbine could positively impact others downstream.

To fully understand turbine behavior, careful measurements are required. Existing radar platforms have been used extensively in meteorological applications but are problematic since they emit electro-magnetic radiation that must bounce off an object to return data.

“The amount of energy that comes back is proportionate to the diameter of what’s out there, such as rain, snow or even birds,” Schroeder said. “In a wind farm setting, there

will be large towers and rotating blades contaminating the data. The challenge is in measuring the motion of the air while filtering out those influences.”

The team will spend 18 months developing the new design that will be specifically designed for wind energy research and focused on enhancing clear air sensitivity relative to the currently available radar system. A system that does not rely on precipitation to generate returns provides for more diverse application. Semi-autonomous operation is also needed to enable long term deployments at varying onshore and offshore locations around the world.

“This is an example of the outstanding technical innovations that are being produced by Texas Tech today,” said Robert V. Duncan, Texas Tech vice president of research. “It is exciting to see this new radar technology emerge, that will be used to optimize wind plant energy production based upon data that we have never had access to before now.”

This project complements the U.S. Department of Energy’s ongoing Atmosphere to Electrons (A2e) Initiative, which aims to improve wind plant performance by increasing understanding of how wind moves throughout wind farms. It also contributes to the effort to advance innovative technologies that reduce carbon emissions and support the President’s goal to double renewable energy again by 2020.

“Our goal is to finish the blueprint for commercialization of this technology, and place it in the hands of users in the industry,” Schroeder said. “If successful, it wouldn’t take long to have a positive impact on lowering the cost of wind energy.”

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**CONTACT: John Schroeder, professor of atmospheric science, Department of Geosciences, Texas Tech University, (806) 834-5678 or [john.schroeder@ttu.edu](mailto:john.schroeder@ttu.edu).**



# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Sept. 25, 2014

CONTACT: Heidi Toth, [heidi.toth@ttu.edu](mailto:heidi.toth@ttu.edu)  
(806) 742-2136

### **Texas Tech Dance Program Approved by National Accreditation Agency** Texas Tech is the only university in Texas with all four arts programs accredited.

After two years of self-assessments, reading policies, examining curriculum and making a big move, the dance program in Texas Tech University's Department of Theatre and Dance earned national accreditation, making Texas Tech the only school in the state in which all four arts programs are accredited.

The National Association of Schools of Dance (NASD) approved the dance program's application for accreditation in early September. The schools of music and art, as well as the theatre program, were already accredited by national agencies.

"National arts accreditation validates the benchmarking of our programs with national standards, enabling our academic programs to participate in review processes that are current, timely and relevant in providing quality education for our students," said Carol Edwards, dean of the College of Visual and Performing Arts. "National accreditation becomes our beacon for success."

Genevieve Durham DeCesaro, the head of the dance program, said the accrediting board looked at a number of factors, including curriculum and the program's facilities. Until 2012, when the program moved into the Creative Movement Studio, dance classes met in the women's gym, which did not meet NASD's standards.

"We were prepared, and when that last piece fell into place, it was full steam ahead," DeCesaro said.

She credited a number of dance and theatre faculty members who participated in the accreditation process, as well as Edwards, who supported the process from the start.

Next steps for the dance program include a "maintenance schedule" for the accreditation standards and taking a more active role in the future of dance in higher education. As an NASD member, Texas Tech gets to vote on policies and standards that will affect curriculum for dance programs throughout the nation.

“Texas Tech can be a formative part of the trajectory of dance in higher education,” DeCesaro said. “Being accredited means, in part, we are recognized for best practices.”

“Accreditation of our programs reflects a quality of commitment and education our faculty provide our students,” Texas Tech President M. Duane Nellis said.

“Congratulations to Dean Edwards and Professor DeCesaro and her staff. They have taken the program to new heights and we are proud of their dedication to the Department of Theatre and Dance and the students who work hard under their leadership.”

Find Texas Tech news, experts and story ideas at [Texas Tech Today Media Resources](#) or follow us on [Twitter](#).

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TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Sept. 26, 2014

CONTACT: Emily Gardner, [emily.e.gardner@ttu.edu](mailto:emily.e.gardner@ttu.edu)  
(806) 742-2136

### **Honors College Hosts Lecture with NPR Commentator Andrei Codrescu** The talk takes place Oct. 2 in the Red Raider Lounge.

The Texas Tech University Honors College will host “Forget Money! Poetry is the Currency of the Future,” a lecture about language and money by NPR commentator and poet Andrei Codrescu.

The free lecture takes place at 5 p.m. Thursday (Oct. 2) in the Red Raider Lounge of the Student Union Building and is open to the public. Codrescu will host an informal book signing after the talk.

Codrescu’s talk discusses his experiences as a U.S. immigrant and how immigration views have changed. He also will read selections of poetry from his books as well as his NPR essays.

“In addition to publishing more than 40 books in different genres since 1970, commenting on radio and making films, Codrescu is a fascinating national speaker,” said Costica Bradatan, an associate professor in the Honors College. “He is always open to questions and is an engaging and approachable person.”

Codrescu was born in Romania and immigrated to the U.S. in the 1960s. He has been a regular commentator on NPR’s “All Things Considered” since 1983. Codrescu taught literature and poetry at Johns Hopkins University, University of Baltimore and Louisiana State University where he was awarded the MacCurdy Distinguished Professor of English. He won the Peabody Award for writing and starring in the PBS version of “Road Scholar.”

Find Texas Tech news, experts and story ideas at [Texas Tech Today Media Resources](#) or follow us on [Twitter](#).

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# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Sept. 26, 2014

CONTACT: Emily Gardner, [emily.e.gardner@ttu.edu](mailto:emily.e.gardner@ttu.edu)  
(806) 742-2136

### **International Film Series Hosts Cheech Marin Film Screening** “Born in East L.A.” will show Oct. 2 at Alamo Drafthouse Cinema.

The Texas Tech University International Film Series and Hispanic Scholarship Fund will host a screening of “Born in East L.A.,” a film directed by and starring Cheech Marin, at 8 p.m. Thursday (Oct. 2).

The screening precedes Marin’s Oct. 3 visit to Texas Tech as part of the Presidential Lecture and Performance Series (PLPS).

“We are so pleased to have a performer of Mr. Marin’s stature coming to Texas Tech as part of the Presidential Lecture and Performance Series,” said Robert Peaslee, coordinator of the International Film Series. “Although his visit is focused on his work with Chicano art, we thought it fitting to partner with PLPS and honor Mr. Marin with a repertory screening of his underappreciated work as a director.”

The 1987 comedy will show at Alamo Drafthouse Cinema, located at North Slide Road and Loop 289. The film was awarded Best Production Design and Best Screenplay at the 1987 Havana International Film Festival and discusses the effect stereotypes have on people’s lives.

Seats can be reserved at the [Alamo Drafthouse website](#) and cost \$5, which is exchanged for a food and drink voucher available at the theater.

The Texas Tech Cross-Cultural Academic Advancement Center, the Department of Journalism and Electronic Media and the Thomas Jay Harris Institute of Hispanic and International Communication sponsor the International Film Series, which provides regular screenings of international and independent films to the Texas Tech campus and Lubbock community.

For more information about the series, [visit its Facebook page](#).

