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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 1, 2015

CONTACT: Heidi Toth, heidi.toth@ttu.edu

(806) 742-2136

Early Head Start Wins \$500K Grant to Educate Low-Income Children
The partnership with Lil' Precious Steps is part of the East Lubbock Promise Neighborhood initiative.

Texas Tech University's [Early Head Start](#) received a grant worth more than \$500,000 to provide comprehensive, year-round child care services for almost 100 children in East Lubbock.

Some of those children will get that child care in a newly renovated firehouse in East Lubbock.

The four-year grant from the U.S. Department of Health and Human Services (DHHS) will allow the Early Head Start program to partner with day care center Lil' Precious Steps. The two groups connected through the [East Lubbock Promise Neighborhood](#) grant and provided child care for more than 50 children. This grant will fund child care for 40 more children at a cost of \$828,771 for the first 18 months. Funding for three more years is \$512,842 annually.

This is the first partnership of its kind in the region, said Stephanie Shine, the early children program director in Texas Tech's [Department of Human Development and Family Studies](#). It's a testament to all the good that is happening in East Lubbock.

"The child care partnership is a brand new initiative from the Department of Health and Human Sciences and we are excited to work with our sister center, Lil' Precious Steps," Shine said. "We look forward to working closely to offer services to more infants, toddlers and families in East Lubbock."

Because of the growth, Lil' Precious Steps expanded its space. Director Charlotte McCarty found an old firehouse in East Lubbock and has turned it into her new facility. As her child care center moves from a for-profit to a nonprofit, she's focusing on reaching children she hasn't been able to before. She's also patterning her curriculum after the local schools.

"We're just trying to make this one big family thing here on the east side, so whatever they're doing in school, it can start right now," she said.

DHHS' Administration for Children and Families instituted its Early Head Start-Child Care Partnerships in 2014 to promote collaboration between Early Start programs and

Office of Communications and Marketing

An EEO/Affirmative Action Institution

child care providers. More than \$435 million was awarded to organizations throughout the country.

Lil' Precious Steps open house

From 10 a.m. to noon Saturday (April 4), there will be an open house for the Lil' Precious Steps Early Learning Center. The public is invited to the event at 918 Zenith St. in Lubbock. Shine said people can tour the redone building, eat barbecue and meet the families whose children have gone to Lil' Precious Steps through the years. Texas Tech College of Education Dean Scott Ridley, community activist T.J. Patterson and representatives of the Lubbock Independent School District and My Brother's Keeper are expected to attend.

About the East Lubbock Promise Neighborhood

The East Lubbock Promise Neighborhood is a U.S. Department of Education-funded initiative to support and advocate for the families of East Lubbock. The project, which started in 2012, aims to increase opportunities for improved health, early learning, education and community involvement in Lubbock's largely low income east neighborhoods. Texas Tech's [College of Education](#) is the principal investigator of the grant, but other colleges, including the [College of Human Sciences](#) and the [College of Visual & Performing Arts](#), are active participants in ELPN programs.

Texas Tech's Early Head Start and Lil' Precious Steps also are both members of [East Lubbock Community Alliance](#), a collaboration of community partners for the betterment of East Lubbock.

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Expert Pitch

FOR IMMEDIATE RELEASE

DATE: April 1, 2015

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

Hope for Change: King's Legacy of Peace and Optimism Remains Critical for Americans

As the United States approaches the 47th anniversary of the assassination of civil rights leader Martin Luther King, Jr. (April 4), [Karllos Hill](#), a Texas Tech University history professor who specializes in African-American history, says King's legacy remains as relevant to the issues of today as they were 50 years ago, both for today's activists and today's society.

King introduced non-violent civil disobedience as a method of broadcasting the injustices in society, which, although less popular in the age of social media, remains one of the most effective forms of protest. His other legacy, outside of King's belief for equality, was his belief that people and society are capable of change.

Expert

Karllos Hill, assistant professor of history, (806) 742-3744 or karlos.hill@ttu.edu

Talking Points

- The new civil rights movement focuses less on the overall experience of black Americans and more on police brutality and mass incarceration, which disproportionately affect non-whites. Although these were issues in the 1960s, desegregation was a more salient issue. King was trying to essentially make America open to blacks and other people of color.
- King's non-violent civil disobedience is an excellent model for activists today. Many see social media and online petitions as forms of activism, which they are, but they rarely are sufficient to inspire widespread societal change. King's protests dramatically emphasized the ills in society in a way social media does not. This is one of King's most important legacies.
- King was an activist because he believed society could change. While much of his optimistic view rested on his Christian beliefs, he still led the way for those of differing belief systems to develop a spirit of change.