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TEXAS TECH UNIVERSITY™

# Expert Pitch

## **FOR IMMEDIATE RELEASE**

DATE: Sept. 26, 2014

CONTACT: George Watson, [george.watson@ttu.edu](mailto:george.watson@ttu.edu).  
(806) 834-2555

## **Texas Tech Professor Available to Speak on E. coli Beef Recall**

### **Pitch**

The USDA announced late Friday the recall of more than 23,000 pounds of beef trimmings from the Caviness Beef Packers plant in Hereford due to contamination from E. coli bacteria. The beef trimmings were shipped to fast food restaurants and stores in Texas. The contamination was discovered during a food safety assessment.

Guy Loneragan, a veterinary epidemiologist and professor of food safety and health at Texas Tech University, has done extensive research in the area of antimicrobial resistant bacteria. His research has received funding from the USDA's National Institutes of Food and Agriculture and through cooperative agreements and grants from the USDA's Agricultural Research Service.

### **Expert**

Guy Loneragan, veterinary epidemiologist and professor of food safety and health, College of Agricultural Sciences and Natural Resources, Texas Tech University, (806) 834-1291 or [guy.loneragan@ttu.edu](mailto:guy.loneragan@ttu.edu).



# Advisory

**FOR IMMEDIATE RELEASE**

DATE: Sept. 29, 2014

CONTACT: Heidi Toth, [heidi.toth@ttu.edu](mailto:heidi.toth@ttu.edu)  
(806) 742-2136

**Golf Tournament to Raise Funds for Burkhart Center for Autism**

The Burkhart Center funds research and programs to help students with autism.

WHAT: Burkhart Center for Autism Golf Tournament

WHEN: Noon Oct. 17; shotgun start at 1:30 p.m.

WHERE: Rawls Golf Course, 3720 Fourth St.

The [Burkhart Center for Autism Education & Research](#), a research center in the [College of Education](#) at Texas Tech University, is hosting a benefit golf tournament to raise awareness of autism and funds for the center's programs. Programs include: a Transition Academy for young adults; Early Intensive Intervention services for young children; Outpatient Services; Project CASE, a program for college students with developmental disabilities; and the [West Texas Community Network](#), a program to help Texans with disabilities participate in their communities.

For golfers who want to participate, team registration is \$500 for four players and includes green fees, range balls, a cart, a gift and lunch. Businesses can also sponsor the event. Sponsors have several different levels from which to choose; each includes at least one team registration as well as other perks, depending on the level.

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**CONTACT: Janice Magness, director of Transition Academy, Burkhart Center for Autism Education & Research, College of Education, Texas Tech University, (806) 834-3725 or [janice.magness@ttu.edu](mailto:janice.magness@ttu.edu).**



# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Sept. 29, 2014

CONTACT: K'Leigh Bedingfield, kleigh.bedingfield@ttu.edu  
(806) 742-2136

### **Sweatshop No More: Making a Living in a Garment Factory**

Makers of Texas Tech apparel from the Dominican Republic to speak about human rights in the workplace.

Garment factory workers from Villa Altagracia, Dominican Republic, who sew Texas Tech University apparel, will be on campus at 6:30 p.m. Thursday (Oct. 2) in the Mesa Room of the Student Union Building to share their story as workers in a conventional textile factory.

Located in the Dominican Republic free trade zone, the Alta Gracia factory is the world's only collegiate apparel factory and pays three times the local minimum wage. The factory values paying workers a living wage, respecting employees' democratic voice on the job, providing top-notch health and safety conditions as well as welcoming regular and unrestricted verification by independent labor rights watchdog Worker Rights Consortium.

The result of students and workers organizing in solidarity against sweatshop working conditions, Alta Gracia has emerged in stark contrast to the often-exploited conditions workers face in garment factories.

Hosted by Texas Tech's Women's Studies program, Alta Gracia factory workers Maritza Vargas and Sobeida Fortuna will speak about their historic fight for dignity in the workplace, the ripple effect a living wage has on the Villa Altagracia community and the wider apparel industry, and how students can be in solidarity with the workers who sew their university logo apparel. Vargas and Fortuna are members of Fedotrazonas, a grassroots organization that campaigns against sweatshops and is committed to the liberation of those who work in an oppressive environment.

"We are fortunate to have Maritza Vargas and Sobeida Fortuna speak here on campus," said Tricia Earl, unit coordinator and academic advisor for the Women's Studies Program, "To hear first-hand accounts of how a living wage has impacted their lives from fueling new businesses, livable homes, nutritious food, clean drinking water and access to education it is critical for our community to recognize the intersection between what is global, local and vice versa. We must be conscious consumers to create positive change in the larger market."

Office of Communications and Marketing

This event is free and open to the public.

Find Texas Tech news, experts and story ideas at [Texas Tech Today Media Resources](#) or follow us on [Twitter](#).

**CONTACT: Tricia Earl, unit coordinator, Women's Studies Program, Texas Tech University, (806) 742-4335 or [patricia.a.earl@ttu.edu](mailto:patricia.a.earl@ttu.edu).**



# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Sept. 30, 2014

CONTACT: Derrick Ginter, [derrick.ginter@ttu.edu](mailto:derrick.ginter@ttu.edu)  
(806) 834-2057

### **KTXT-FM Celebrating College Radio Day**

Texas Tech's student-operated radio station planning to broadcast for 24 hours straight.

In honor of National College Radio Day, [KTXT-FM: The Raider 88.1](#), Texas Tech University's student-operated radio station, specializing in alternative music, in the [College of Media & Communication](#), will broadcast live for 24 hours from 8 a.m., Friday (Oct. 3) to 8 a.m. Saturday (Oct. 4).

KTXT will be one of more than 700 student stations in 43 countries expected to participate.

Throughout the day, KTXT will have students on-air as well as a special 7 p.m. Friday screening of "Pirate Radio," starring Philip Seymour Hoffman, at Alamo Drafthouse, located at Slide Road and West Loop 289. Those wishing to attend the screening are encouraged to arrive by 6:30 p.m.

Approximately 50 tickets will be available to the screening of "Pirate Radio." In place of a ticket price, students are asked to bring four cans of non-perishable food to be donated to the South Plains Food Bank. KTXT will accept cans from 11 a.m. to 3 p.m. each day through Thursday at the northeast entrance to the College of Media & Communication Building.

There also will be a live remote broadcast Friday night from the Save Depot O-Bar Show, featuring local artists, to support the Depot District Oyster Bar. Texas Tech's improvisational troupe, The Flying Tortillas, will host a show Friday night during the screening at Alamo Drafthouse for those who cannot make it to the Save Depot O-Bar Show.

The aim of National College Radio Day is to raise a greater international awareness of the many college and high school radio stations operating in the United States and throughout the world by encouraging people who would not normally listen to college radio to do so on this day. College radio is the only free, live medium playing unsigned, local and independent artists on a regular basis.

Many famous and successful bands today owe their initial break to being played on college radio. Put simply, college radio is an important part of the media landscape because of its unique programming.

KTXT-FM has been on-air since 1961, with only a short hiatus in 2008. It provides training and opportunities for students interested in the radio industry.

Find Texas Tech news, experts and story ideas at [Texas Tech Today Media Resources](#) or follow us on [Twitter](#).

**CONTACT: Derrick Ginter, general manager, KTXT 88.1 FM, College of Media & Communication, Texas Tech University, (806) 834-2057 or [derrick.ginter@ttu.edu](mailto:derrick.ginter@ttu.edu).**



TEXAS TECH UNIVERSITY

# Advisory

## FOR IMMEDIATE RELEASE

DATE: Sept. 30, 2014

CONTACT: Heidi Toth, [heidi.toth@ttu.edu](mailto:heidi.toth@ttu.edu)  
(806) 742-2136

### **Symphonic Wind Ensemble to Perform World Premiere Thursday**

Texas Tech commissioned the piece from award-winning composer D.J. Sparr.

- WHAT: Symphonic Wind Ensemble concert premiere
- WHEN: 7:30 p.m. Thursday (Oct. 2)
- WHERE: Hemmle Recital Hall (Room 101), Music building

The [Symphonic Wind Ensemble](#) of the Texas Tech University [School of Music](#) will perform the world premiere of “Cloud of Witnesses,” a 9-minute piece from composer and electric guitarist [D.J. Sparr](#), who recently finished a three-year stint as the Young American Composer-in-Residence with the California Symphony. He has won numerous awards for his music, which has been performed throughout the world.

“Cloud of Witnesses” is inspired by the notion of our ancestors’ guidance helping us “run with perseverance” through our challenges in life. Sparr uses impressionistic orchestration techniques that draw on the variety of sounds available in a wind ensemble. A defining feature of the work is a sustained melodic motive performed by a synthesizer, string bass, harp and piano. The percussion part uses bell-like instruments to create a cloud of rhythmic activity. Wind instruments in high ranges float and embellish the melodic phrasings over a firm foundation of chords in low instruments.

Texas Tech formed a consortium with 20 other university band programs, including Eastman, Michigan, UCLA, Arizona State, Florida State, Baylor and others to commission the piece.

Find Texas Tech news, experts and story ideas at [Texas Tech Today Media Resources](#) or follow us on [Twitter](#).

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# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Sept. 30, 2014

CONTACT: George Watson, [george.watson@ttu.edu](mailto:george.watson@ttu.edu)  
(806) 742-2136

**Texas Tech Takes Over International Journal of Hispanic Media**  
Regents professor Kenton Wilkinson named as the publication's editor.

[The Thomas Jay Harris Institute for Hispanic and International Communication \(HIHIC\)](#) in the [College of Media & Communication](#) at Texas Tech University has taken over stewardship of the International Journal of Hispanic Media, publishing its first issue this month.

Formerly known as the Journal of Spanish Language Media, Texas Tech assumed control from the University of North Texas' Center for Spanish Language Media, which published the journal for the last six years. [Kenton T. Wilkinson](#), the Thomas Jay Harris Regents Professor in Hispanic and International Communication, was named the publication's editor.

"Sponsorship of the journal raises the research profile of both the institute and the College of Media & Communication," Wilkinson said. "Having the journal based here complements the collaborative and individual research activities being pursued by faculty and student affiliates of the institute."

Wilkinson said the name of the journal was changed to be more inclusive to bilingual and English-language media directed toward Hispanic audiences in the U.S. while maintaining an international focus. He hopes to publish articles that show a broad range of research methods and quality research to promote Hispanic media.

Research from the Texas State Demographer shows Hispanics will become the state's largest racial/ethnic group by 2019 and will be the majority group by 2040.

"Hispanic students are already the majority population group in the state's public schools at 50.2 percent and are projected to account for two-thirds of Texas schoolchildren by 2050," Wilkinson said. "Texas Tech is actively working to accommodate this shift by increasing the diversity of its student population and striving to attain Hispanic Serving Institution status."

Other changes, other than a shift in headquarters from Denton to Lubbock, are a redesigned website and new email addresses as well as editorial policies that allow for

publishing of Spanish-language manuscripts as well as other articles and commentaries. The digital platform will include new images, animation and audio.

“The journal is widely recognized as the key gathering place for analysis of Spanish language media by professionals and academics alike,” said [David Perlmutter, dean of the College of Media & Communication](#). “Wilkinson’s leadership establishes Texas Tech as the host of the conversation about this important field.”

The first volume of the International Journal of Hispanic Media is available for viewing online at [www.internationalhispanicmedia.org](http://www.internationalhispanicmedia.org).

Find Texas Tech news, experts and story ideas at [Texas Tech Today Media Resources](#) or follow us on [Twitter](#).

**CONTACT: Kenton T. Wilkinson, Thomas Jay Harris Regents Professor in Hispanic and International Communication, College of Media & Communication, Texas Tech University, (806) 834-0199 or [kent.wilkinson@ttu.edu](mailto:kent.wilkinson@ttu.edu).**

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# Web Only

**Ask the Experts: Dr. Jacalyn McComb**  
September is designated National Yoga Month.  
By Zoe Bell

Namaste. The Department of Health and Human Sciences has designated September as National Yoga Month. In a time where many individuals suffer from obesity, hypertension, heart disease, depression, arthritis and other ailments, yoga offers an accessible system for health and well-being.

Texas Tech University offers many opportunities for individuals to practice yoga. Texas Tech's Recreation Center offers Beginner Yoga, Baptise Yoga, Ashtanga Yoga, Hatha Yoga, Kripalu Yoga and Integrative Yoga. The center also teaches Yogalates — a combination of Yoga and Pilates. For a description of these classes, click [here](#), and for a class schedule, click [here](#).

Jacalyn McComb, a professor in the Department of Health, Exercise and Sport Sciences, teaches yoga and pursues research about women's health as they age. She answered questions about yoga and its benefits and myths.

## **What are the benefits of yoga?**

The traditional eastern yoga postures, or asanas, were designed to prepare oneself for meditation. Meditation is the ultimate goal of the traditional yoga postures. Therefore, a benefit is union with your inner spirit, a quieting of the mind, a listening. Yoga means union. Sanskrit, literally, yoking, from *yunakti* he yokes; akin to Latin *jungere* to join.

## **To whom is yoga most beneficial?**

Yoga is beneficial to people of all ages who have similar symptoms. For children, yoga would help with the focus and attention needed for learning. For adolescents, self-esteem and acceptance of their body could be a benefit depending on how the yoga instructor framed the class. For young women and men, it would promote better muscle tone as well as flexibility. For the working professional, yoga would help with quieting the mind and body after a stressful day at work. However, the biggest benefit would come to those who have very stiff joints. Yoga allows the muscles to relax. The sustained poses stretch the muscle fibers as well as the muscle tendons and ligaments. The poses do not overstretch but help stretch to optimal length for functioning. This process helps with joint mobility which would tend to apply to the older population.

## **Yoga seems to be gaining popularity. Have you noticed this, and if so, why do you think this is?**

Yes that is true. According to a survey in 2008 published in "Yoga Journal," there are 15.8 million practitioners. The latest poll shows that 20.4 million Americans are now

practicing. The largest percentage of practitioners is women between the ages of 18-44. According to the same survey, the top reasons were to improve flexibility, improve health and fitness and stress relief.

### **Why is yoga more popular among women than men?**

Yoga is beneficial to both men and women. It would be especially beneficial to men because men tend to have really tight muscles. Many men perceive yoga as feminine, soft, easy. When they try it they tend to be embarrassed that they cannot do the poses that women can do.

### **What is your personal background in yoga?**

I have been teaching yoga since my college days, on and off, for 30 years. I am a Registered Yoga Teacher (RYT-200) with the Yoga Alliance. This means that my training consists of 200 educational hours by a Registered Yoga School. I am also certified with Yoga Fit. I now teach at Covenant Lifestyle Center on Saturday mornings. My classes are generally women from ages 35-65 who tend to be well-educated. Every now and then, men come in but, sadly, they do not come back. It is my opinion that the men feel embarrassed that they cannot do the poses even though the women in my class have been doing yoga for many years.

Caleb Brown  
By Mashairi Halifu

Caleb Brown credits Texas Tech University for his success in the personal financial planning profession. One of his goals now is to help others find a similar path.