Quotes

- "Today we take for granted that there will be equal access to education, employment and other institutions. In terms of what's most salient today, it's the police brutality, it's the mass incarceration."
- "He believed in non-violent civil disobedience because it was rooted in the notion of Christian brotherhood. He believed in it because he believed it was the best way for oppressed people to make known their grievances. His record of activism and success illustrate how it can be very successful."

- “In general, King’s life was all about forcing society to confront its ugly side – its racism, its sexism, its militarism. He had the audacity to believe he and other activists, and the American population, would force society to change by making it confront its ugly side.”
- “King had this very deep belief that society and institutions, no matter how insurmountable it seemed, could change. That optimism that drove King is something we can really learn from.”
- “King’s life is an example of how things can change if you simply decide that enough is enough and you confront society’s ills head-on.”

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: April 1, 2015

CONTACT: Heidi Toth, heidi.toth@ttu.edu
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Museum Holding Docent Recruiting Events

The events will include a tour by a well-known docent from Kansas City.

- WHAT: Docent recruiting for the Museum of Texas Tech University
- WHEN: 6-8 p.m. April 9
2-4 p.m. April 11
- WHERE: Kline Room, Museum of Texas Tech University, 3301 4th St.
- EVENT: Docents help museum visitors connect to the objects, ideas and mission of the museum, and they interact with visitors more than any other museum staff member. These meetings will include demonstrations of the tour approach, as well as a guided tour of the Talkington Art Gallery with special guest Donna Houtemann, a docent at the Nelson-Atkins Museum in Kansas City.

No reservations are needed, and the events are free. Those interested in being docents can attend either session. Docents must be at least 21 years old.

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News Release

FOR IMMEDIATE RELEASE

DATE: April 1, 2015

CONTACT: K'Leigh Sims, kleigh.sims@ttu.edu
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Texas Tech Spirit Squads Prepare for National Competition

The cheer and pom squads will participate in the NCA and NDA National Collegiate Competition in Daytona Beach, Florida.

The Texas Tech University cheer and pom squads will soon travel to Daytona Beach, Florida, for the National Cheerleaders Association (NCA) and National Dance Association (NDA) collegiate championships April 8-12 to compete for the national title.

Both teams will showcase their routines at 7:30 p.m. today (April 1) at United Supermarkets Arena.

Spirit Program director Stephanie Rhode says this competition allows both teams to show the full extent of their capabilities and skills to the public.

"I am so proud of our squads, and I'm so excited for everyone to see the level of talent these students have," she said. "We don't often have an opportunity to show the full extent of what the cheerleaders and dancers are capable of doing. The national collegiate championship gives us the opportunity to do so."

Texas Tech's cheerleading squad has finished in the top five spots four times in the past eight years, taking second in 2011 and third in 2012, 2013 and 2014. Within the past two years, the pom squad placed in the top five spots as well, finishing third in the "open" category and fifth in the "hip-hop" category in 2014 and third in the "open" category in 2013.

"These students work all year representing the university at sporting events for six different Texas Tech sports, plus 150 appearances a year, three practices a week, strength and condition training three times a week, while keeping up with their academics at the same time," Rhode said. "They train to serve as superior symbols of this great university, and nationals is the time to show everyone else what Texas Tech can do."

The showcase is open to the public with free admission, but donations will be accepted at the door. Please use the northwest street-level entrance to the arena, park in the north lot and come downstairs to the main court.

Follow Texas Tech Cheer ([Facebook](#), [Twitter](#)) and Pom ([Facebook](#), [Twitter](#)) on social media to get updates on their progress at the National Collegiate Competition.

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: April 1, 2015

CONTACT: Zoe Bell, zoe.bell@ttu.edu

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Texas Tech Students Map Food Insecure Areas of Bangladesh Carrie Stokes, USAID GeoCenter Director, hosts Student Mapathon.

Carrie Stokes, director and founder of the [United States Agency for International Development's \(USAID\) GeoCenter](#), visited Texas Tech University to present "The Geographic Approach to Development" on Friday (March 27) and hosted a Mapathon for students where they mapped spatial data for an actual USAID project on food security in Bangladesh.

During the Mapathon, approximately 40 undergraduates, graduate students, and volunteers participated in a Google Hangout session with students from George Washington University who were mapping the same area. Students also received a training session on open source mapping prepared by Ms. Stokes and Patricia Solis, Texas Tech research associate professor of geography. Together, the students from both universities mapped highways, roads, rivers and homestead ponds where women in Bangladesh raise fish for protein sources. The data will be checked for quality and used by the USAID for planning development activities under their Feed the Future program.