Brown is a certified financial planner and founding partner at New Planner Recruiting, Kolbe Certified Consultant and creator of the Financial Planning Association Career Day program. The program began with the Dallas-Ft. Worth Chapter and has been implemented by dozens of other FPA chapters across the nation.

Throughout Brown's career, he has mentored, hired, managed and coached many career-changers and college students seeking internships and full time-positions in financial planning, as well as the firm owners who hire them.

"This is the highest honor I could receive from my alma mater and I am proud this has been bestowed upon me." Brown said. "I figured a lot of very qualified, probably more qualified than me, individuals were passed over for me to be selected this year which I am deeply humbled by and grateful for. It is also touching that the nomination and selection committee thought my experiences and accomplishments were worthy enough to receive the award."

Brown graduated from Texas Tech in 2002 with a bachelor's degree in family financial planning and a minor in general business studies. He completed his master's of business administration at Texas Woman's University in Denton.

Brown is a frequent writer and speaker on career development topics pertaining to the hiring and successful integration of new planners into financial planning firms. He has been featured in Investment News, Dow Jones, NAPFA Advisor, Investment Advisor, Financial Planning, Financial Advisor, Virtual Office News, FPA Solutions and the Journal of Financial Planning regarding his efforts to create a career path for up-and-coming planners.

Outside of work, Caleb coaches third- and fourth-grade boy's basketball for Downtown Ministries, a program to teach inner-city kids necessary life skills. He also is an avid golfer, hiker, tough mudder, and snowboarder.

"I would not be where I am at today without Texas Tech and the College of Human Sciences," Brown said. "The degree from Texas Tech assisted me in gaining employment in the financial industry in 2002 after the tech bubble bursting and terrorist attacks devastated the stock market. It opened other doors for me as people learned about my background in family financial planning which was still new at that time. The contacts that I made, the education that I received and the leadership skills I gained helped me deliver what I needed to when I needed when those doors were opened."



# Web Only

## **COWamongus! Offers Texas Tech-Themed Coaches Hamburgers**

Coaches helped create their own signature burgers that are available to the public.

By George Watson

Red Raiders wanting to celebrate National Cheeseburger Day today (Sept. 18) don't have to leave campus to find unique food with some Texas Tech University flare.

With the help of Adrian Rodriguez, manager of the COWamongus! restaurant inside the Animal and Food Sciences Building under Texas Tech's College of Agricultural Sciences and Natural Resources, the menu underwent some changes recently. The biggest was to focus on burgers.

But Rodriguez wanted it to be unique.

"We were not sure what direction we wanted to take our restaurant until one morning I decided to make us different from everyone else," Rodriguez said, "and have people design the menu they want. We took that thought process and narrowed it down to feature Texas Tech as much as possible."

With that in mind, Rodriguez emailed some select Texas Tech athletics coaches – football coach Kliff Kingsbury, baseball coach Tim Tadlock, men's and women's basketball coaches Tubby Smith and Candi Whitaker and football defensive coordinator Matt Wallerstedt.

They were tasked with coming up with their own burger, including what they like and discarding what they don't. About a month later, five signature burgers were on the menu.

"Too Turnt Up" (Kingsbury): Grilled onions, jalapeno bacon, fried egg, cheddar cheese, tomato, pickles.

"The Tadlock" (Tadlock): Grilled jalapenos, lettuce, onions, pickles and mustard.

"Candi Crush" (Whitaker): Grilled onions, hickory barbecue sauce, cheddar cheese.

"The Tubby" (Smith): Grilled mushrooms, cheddar cheese

"Coach Wally's B.O.F Burger" (Wallerstedt): Fried jalapenos, grilled onions, pepper jack cheese, lettuce, tomato, chipotle sauce.

"So far the burgers have been received extremely well," Rodriguez said. "I have been working for COWamongus! since the summer of 2006 and I have never seen this much

excitement for a menu change in so long. It's a breath of fresh air and should allow for us to differentiate from everyone else on campus."

Rodriguez said the Kingsbury "Too Turnt Up" burger is the early favorite of customers, but "not by much." He hopes to add more signature burgers in the near future.

"We have several coaches that we could not include because of time constraints, but I hope to add them either as a burger creation or an ice cream creation," Rodriguez said.

Dr. Colleen Chadwick  
By Emily Gardner

Colleen Chadwick first enrolled in Texas Tech University's College of Human Sciences in 1982 after spending nine years in the work force. She graduated from Northeastern Oklahoma State University in 1973 with a bachelor's degree in home economics education.

"I am thrilled to receive the Texas Tech University College of Human Sciences Distinguished Alumna award," Chadwick said. "It is an award of a lifetime."

While at Texas Tech, Chadwick earned her master's degree and doctorate in home economics education and completed 15 hours of organizational management classes.

"I selected the College of Human Sciences at Texas Tech because it had an excellent reputation as a cutting-edge academic pioneer in family and consumer sciences," Chadwick said. "I wanted to learn from the best."

Chadwick is a training specialist with the Chickasaw Nation in Ada, Oklahoma, where she also worked as a grant writer and grants program manager. Before returning to Oklahoma in 2006, Chadwick was an adjunct professor in the Texas Tech College of Human Sciences from 2002-2006. She was also on the Texas Tech/Texas Cooperative Extension Internship Committee in 2002 as well as the State Agriculture Program Legislative Strategies Committee from 2001-2002.

"Currently, I conduct customer service, leadership and individual skills development classes for the 13,000 Chickasaw Nation employees," Chadwick said. "I often travel throughout the 13 counties that comprise the Chickasaw Nation to venues such as WinStar Casino in Thackerville, Oklahoma, and Riverwind Casino in Norman, Oklahoma, to provide educational opportunities for employees."

Chadwick also was involved in various adult education programs, including the Texas AgriLife extension Service Family and Consumer Sciences programs, which she said provide research-based family and consumer sciences education.

In 2006, Chadwick was named Texas A&M University's Family and Consumer Sciences Extension Regional Program Director Emeritus.

"My specific responsibilities as the regional program director-family and consumer sciences north region included providing programmatic leadership, guidance and training to county extension agents – family and consumer sciences in the 65 countries in the Texas Panhandle," she said.

In 2006, Chadwick received the Texas AgriLife Extension Service 25-Years Meritorious Service award as well as the Association of Extension 4-H Agents Meritorious Service Award. She also received the Texas AgriLife Extension Superior Service Award in 2005.

"Texas Tech had a positive impact on my life," Chadwick said. "I enjoyed associating with giants in the field of Human Sciences and with my fellow students. I made lifetime friendships with faculty, staff and students. Texas Tech provided me with a quality educational experience, and the memories I made are forever etched in my heart."



Dr. Mary Kate (Suzy) Weems

By Zoe Bell

For almost 50 years, Mary Kate (Suzy) Weems has dedicated her career to nutrition, dietetics and family and consumer sciences. Her passion blossomed when she received her Master's Degree in Home Economics from Texas Tech University's College of Human Sciences in 1967.

"This Distinguished Alumni Award is indeed one of the greatest honors I have ever received," Weems said. "I have been completely humbled by being recognized in this manner by what I consider to be the best program anywhere in human sciences and nutrition. Texas Tech College of Human Sciences has produced many of the most outstanding people in every academic field housed in the college. I am both humbled and honored to be considered worthy to be among these leaders."

Weems' career began when she received a bachelor's degree in Home Economics from Baylor University in 1965. After earning her master's, she received her doctorate in food and nutrition from Texas Tech in 1986.

Early in her career, Weems served as a dietetic assistant at Methodist Hospital, now Covenant Medical Center, and an instructor of food and nutrition at Texas Tech University. In 1993, Weems became an associate professor in the Department of Home Economics at Stephen F. Austin State University. Currently, she is a professor and graduate program director of the newly established Master of Science degree in nutrition sciences at Baylor University. She is responsible for the initiation of the program and process of creating new graduate studies in a department that had otherwise not had advanced study options.

Weems has demonstrated leadership and professional service to the community at local, state and national levels, serving as Texas Dietetic Association President and as a delegate from Texas in the American Dietetic Association House of Delegates. She has served as chair of the Academy of Nutrition and Dietetics Ethics Committee and the Legislative and Public Policy Committee. Her research has been published in several journals, including the Journal of the American Dietetic Association.

Among other credentials, Weems is a registered and licensed dietitian and board certified specialist in sports dietetics. Recently she has been named a Fellow of the Academy of Nutrition and Dietetics.

Weems has four grown children and six grandchildren. She met her husband, a Texas Tech School of Law graduate, while continuing her education in Lubbock.

"The values instilled in me by professors in the College of Human Sciences serve as the continued base for all my professional endeavors," Weems said. "The contacts and support from Texas Tech and especially from the College of Human Sciences have directed my development and prepared me with a strong and diverse base of knowledge, skills and professionalism. It is always an honor to be associated with the Texas Tech and be a part of Raider country."





# Web Only

## **Geosciences Ranked Among Top 100 Earth Sciences Graduate Schools**

The program was awarded its highest ranking by U.S. News and World Report.

By Emily Gardner

The graduate program in the Department of Geosciences at Texas Tech University received its highest rank in the 2015 U.S. News & World Report's college and graduate school rankings.

The program is ranked No. 88 in the [2015 Best Science Schools rankings for earth sciences](#).

"Being in the top 100 is very nice," said Jeff Lee, interim chairman of the Department of Geosciences. "More importantly, though, it shows we are on the right track to becoming a leading earth science program in the country."

The rankings are determined based on surveys sent to faculty in departments that include biological sciences, earth sciences and mathematics, according [to the U.S. News and World Report website](#). Each institution is rated on a scale of 1 (marginal) to 5 (outstanding). Survey results from Fall 2009 and Fall 2013 were averaged, and at least 10 rankings were needed for a program to be considered.

To be surveyed, schools must have awarded at least five doctoral degrees from 2006 to 2010.

"We are proud of our students now, both undergraduate and graduate," Lee said. "By improving the reputation of the department, we expect to get more applications from outside the region and thus have a larger pool of applicants to choose from."

The department has high-quality students and faculty doing impressive research in various earth sciences subdisciplines, Lee said.

"We are currently working on a plan to guide our future faculty searches," Lee said, "making sure that we hire scholars who will do innovative research that benefits both our students and our reputation in the discipline."

Geology was first offered at Texas Tech in the 1920s, with the establishment of the Department of Geology in 1926, Lee said. Atmospheric science, geophysics and geography were added later.

“I like that the program is small and gives you a chance to get to know your classmates as well as your professors,” said Katie Gates, a geology graduate student from The Woodlands. “Even during my time as an undergraduate here, the faculty was very accessible and eager to answer questions. Immediately, it was very clear how passionate they were about the science and teaching, which made me excited and eager to come to class each week.”

The department offers both master’s and doctoral degrees in atmospheric science, geosciences and geography.

The program has produced graduates who have positions in industry and government and who pursue advanced degrees, many of whom remain at Texas Tech, Gates said.

“I think that speaks volumes to the faculty that make up the department and to the opportunities for interesting research topics as well as challenging coursework,” Gates said. “When I went back to school for a degree in geology, I had no idea I was going to enjoy my time as much as I have. The past four years have flown by and it has truly been a joy to work with both students and faculty alike.”

For more information about the department and its programs, visit the [department website](#).



# Web Only

## **Musical Campus: Paul McCartney one of Many Iconic Musicians to Visit Texas Tech**

United Supermarkets Arena also has hosted Elton John, Cher, George Strait, KISS, Aerosmith and Pearl Jam to name a few.

By Patrick Gonzales

Sir Paul McCartney will take the United Supermarkets Arena (USA) stage Thursday as part of the U.S. leg of his “Out There” tour. His show on the Texas Tech University campus marks arguably the biggest musical act to visit Lubbock.

But no matter where you stand on that argument, there’s no denying that the USA has played host to a handful of big musical acts since its opening in 2000. From Elton John (twice) to George Strait (five times), KISS, Taylor Swift, Neil Diamond and Metallica, here’s a full list of artists and bands that have graced the USA stage.

Feb. 8, 2000: Elton John  
March 29, 2000: KISS  
June 12, 2000: Gaither Homecoming  
Aug. 6, 2000: Dixie Chicks  
Oct. 12, 2000: Creed  
Oct. 18, 2000: Pearl Jam  
Feb. 19, 2001: Carman  
April 8, 2001: Matchbox Twenty  
Aug. 2, 2001: James Taylor  
Sept. 28, 2001: Gaither Homecoming  
Oct. 4, 2001: Rod Stewart  
March 3, 2002: Don Henley  
April 2, 2002: Chicago  
May 1 2002: Alan Jackson  
June 28 2002: Eagles  
Oct. 1 2002: Creed  
Oct. 4 2002: Gaither Homecoming  
Oct. 17 2002: George Strait  
Dec. 3 2002: Neil Diamond  
Feb. 7 2003: Cher  
April 12 2003: Kenny Chesney  
Aug. 7 2003: Fleetwood Mac  
Aug. 21 2003: Toby Keith  
March 12 2004: Aerosmith  
April 17 2004: Gaither Homecoming  
June 26 2004: Shania Twain  
July 17 2004: Jessica Simpson

Aug. 20 2004: Hilary Duff  
Sept. 17 2004: Metallica  
Sept. 29 2004: Van Halen  
Jan. 27 2005: George Strait  
Feb. 12 2005: Steven Curtis Chapman  
Sept. 16 2005: Gaither Homecoming  
Oct. 2 2005: Motley Crue  
March 6 2006: Nickelback  
March 30 2006: Kenny Chesney  
Nov. 24 2006: Trans-Siberian Orchestra  
Aug. 4 2007: ZZ Top  
Nov. 14 2007: Trans-Siberian Orchestra  
Dec 1 2007: Gaither Homecoming  
March 7 2008: George Strait  
May 7 2008: Carrie Underwood  
Dec. 30 2008: Trans-Siberian Orchestra  
Jan. 25 2009: Brad Paisley  
May 14 2009: Alan Jackson  
Oct. 18 2009: Creed  
Oct. 23 2009: Gary Allan  
Nov. 4 2009: Kelly Clarkson  
Dec. 10 2009: Trans-Siberian Orchestra  
April 9 2010: Elton John & Band  
May 1 2010: Gaither Homecoming  
Oct. 29 2010: Eagles  
Jan. 30 2011: Jason Aldean  
March 26 2011: George Strait & Reba McEntire  
May 15 2011: ZZ Top/Lynyrd Skynyrd  
May 26 2011: Sugarland  
Oct. 14 2011: Taylor Swift  
Nov. 14 2011: Trans-Siberian Orchestra  
Feb. 16 2012: Brad Paisley  
May 4 2012: Casting Crowns  
June 29 2012: Alan Jackson  
Jan. 18 2013: George Strait  
March 17 2013: Bon Jovi  
May 4 2013: Jason Aldean  
Sept. 26 2013: Miranda Lambert  
Oct. 4 2013: Rascal Flatts  
Dec. 3 2013: Trans-Siberian Orchestra  
Jan. 30 2014: Luke Bryan  
Oct. 2, 2014: Paul McCartney  
Nov. 9, 2014: Cher



# Web Only

## **New Coffee Blend Comes to Texas Tech**

The brew will be available for sampling Monday at The Market.