"This effort is an opportunity for Texas Tech students to learn a new mapping skill, feel connected to students on the other side of the world, and know that the new data they create will be used to make decisions about improving food security in Bangladesh," Stokes said. "It is also an opportunity to contribute new data to an open, crowd-sourcing effort to map the entire world."

Stokes has worked for more than 25 years in international development and the environment. She serves as the first geographer of USAID. She established and now directs the agency's GeoCenter, which applies geographic analysis to international development programming.

Prior to becoming the agency geographer, Stokes served as the director of the [SERVIR program](#) for USAID in a joint venture with [NASA](#). Stokes has a technical background in Geographic Information Systems (GIS), global climate change and natural resource management. She served as a U.S. Peace Corps volunteer in Niger and West Africa and holds a master's degree in environmental science from the School of Public and Environmental Affairs at Indiana University.

Thursday (March 26) Stokes received a tour of [the Center for Geospatial Technologies](#) by Kevin Mulligan and Lucia Barbato, co-directors of the Texas Tech Geospatial

Office of Communications and Marketing

Technology Center, and Guofeng Cao and Carlos Portillo from the [Department of Natural Resources Management](#).

The Center for Geospatial Technology is an interdisciplinary center established to support the larger mission of the university. The center, established in 2005, is self-supporting and funded through research grants and contracts. The center's mission is to promote, facilitate and support applications of geospatial technology in interdisciplinary research, education and community service.

This event was organized by the [Texas Tech University Office of the Vice President for Research](#), [College of Arts & Sciences](#), [Center for Geospatial Technology](#) and the [Department of Geosciences](#).

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Expert Pitch

FOR IMMEDIATE RELEASE

DATE: April 2, 2015

CONTACT: Heidi Toth, heidi.toth@ttu.edu
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With Financial Literacy Declining Among College Freshmen, More Education Needed

Many college freshman don't feel comfortable managing their money, a [study](#) released Thursday shows. The research shows student loan debt is increasing while the ability or goals to pay off debt and save money goes down.

Angela Mazzolini is the program director for [Red to Black](#), an innovative financial literacy program at Texas Tech University. Red to Black employs personal financial planning students as coaches who work with their peers to create budgets, set and keep savings goals, make plans to pay off credit cards and more. Mazzolini works with students every day to help them gain the skills needed to be financially literate.

Expert

Angela Mazzolini, Red to Black program director, (806) 742-9781 or angela.mazzolini@ttu.edu

Talking Points

- Students may be less confident in their money management ability because their parents weren't comfortable talking about money. Parents may find the subject uncomfortable or may not want their children to know about the mistakes they made, but parents can use past mistakes to explain how to avoid financial pitfalls.
- College students who aren't comfortable with their financial literacy should seek out a financial planning course, even if it's not required. Student money management centers like Red to Black are available at many colleges as well and can help students gain confidence. High school students preparing for college need to talk to their parents, and parents need to be willing to talk.
- Creating and living within a budget can be hard. There are many resources, online and on college campuses, to help students achieve financial literacy.

Quotes

- "Many times we as a society say, 'You're 18 now, go to college and be responsible with your money!' But the reality is that most parents aren't talking about how to be responsible with money."
- "Financial literacy is more than taking the class, it is being able to understand and synthesize the information. If the skills learned in the classroom are not put into practice or even discussed at home, it's harder for students to see how the information can be applicable."
- "Parents are more likely to engage in a conversation about money if they know their children are interested in learning how to manage their finances."

Basic Financial Literacy Tips

- Find someone to help or an effective online resource, such as Red to Black, [Mint](#) or [Adventures in Education](#).
- Calculate all monthly income (job, financial aid, parental support, savings) and monthly expenses. Ways to track monthly expenses include recording receipts in an Excel spreadsheet, using an app or tracking spending through debit card transactions.
- Separate needs (food, rent, phone) from wants (eating out, cable TV, expensive cell phone plan).

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News Release

FOR IMMEDIATE RELEASE

DATE: April 3, 2015

CONTACT: George Watson, george.watson@ttu.edu
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Texas Tech Faculty, Students, Alumni Contribute to Good Housekeeping's April Climate Change Coverage

The students in Katharine Hayhoe's climate science and policy class contributed ideas for the magazine's spread on the issue.