By Emily Gardner

Red Raiders can now add a personal touch to their coffee breaks, thanks to a new brew created specifically for Texas Tech University.

Day Break Coffee Roasters of Lubbock created a new blend called Café del Matador, which is brewed and sold only at The Market in the Stangel/Murdough Residence Complex.

Café del Matador will be available for sampling Monday, which is National Coffee Day.

“Café del Matador is a full-flavored roast that was crafted specifically for The Market and Texas Tech University,” said Alan Cushman, manager of business development at Texas Tech Hospitality Services.

Day Break coffee beans are grown in Costa Rica as well as various countries in South America where the company established partnerships with farms and growers as part of a rain forest alliance, Cushman said.

Scott Gloyna, Day Break Coffee Roasters founder, takes semiannual trips to South America to oversee coffee plantation operations as well as sample the coffee that will be sold to consumers, according to the Day Break website.

“The partnership allows Hospitality Services to provide a high-quality cup of coffee to campus and work together to better support the farms where this coffee is produced,” Cushman said. “Hospitality Services, through Day Break Coffee, is working to give back to these coffee producers.”

Café del Matador is sold at the Day Break Coffee Roasters & More café in The Market. At the café, students, faculty and staff also can purchase fresh-baked cookies, frozen yogurt, smoothies and specialty coffee.

For more information about Day Break Coffee Roasters and its coffee, visit [the company's website](#).

## **Sarah Erwin**

**By Cara Vandergriff**

Sarah Erwin considers herself to be a typical woman, as she believes all humans face struggles in their lives and do their best to overcome them. Instead of simply overcoming the struggles in her life, Erwin has transformed her experiences into a passion for giving back and helping those who need it most.

After graduating from Texas Tech University with a bachelor's degree in Early Childhood Education in 2008, Erwin married her husband, Chet, and moved to Snyder, where she worked as the academic coordinator for Western Texas College's Upward Bound Program until March of 2012.

During her time in Snyder, Sarah and Chet co-founded the Holden Uganda Foundation in memory of their son, Holden, who passed away before birth. The foundation specializes in building water wells throughout Uganda, an area with a desperate need for clean water. Since its inception in 2010, the Holden Uganda Foundation has built more than 160 clean water projects across Uganda. The wells not only serve hundreds of thousands of people, but each is dedicated in memory of a lost loved one, usually a baby or child.

"We knew we wanted our son to have a lasting legacy, so the opportunity to found and work with the Holden Uganda Foundation was powerful in giving my son meaning here on Earth," Erwin said. "The workload behind starting a nonprofit was an outlet to pour our energy into something positive when our lives were filled with grief."

Erwin said it gives her heart immeasurable joy knowing that hundreds of thousands of children are able to attend school and live healthy lives because of access to clean water through Holden Uganda's wells.

"Holden's life has touched lives all across the globe through the generosity of Holden Uganda donors and volunteers," she said.

Along with Holden Uganda, Erwin also has been involved with the Hope Mommies Foundation, an avenue arising from her desire to provide comfort and resources to other grieving parents who have lost children. Erwin began as the compassion director in 2011 and soon became the Hope Box coordinator as well, a position in which she sends care boxes filled with gifts and grief resources to parents and "hope mommies" worldwide.

"Being on the receiving end of incredible love, care and prayers after losing Holden, especially from complete strangers, I knew I wanted to pay that love forward one day," Erwin said. "My dear friend founded Hope Mommies and I have been honored to work alongside her in providing resources and a place of community for grieving women. Hope Mommies has removed the isolation and stigma that I took upon myself when we lost Holden, and replaced it with powerful friendships from some of the strongest women I have ever known."

The Erwins have since moved back to Lubbock, where they live with their two daughters, Grey Danelle and Rose Catherine. Erwin now works as a regional marketing director with Nerium International and is a full-time wife and mother.

“I am absolutely humbled to be the recipient of the New Achiever Award,” Erwin said. “I am honored for the opportunity to represent Texas Tech University and know I am the person I have become today because of the education I received here.

“Thanks to the devotion and care from my professors and instructors at Texas Tech, I learned that each and every moment we are given presents us with the ability to change those around us. My degree in education gave me the opportunity to leave a legacy bigger than myself, and I am incredibly grateful for that each day.”



# Web Only

## **Student Spotlight: Texas Tech Student Strives to End Hunger**

Karen Garcia works with the World Food Programme making efforts to end hunger in Lubbock

By Mashairi Halifu

For as long as Karen Garcia can remember, she has had a passion for helping others.

“It is second nature to me,” she said. “I was always involved in my community through projects at school and fundraisers.”

Garcia, a senior exercise and sport science and biology major from El Paso, was granted the Daughters of the American Revolution Youth Citizenship and Service Award at the age of 10. She says this award became the inspiration for her future work.

At age 18, shortly after arriving at Texas Tech University, Garcia noticed the large homeless population in Lubbock and the lack of help available to them. She started “Tupper Meals” out of her residence hall and later out of her house. In this program, she collected plastic containers and restaurant takeout boxes and filled them with home-cooked meals. She prepared five to seven boxes for breakfast, lunch and dinner and drove around looking for those in need of a meal.

“I felt a sense of comfort knowing that fewer people would sleep hungry that night,” Garcia said.

When a Texas Tech professor learned of her work, he suggested she look into the United Nations World Food Programme (WFP).

“The information on the WFP website opened my eyes to so many variables that are part of world hunger,” Garcia said. “Population, gender, limited resources, agricultural development and culture are all factors that I saw in a different light.”

“Everything I knew about helping others changed that day. I now wanted to expand my work and reach a larger goal, and I wanted to do it with the help of the students and faculty at my university and in my community.

After becoming involved with the WFP, Garcia began recruiting her peers. She took small steps by hosting events on Twitter to inspire social media engagement and Freerice tournaments, an event where students play a computerized vocabulary game that raises rice for WFP for every correct answer.

“Five or fewer students would show up, and I felt discouraged and doubted I would ever get any closer to making a difference,” Garcia said. “Persistence is definitely important to keep students engaged. I began incorporating more modern techniques like Instagram posts and mass Snapchat. I also encouraged students to download the Charity Miles app, an app that raises meals during physical activity, and keep it activated while moving through campus.”

Garcia also has officially registered “TTU Students in Support of World Food Programme” as a campus organization to encourage students to take a stand against hunger.

“I look forward to educating others and encouraging them to make the difference that this world needs,” Garcia said. “It is us against hunger after all, and I plan to win.”

If you are interested in becoming involved with TTU Students in Support of World Food Programme contact [Karen.Garcia@ttu.edu](mailto:Karen.Garcia@ttu.edu) or follow them on Twitter @TTUWFP.

What is your favorite spot on campus?

The student library. There is something about being in there working on homework or studying that makes me feel extra focused. I love walking down the floors and seeing all the dedicated students and overhearing intellectual talks on all sorts of subjects.

What is your favorite Texas Tech Tradition?

Arbor Day. We have a beautiful campus and I love that we dedicate a day to continue to keep the grounds of the university looking alive regardless of the seasonal changes.

What is your favorite thing about being a Red Raider?

Our school spirit. We take great pride in being Red Raiders.

What is your favorite Texas Tech memory?

Touring Texas Tech Campus for the very first time while my brother, who is now alumni, was a freshman back in 2007.



# Web Only

## **Students from The Republic of Kosovo Visit Texas Tech**

A group of 10 international students visit the campus for a new learning and teaching experience.

By Mashairi Halifu

When Trena Walker was given the opportunity through the Fulbright Scholarship Program in 2013 to go to Kosovo, she had no idea that she would not only would she be able to continue work she started 10 years prior but that she would receive an additional grant to bring students back to learn about higher education in the United States.

As a direct result of Walker's Fulbright experience, this summer a group of 10 students from The Republic of Kosovo visited Texas Tech University to learn more about the American education system. All of the students are education majors studying at University of Pristina in Kosovo with whom she had worked during her Kosovo experience. During their time on campus they attended lectures and visited various public schools in Lubbock to learn American ways of learning and teaching.

Last year the Fulbright Scholar Program provided Walker, an associate professor in social studies education, a chance to visit Kosovo to conduct research and teach. The research focuses on the ways teachers and administrators use data to drive decision making and its effectiveness. She also continued a study she began 10 years ago in Kosovo on civics education curriculum.

"I was so excited to receive this fellowship exactly 10 years later," Walker said. "It is even better that I was able to get the students from Kosovo here at Texas Tech, because I know it will be a great experience for them."

Along with Walker, Colette Taylor, associate professor of higher education, assisted the students and coordinated events.

"It was a great pleasure working with these students," Taylor said. "I've learned as much from them as they have from us."

The international students were exposed to the American way of teaching in both the K-12 and higher education settings which varied drastically from their home country.

"We are learning how to teach students with different demographics and backgrounds," said Albulena Abdullahi, senior education major from Kosovo. "Back home we teach every student the same, but now we are learning the importance of tailoring our methods to each student's needs."

The learning activities arranged for them focused on diversity engagement and working with students with sensory impairments. These educational topics are critical issues in their country. Kosovo is newly independent and, as such, is still building its educational infrastructure and public institutions. The students who came here and participated in these training sessions will be better able to take leadership roles in education in their country.

Walker's Fulbright Scholarship experience evolved into something bigger than she ever expected. Because of the relationships she built during her time in Kosovo, Texas Tech was successful in receiving a unique grant opportunity. "This opportunity was funded by a grant from the U.S. Embassy in Kosovo," Walker said. "They told me that if this current project is successful, they would like to fund more students to come here to Texas Tech. We hope that we can maintain an ongoing relationship with the faculty of education at the University of Pristina."

Following the civil war in the area formerly a part of Serbia many changes regarding education have been made. Teachers are now required to have a master's degree in education in order to teach. This trip has given the students the idea that traveling to Texas Tech for their master's degree will be beneficial for their careers in teaching.

"We want to teach in our country," Abdullahi said, "However we all would love to come to Texas Tech to further our experience in teaching here in America."



# Web Only

## **Texas Tech Hosts 9/11 Remembrance Event**

Speakers discussed the focus on community as a result of terrorist attacks.

By Emily Gardner

Texas Tech University will never forget those who died 13 years ago on Sept. 11, 2001, as well as those who died fighting for the United States since then, President M. Duane Nellis told students, faculty and staff during a 9/11 memorial ceremony Thursday.

Lt. Col. Michelle Holliday, chairwoman for the Department of Military Science, Juan Muñoz, vice provost for undergraduate education and senior vice president for institutional diversity, equity and community engagement, and Nellis spoke at the event, which took place in the Student Union Building's Red Raider Ballroom.

"It can be difficult to revisit that time," Nellis said, "but it's important to remember and share the sorrow and sympathies for the families, for our country and how we as a nation have come together since that time. Texas Tech University is truly a steward in the sense of community, supporting the area and region that lends to our success. It's a priority of our university to participate in the community. Our local and regional collaborations provide opportunity to strengthen the area."

Nellis, who said he had a friend on the plane that hit the Pentagon, spoke about difficulty in finding a silver lining as a result of the events, and that the compassion and outreach that has occurred since 9/11 are examples of just that.

Muñoz said he was in California watching television with his children on that fateful day, and also emphasized the importance of community and the closeness felt after the attacks.

"It's a day that none of us will forget," he said, "and we shouldn't forget those who lost their lives that day and those who have paid the ultimate price since then."

Holliday's speech focused on the togetherness of the community as well as the love and pride those who died during and after 9/11 and current citizens have for America.

"In honoring the memories of our fallen citizens, our soldiers of 9/11, I know in my heart, they shared the same deep pride of our great nation," Holliday said. "It is that bond that holds us together, the strength and passion we have for one another and embrace of love for a nation in which we stand."

## **Texas Tech introduces new student organization- TTIME**

**By Ruby Grace**

Students with great business ideas but with no clue how to bring them to fruition, now have a place to start.

The Office of Vice President for Research at Texas Tech University launched a new student organization focused on providing innovation and entrepreneurial opportunities for both undergraduate and graduate students across all academic colleges and disciplines. The Texas Tech Innovation Mentorship and Entrepreneurship (TTIME) organization was created to foster a culture where ideas meet the marketplace.

Saba Nafees, graduate student from Fort Worth and president of TTIME, recently hosted an event to inform students about TTIME's mission.

"This is really, truly a new era for Texas Tech history," Nafees said. "We've had other ventures but not something like this, a student group that'll get together and really give wings to new concepts they've been thinking about."

The event also was attended by President M. Duane Nellis, Vice President for Research Robert Duncan, and Dean of the Rawls College of Business School Lance Nail.

"We had feedback from 6,000 students and over 80 percent of them said they wanted more entrepreneurship," Nellis said. "TTIME is certainly a reflection of that."

Nellis said through TTIME, he hopes to build upon three pillars to help move Texas Tech forward as a 21<sup>st</sup>-century land-grant university.

"One relates to being more entrepreneurial, but we also want to be more engaged inside and outside the classroom with our alumni, business leaders, the state and beyond," he said. "We

also want to be more interdisciplinary. So, many of TTIME's initiatives will come from business students, science students, communication students and beyond."

Nail also expressed his expectations for TTIME.

"Let's put TTIME into context. You have a circle of innovation and a circle that's entrepreneurship," Nail said. "Where those two intersect, you're going to have commercial enterprises, and that's where your job creation, economic growth and economic prosperity comes from. That's what national research universities do."

TTIME was created under the direction of Duncan when he realized faculty and students who come up with some of the most entrepreneurial inventions have no way of coming together.

"We want to get everybody together to really create those sorts of teams for our students," Duncan said. "We want these relationships to start to form under TTIME."

The organization provides events to help connect students with faculty and also offers educational seminars on how to start a business and bring inventions into the marketplace. TTIME also plans to host a three-day startup workshop every semester to help students and faculty collaborate.

Nafees hopes to help students jump-start their own companies by providing them with the necessary resources and catalysts.

"I want this to be a hub where many different types of students get together and share their ideas," Nafees said. "I want to see their dream come true, right here, through TTIME."

For more information on how to get involved, contact TTIME sponsor Jennifer Horn at [jennifer.horn@ttu.edu](mailto:jennifer.horn@ttu.edu), or like and join the [TTIME](#) Facebook page.



# Web Only

## **Texas Tech Program Brings Literacy to East Lubbock**

Books in Public Places across East Lubbock Distributes Books to Children

By Emily Gardner

Texas Tech University is doing its part to promote literacy among the community.