As one of the world's leading authorities on climate change, Katharine Hayhoe knows climate change is about more than just the long-term effects humans have on the planet.

It affects every day life, in every corner of the earth and in every profession, every business. The key is to find a way to communicate the importance of climate change beyond the scientific realm to the areas of human existence that it affects every day.

She's found ab ally in one of the most unlikely places – Good Housekeeping magazine.

The publication, with an estimated 25 million circulation that offers tips and practices on improving everyday life, published a spread on climate change in its April issue. The idea came about through a connection with Hayhoe and her interdisciplinary graduate climate class in climate science and policy, which is taught each fall.

“It was a great experience for me to interact with Good Housekeeping and contribute to figuring out how their readership values and interests interacted with this issue,” said Hayhoe, who is the director of the Climate Science Center and an associate professor of political science at Texas Tech University. “Climate change isn't just a green, tree-hugger issue. We care about climate change because it affects many of the things we already care about. I loved working with Good Housekeeping because they know what they really care about.”

While on a visit to Lubbock, Hayhoe invited the editor of Good Housekeeping to speak to her class. During the visit, Hayhoe had the class break into groups and gave them the task of developing ideas for an issue of Good Housekeeping and what they would want the magazine to do or say about the subject of climate change, how it affects us as individuals and what we can do about it.

“The students came up with all kinds of out-of-the-box ideals during this brainstorming session,” Hayhoe said. “They talked about how climate change affects us here in Texas and made sure there were practical tips people could do. It was fun.”

Another Texas Tech connection helped it all come to fruition. Although the students’ ideas did not go straight from the classroom to the magazine’s pages, they did provide the basis to start thinking about the April issue. To narrow the focus of the magazine’s coverage, Hayhoe worked with editor Tula Karras, a Lubbock native whose grandfather, William P. Tucker, taught political science at Texas Tech.

Hayhoe also helped Karras connect with experts across the country who could provide accurate information regarding what cities are doing to prepare for climate change and how individual actions can help us save money and cut our carbon footprint.

“It’s one thing to talk about how the media could or should communicate climate change,” said Nicole Lee, one of the students in the class. “It’s quite another to actually have the editor-in-chief of Good Housekeeping in your class and be able to implement those ideas.”

It also gave Hayhoe an idea to do a similar project with the class every fall, the hope being that the reach of climate change education expands beyond the technical publications like National Geographic or Popular Science and finds its way into more mainstream media. That is one of the areas the Climate Science Center is working to bring the issue out of the scientific realm and into everyday life.

“One thing I loved about the class, and this activity in particular, was that it helped us go beyond the science,” Lee said, “and think about how climate change impacts the things people really care about, like their family, health and finances.”

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Advisory

FOR IMMEDIATE RELEASE

DATE: April 6, 2015

CONTACT: Sue Jones, sue.jones@ttu.edu
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Annual Ranch Day Returning to National Ranching Heritage Center

The event brings ranching history to life for thousands of area residents of all ages.

WHAT: 45th Annual Ranch Day at Texas Tech University’s National Ranching Heritage Center. Events include hands-on science and history demonstrations, a 20-foot Comanche tepee, music, dancing and an old-fashioned “Snake Oil Magic Show.”

Guests can use a washboard, churn butter, ride a horse and pump a railroad handcar. There also will be science stations where guests can use simple machines, learn about native plants and explore range science. People who want the “Ranch Hand Experience” can get a card at arrival and get their cards stamped after each activity.

The event is free and open to the public. Food will be available for purchase.

WHEN: 10 a.m. to 4 p.m. Saturday (April 11)

WHERE: National Ranching Heritage Center, 3121 Fourth St., Lubbock

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CONTACT: Julie Hodges, director of educational programs, National Ranching Heritage Center, Texas Tech University, (806) 742-0498 or julie.hodges@ttu.edu.



News Release

FOR IMMEDIATE RELEASE

DATE: April 6, 2015

CONTACT: George Watson, george.watson@ttu.edu
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College of Media & Communication Hosting Reaching Audiences Conference

The two-day conference will delve into the big issues facing the media today.

[The College of Media & Communication](#) at Texas Tech University is hosting the second annual Reaching Audiences Conference Tuesday and Wednesday (April 7-8).

The conference is designed to bring academic researchers and industry professionals together to discuss current topics while including Texas Tech students and faculty in the conversations, said Kent Wilkinson, the Thomas Jay Harris Regents Professor in Hispanic and International Communication.

Two central themes will highlight the conference – media management, and economics and Big Data. The speakers at the conference will be joined by some of the college’s experts, including Todd Chambers, associate dean for student affairs; Geoffrey Graybeal, assistant professor of media strategies; and Maria Elena Gutierrez Renteria, visiting professor in the Thomas Jay Harris Institute for Hispanic and International Communication.

“The conference’s two central themes are critical in today’s media environment where trends and conditions change quickly,” Wilkinson said. “This is the situation students will be facing when they enter the industry, so the conference provides an excellent opportunity for them to learn more and connect with insiders.”

The conference begins at 8:30 a.m. Tuesday (April 7) focusing on media management and economics. Sessions will include an academic panel discussion about trends and opportunities in media management, and a local industry panel discussion of perspectives on management in Lubbock’s growing market that will feature executives from the Lubbock Avalanche-Journal, Smooth Fusion, the Price Group and KAMC/KLBK television.

Greg Lowe, a professor at the University of Tampere in Finland, will give the Thomas Jay Harris Plenary Address entitled “The Collaborative Challenge: Connecting Academic and Industry for Mutually Beneficial Ends.” Tuesday afternoon will feature panel discussions, a class discussion on media entrepreneurship, a workshop on Big Data analytics and a discussion on how media managers are using social listening and other

Big Data techniques.

Tuesday's events conclude with W. Russell Neuman a professor of media technology in the educational communication and technology program at New York University, delivering the Cathryn Anne Hanson Buesseler Lecture entitled "The Digital Difference: How Technology and Economics Interact in Media Evolution."

Wednesday's theme on Big Data and media strategy will feature a session focusing on how industry and higher education institutions will increasingly depend on Big Data followed by a session on assessing the conceptual and applied utility of Big Data insights. The conference will conclude with a roundtable discussion at noon.

To find out more about the Reaching Audience Conference and its events and speakers, visit www.depts.ttu.edu/comc/reachingaudiences.

To join the conversation on Twitter, use #ReachingAudiences.

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

CONTACT: Katherine McBee, planner, College of Media & Communication, (806) 834-3304, or katherine.mcbee@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: April 6, 2015

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

Rawls College of Business Hosts 31st Annual Dallas Scholarship Event

The event will bring alumni and friends together to raise money for the college.

- WHAT: Rawls College of Business 31st Annual Dallas Scholarship Event
- WHEN: 6:30 p.m. Thursday (April 9)
- WHERE: Gilley's Dallas, 1135 S. Lamar St., Dallas
- EVENT: Country singer Cory Morrow will perform as part of the 31st Annual Dallas Scholarship Event, which raises money for student scholarships from donations by alumni and friends.

In addition to the performance, a silent auction will be held. Tickets to the event are \$125 and the event is open to all Texas Tech University and Rawls College of Business alumni and friends.

Tickets can be purchased online at www.rawlsindallas.ba.ttu.edu.

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CONTACT: Trevor Bell, communications manager, Rawls College of Business, Texas Tech University, (806) 834-4651, or trevor.bell@ttu.edu.



Advisory

FOR IMMEDIATE RELEASE

DATE: April 7, 2015

CONTACT: Tanja Karp, tanja.karp@ttu.edu
(806) 834-8412

Hundreds of Students Expected to Compete in LEGO Robotics Challenge

The challenge allows students to put engineering skills to the test.

- WHAT: Get Excited About Robotics (GEAR) Competition Day
- WHEN: 9 a.m.-5 p.m. Saturday (April 11)
- WHERE: Texas Tech Rec Center Basketball Courts
- EVENT: Get Excited about Robotics ([GEAR](#)) is an eight-week LEGO robotics challenge for elementary and middle school students in kindergarten through eighth grade. Student teams build and program LEGO robots, using EV3/[MINDSTORMS EV3 kits](#) to perform specified tasks.

To solve the challenge, students learn engineering skills through a teaming exercise in designing, building, programming, testing and troubleshooting wheeled LEGO robots that perform and compete on an 8-foot-by-8-foot field.

Texas Tech freshman engineering students mentor the elementary and middle school students and assist with robot programming. The competition for elementary students runs from 9 a.m. to 1 p.m., while the competition for middle school students runs from 1-5 p.m.

During the last six years, Texas Tech served as a local GEAR hub for the competition in Lubbock. During this time period, the competition has grown from a trial run held with Harwell Elementary School in 2006 to a competition with 150 participating teams. This year, more than 700 students from more than 50 schools from the Lubbock area and across the South Plains will participate.

GEAR is part of [National Robotics Week](#). For more information, visit the [GEAR website](#).