As part of the U.S. Department of Education's Neighborhood Promise grant, Texas Tech University created the East Lubbock Promise Neighborhood (ELPN), where one of the goals is to have families read to their children three times a week.

Two of the initiatives ELPN sponsors are the read-alouds hosted on Saturdays at the Patterson Branch Library, and Books in Public Places across East Lubbock (BIPP). The goal of the latter project, said Stephanie Shine, Texas Tech's Early Childhood Program director, is to place books in all public places in East Lubbock where families visit, including clinics, barbershops and beauty salons.

The idea for BIPP was created when Shine said she was distributing flyers for the read-alouds, noticed families in waiting rooms of different businesses and realized there was an opportunity to promote reading.

"Other communities have also aimed to work with local businesses to promote reading on site — and this seemed like a great model for Lubbock," Shine said. "Reading to the children is one of the best ways to help them get ready for school. There's a warm personal connection that encourages them to enjoy books, there's conversation about the book, and there's great vocabulary for children."

Book distribution to barbershops and beauty salons has already started, Shine said.

"As soon as we bring them in, children flock right over and take them to their parents, or sit looking at them," Shine said. "Even the barbers and hair stylists read the books to children while they are working on their hair."

The goal of the program, Shine said, is to help families read to their children as well as support a culture of early literacy in East Lubbock.

The community is invited to become involved in the book distribution through ELPN's book wish list on Amazon.com. The [wish list](#) includes books such as "Bibbity Bop Barbershop," "Chicka Chicka Boom Boom," and "In My Family/En Mi Familia."

“With the support of the Texas Tech community and other folks in Lubbock, we hope to put books everywhere, so that when children go places with their parents they run right in and want to read a book,” Shine said.

[ELPN](#) is one of seven recipients of the 2012 Department of Education Promise neighborhood grant (\$24.5 million) and is committed to working with East Lubbock residents to support and advocate for children. The program has goals covering areas involving health, community, education and early learning. ELPN offers services for children and families in early learning, elementary school, middle school, high school and college as well as those with careers.



# Web Only

## **Texas Tech Students Create Custom Outfits for Conjoined Twins**

The project served as a labor of love for Nicole Peacock and Emily Charlton.

By Patrick Gonzales

When doctors eventually separate conjoined twins Knatalye Hope and Adeline Faith Mata, the sisters likely will have no recollection of having spent the first year of their lives connected by their chests.

But thanks to a couple of Texas Tech University students, the twins' parents, John and Elysse, have plenty of mementos to share with their daughters.

Nicole Peacock and Emily Charlton, students from the apparel design and manufacturing program, volunteered months of their personal time creating custom outfits for the 5-month-old twins.

Elysse received the garments last week, and it didn't take long for her — and nurses — to play dress-up with the babies.

“We just want to say thank you to the students for devoting their time and talent,” Elysse said. “They have been such a blessing for us, and I can't wait to show our daughters the outfits when they grow older. They will provide great memories.”

The idea for the project came when Sharran Parkinson, chairwoman of Texas Tech's department of design in the College of Human Sciences, said she saw a news story about the sisters. While Knatalye and Adeline were born at Texas Children's Hospital in Houston, the family is actually from Lubbock.

“I thought it would be an amazing challenge for our students and a great opportunity to help out these twins and their parents,” Parkinson said. “We are very excited because this is the first time the babies have had something to wear.”

Once the parents agreed to Parkinson's idea, she asked for student volunteers. Peacock quickly said yes and flew to Houston to measure the babies. Peacock said she was a little nervous because she didn't know what to expect.

“It ended up being such a great experience,” she said. “We were there for almost three hours, just hanging out with them and the family. Measuring was challenging just because of how they are conjoined. One had chunkier legs, so we saw how they are the same but different.”

With measurements in hand, Peacock and Charlton got to work. They said the first outfit was the toughest, but once they had the pattern, the others came along a little easier. Altogether they shipped more than 10 outfits, including a christening gown Charlton created.

Since John and Elysse are big Texas Tech sports fans, Peacock created a Texas Tech dress autographed by football coach Kliff Kingsbury.

“We loved that one, especially my husband,” Elysse said. “As soon as I saw it, I went online and ordered matching headbands. They will wear it every Saturday.”

Elysse kept in contact with the students throughout the entire process and last week sent them photos of her daughters modeling their new outfits.

She said receiving the outfits also has helped remind her family — the sisters have a 5-year-old brother named Azariah — of home. The twins were born April 11, but the family has been in Houston since March.

“I love being able to bless this family with something I’ve been blessed with: being able to sew,” Peacock said.

The Mata family still has a long journey ahead of them, and next month the sisters will be fitted with tissue expanders that, according to Elysse, gradually will help stretch the skin around their chest to help prepare for separation. After two months, if the expanders work and there are no setbacks, the sisters will be scheduled for their separation surgery.

“It’s hard but this type of support keeps us strong,” Elysse said.

To donate to the Mata family click [here](#).



# Web Only

## **Texas Tech Alumni Retires from Army after 40 years of Service**

Deputy Commanding General retired from the 412th Theater Engineer Command.

By Mashairi Halifu

After a long career of serving his country, one Red Raider's service in the Army has come to an honorable end.

Brig. Gen. Douglas Satterfield is a 1978 graduate of the Whitacre College of Engineering at Texas Tech University. He joined the Army in 1974, and that ultimately became a deputy commanding general in the 412th Theater Engineer Command.

"I decided to get a military commission as an officer and in 1981 was commissioned a second lieutenant in the Infantry," Satterfield said. "Then later as a captain, I transferred to the Engineers. With my background in engineering from school and my time in the Infantry, these combined for a perfect match for my career as an Engineer officer."

Satterfield, originally from various states in the south including Arkansas, Texas and Louisiana, credits Texas Tech with having a positive impact on his 40-year military career. Most of his career was spent as an Army reservist when he held civilian jobs and attended monthly drills and spent two to three weeks in summer training for the Army.

"I was deployed five times," Satterfield said. "Twice stateside, during Desert Storm and the 9/11 attack, and three times in combat, where I spent three years in Iraq. All deployments, I used my engineering technical skills but also those unwritten attributes gained from going to college."

During his time in the military, Satterfield received two Bronze Star medals and a Legion of Merit for outstanding work in combat. One of the medals was for being the Engineer who coordinated the 2007 "Surge" in Iraq.

Satterfield retired in May and currently lives in New York with his wife Nancy, with whom he raised four children. Since his retirement he started a book on the history of Engineers in Iraq from 2003 to 2011 with an expected publication date in early 2016. He is also a freelance writer, runs a blog, [The Leader Maker](#) on senior leadership and is independent senior military consultant.

"Texas Tech was a great home for me," Satterfield said. "I am honored to be a Red Raider and to have served my country as well."

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

Office of Communications and Marketing

I most remember Memorial Circle and the boulevard that extends northward from it. Many of the buildings I had classes in were in this area. It was also an area I walked by when going to football games.

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

Undoubtedly the bonfire before football games. Great times.

**What is your favorite thing about being a Red Raider?**

Wherever I go and mention Texas Tech, there is always a graduate from there to share memories and good times. Most often we talk football but also that we were treated like adults.

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

I will admit to struggling with my studies. I had little money and worked part-time jobs while there. I know it seems too simple, but my favorite memory was graduation. All my family came from across the U.S. to see me walk across the stage. I was the first in my family to graduate from college.