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CONTACT: Jeff Sammons, director of marketing, Edward E. Whitacre Jr. College of Engineering, Texas Tech University, (806) 742-3451 or jeff.sammons@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: April 7, 2015

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

International Film Series Presents Final Two Francophone Series Screenings The French films examine love, dedication and infatuation in varying degrees.

- WHAT: The fifth and sixth screenings in the six-film Tournées Francophone Film Festival
- WHEN: Thursday (April 9) and Friday (April 10)
- WHERE: Room 169, Human Sciences Building, 15th Street and Akron Avenue
- EVENT: The Tournées Francophone Film Festival, sponsored by the Texas Tech International Film Series, FACE Foundation and the Texas Tech University [Department of Classical and Modern Language and Literatures](#), finishes with the screening of the films “Dans la Maison (In the House)” and “Amour.”

Directed by François Ozon, “Dans la Maison” follows a French instructor who has grown weary of his students, but finds Claude, a student with extraordinary talent for writing. He takes Claude under his wing but becomes concerned when learning of Claude’s depiction of a fellow classmate’s family life and Claude’s unhealthy infatuation with the mother that eventually escalates into an intense and secretive relationship.

“Amour” features a couple in their 80s, Georges and Anne, whose long, loving marriage is suddenly disrupted when Anne suffers a massive stroke. While dealing with the condition that constantly zaps Anne of her mental and motor skills, Georges decides to care for his wife in their home before their daughter intervenes, further testing their love for one another.

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CONTACT: Robert Peaslee, coordinator, International Film Studies program, Texas Tech University, (806) 834-2562 or robert.peaslee@ttu.edu.

Office of Communications and Marketing

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News Release

FOR IMMEDIATE RELEASE

DATE: April 7, 2015

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

Texas Tech Student Tabbed as New Face of Engineering

Kelli Alvarado was recognized by DiscoverE for her work in petroleum engineering.

Kelli Alvarado, a fourth-year petroleum engineering major from Odessa, was named as one of the nation's 12 up-and-coming engineering professionals in DiscoverE's fourth annual New Faces of Engineering, College Edition.

Alvarado has been influential both at Texas Tech University and in the petroleum engineering field. She was nominated for the honor by the Society of Petroleum Engineers (SPE).

"I am very honored to have received this prestigious award and be able to represent the Texas Tech College of Engineering," Alvarado said. "Throughout my collegiate career, the Engineering Opportunities Center has helped me in so many different ways to learn and grow as an engineer. I would like to thank the EOC and Petroleum Engineering chairman Marshall Watson for recommending me to apply and now to achieve such a high honor. Texas Tech has provided me with such a positive platform and I am eager to see what the future holds. I'm so lucky to call myself a Red Raider."

The New Faces of Engineering recognizes students who display the vision, innovation and leadership skills necessary to build the foundation for a successful career in engineering.

Students honored also display excellence in the classroom, leadership in student organizations, outstanding communications skills and community service in non-engineering related fields.

"We are proud to recognize the accomplishments of these exemplary college engineering students," said Leslie Collins, executive director of DiscoverE, which promotes engineering at the secondary education level. "They are tomorrow's leaders and we are excited to see where their knowledge, creativity and ingenuity will lead them, and us, in the years ahead."

In her time at the Department of Petroleum Engineering at Texas Tech, Alvarado helped start Ladies in Petroleum (LIP) to feature women in what has traditionally been a male-

dominated field. LIP gives female juniors and seniors in petroleum engineering a perspective of the work environment and what to expect after graduation.

Alvarado also has hands-on experience in the field, having interned for Anadarko Petroleum and Pioneer Natural Resources. In her internship, she installed plunger lifts that optimized production and the amount of oil that can be retrieved from the ground.

“Kelli is a true representative of the entrepreneurial spirit that so many of our female engineering students embody,” said Jamie Perez, assistant director of the Engineering Opportunities Center. “Her leadership and mentorship of younger female engineering students is already boosting confidence and building a community of empowered women at Texas Tech who are entering industries that are traditionally male-dominated.”

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CONTACT: Jeff Sammons, director, marketing and communications, Edward E. Whitacre College of Engineering, Texas Tech University, (806) 834-0879, or jeff.sammons@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: April 7, 2015

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

Texas Tech to Host Inaugural Lubbock Lights

Honorees consist of Wade Bowen, Butch Hancock, Terri Hendrix and Lloyd Maines.

WHAT: “Lubbock Lights: Celebrating the Musical Heritage of the South Plains”

WHEN: 7 p.m. Thursday (April 9)

WHERE: Allen Theatre, Student Union Building, Texas Tech University

WHO: “Lubbock Lights: Celebrating the Musical Heritage of the South Plains” will honor the wide musical heritage and creative legacy of the South Plains.

Honorees for this event are musicians Wade Bowen, Butch Hancock, Terri Hendrix and Lloyd Maines. Two are Texas Tech alumni, three are from Lubbock and all have international followings.

Prior to the event, honorees will be on campus meeting with professors, researchers and students, exchanging ideas about the creative process. Between 10:30 a.m. and noon on Wednesday (April 8), they will make presentations to individual Texas Tech classes. In addition to discussing their work, they will offer insights into building successful careers in the arts despite their small-city backgrounds.

Tickets for this event are \$18 and available through Select-A-Seat. Doors open at 6:30 p.m. A CD signing will follow the event.

For more information contact Suzanne Taylor at (806) 742-2121 or Andy Wilkinson at (806) 777-7851.

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CONTACT: Suzanne Taylor, director of external relations, Office of the President, Texas Tech University, (806) 742-2121 or suzanne.taylor@ttu.edu.

Office of Communications and Marketing

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Expert Pitch

FOR IMMEDIATE RELEASE

DATE: April 8, 2015

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

Expert: Climate Change Has Direct Effect on Human Health

Pitch

The White House on Tuesday released a report on climate change and its direct effect on human health. Those areas include higher rates of asthma, allergies, injuries from extreme weather and issues with food and water supplies. The report also detailed steps companies like Microsoft and Google are taking to curb the impact of climate change on human health.

Jennifer Vanos, an assistant professor in atmospheric science at Texas Tech University, is a contributing scientist to the Texas Tech University Climate Science Center, which conducts research to address the effects of climate change in a wide array of areas across the South Central U.S. Vanos can speak directly to the effects climate change has on human health.

Expert

Jennifer Vanos, assistant professor in atmospheric science and Texas Tech Climate Science Center faculty associate, (806) 834-3319 or jennifer.vanos@ttu.edu

Talking Points

- The reason climate change is important is not because of the polar bears or people living on South Pacific islands. It's because climate change is affecting us, right here in the places we live.
- One of the most important ways climate change affects us is through our health. It impacts the mosquitoes that carry infectious diseases like dengue fever and West Nile virus. Heat waves make our air pollution worse and stress our energy grid. Heavy downpours affect our water quality.
- The Climate Science Center is studying ways climate change affects West Texas to ensure we are prepared for a changing climate so our agriculture, our communities and our economy can continue to thrive.

Quotes

- “Here at Texas Tech within our Climate Science Center, we are studying the ways climate change affects us in West Texas, to ensure that we are prepared for a changing climate to allow us to understand, communicate and reduce the health impacts of climate change on our communities through various mechanisms.”

- “There are many threats from climate change affecting people around the world now, with the most vulnerable populations – children, elderly, sick, poor, communities of color – also being the most negatively impacted. One of the most prominent examples of how climate change is affecting us is through our health.”
- “Our changing climate also alters where and when we can grow various crops to feed our population, alters where the mosquitoes that carry infectious diseases like dengue fever, chikungunya and West Nile virus can survive and thrive, and changes the patterns of drought and heavy precipitation, which also affect water and air quality.”

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Advisory

FOR IMMEDIATE RELEASE

DATE: April 8, 2015

CONTACT: George Watson, george.watson@ttu.edu
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**Rawls College of Business Alum Vic Keller
Donates Sponsorship of Sprint Cup Car to Texas Tech**

The car for Go Green Racing will attempt to qualify for Duck Commander 500.

WHAT: Vic Keller, a 1996 graduate from the Texas Tech University [Rawls College of Business](#), has donated sponsorship of a Sprint Cup car to Texas Tech.

WHEN: Friday (April 10) and Saturday (April 11)

WHERE: The Duck Commander 500 at Texas Motor Speedway, Fort Worth

WHO: Keller is the owner of ZAK Products, which is the No. 1 professional maintenance fluid of NASCAR. He has donated sponsorship of a Sprint Cup car to Texas Tech for this weekend's race at Texas Motor Speedway.

The No. 32 car, driven by Mike Bliss of Go Green Racing, will be adorned in Texas Tech colors and logos. He will attempt to qualify for the race at 3:45 p.m. Friday (April 10). If he qualifies, the car will run in the race, scheduled for 6:30 p.m. Saturday (April 11).

For a profile of Vic Keller, visit the Texas Tech Today [website](#).

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

Expert Pitch

FOR IMMEDIATE RELEASE

DATE: April 8, 2015

CONTACT: Glenys Young, glenys.young@ttu.edu
(806) 742-2136

Repealing DREAM Act Would Harm Many Texas Residents, Documented or Not

Pitch

The Texas DREAM Act – Development, Relief and Education for Alien Minors – gave in-state tuition benefits to non-citizens who lived in Texas for at least three years before graduating high school, so long as they indicated their intent to apply for citizenship as soon as possible. Signed into law in 2001, the act was the first of its kind, but it would be followed by similar measures in 17 other states.

Under Senate Bill 1819 – currently under debate in the Texas Senate – colleges would be required to charge undocumented students out-of-state tuition, potentially doubling the cost of a college degree.

Supporters of the bill say it would give college privileges only to American citizens. Opponents say it is an anti-immigrant measure that will encourage students to drop out. Lt. Gov. Dan Patrick made a campaign promise in 2014 to repeal the law while Gov. Greg Abbott said the “flawed” legislation needs to be reworked.

Miguel Levario is a Texas Tech University associate professor with specialties in U.S. history, borderlands history, race, immigration and Chicana/Mexican-American history. His published works include the book “Militarizing the Border: When Mexicans Became the Enemy,” which explains current tensions and controversy over immigration and law enforcement issues.

Expert

Miguel Levario, associate professor of history, (806) 281-8343 or miguel.levario@ttu.edu

Talking Points

- The current initiative to reverse Texas’ current standing on allowing undocumented Texas residents to apply for in-state tuition marks a shift in the Republican Party. The statute was instituted by Republican governors George W. Bush and Rick Perry and only recently has come under fire.
- Undocumented residents are still residents. That is, they pay taxes that support public services, so they should be able to use those services when they are needed.
- The 1982 Supreme Court case Plyler v. Doe allowed undocumented children to attend public school. Several key arguments can be extended to the DREAMers’ situation. The state would spend more money on not educating a specific class of residents than it would if it provided them access to education, in this case higher education.

- The Texas Tribune hosted a higher education summit at Texas Tech in January. The panelists, which included Texas Tech University Chancellor Robert Duncan, former University of Texas-Brownsville President Julieta Garcia, Texas State Sen. Charles Perry and others, fielded a number of questions regarding the accessibility of higher education, specifically cost, admissions, facilities, etc. Most, if not all the panelists, agreed higher education in Texas should be accessible, including Sen. Perry.

Quotes

- “We are witnessing a Republican Party in Texas that is doing a 180-degree turn when it comes to protecting undocumented Texas residents. The stand against undocumented Texas residents is becoming harsher, especially by newly elected officials despite the fact that Texas is home to the second largest undocumented community in the country.”
- “I want to emphasize I use the term undocumented Texas residents because they are Texas residents in the eyes of our tax codes, and more importantly, our communities. Despite their legal status, they are subject to and pay property taxes, gasoline taxes, sales taxes, payroll taxes, etc. all of which support government entities like public schools, county hospitals, etc. In other words, if taxes levied by the state don’t discriminate based on legal status, then why should governmental services dependent on state tax revenue discriminate who they will serve? It is flat out wrong.”
- “Excluding undocumented Texas residents from higher education does not improve the overall quality of higher education. In fact, as many universities have demonstrated, a diverse student population greatly enhances the overall university experience and value, especially in a globalized economy and society.”
- “Denying undocumented Texas residents in-state tuition, which I argue they paid for, is not only discriminatory but it also infringes on the core democratic values of our state and country. Moreover, it does the state no good to deny an individual access to higher education.”

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Advisory

FOR IMMEDIATE RELEASE

DATE: April 8, 2015

CONTACT: Matthew Matherly, matthew.matherly@ttu.edu
(806) 742-2136

Texas Tech Ensembles Join with Ballet Lubbock

WHAT: Texas Tech Percussion Ensemble will join with Ballet Lubbock to perform “Percussion Pointe.” This performance will include a variety of musical tastes, from drumline to Caribbean style steel drums. Included in the program is “Adagio for Strings” by Samuel Barber played by Texas Tech faculty Lisa Rogers and Alan Shinn and choreographed by Genevieve DeCesaro and Nicole Wesley.

WHEN: 7 p.m. Friday (April 10), 7 p.m. Saturday (April 11)

WHERE: Lubbock Memorial Civic Center

WHO: Rogers is a professor of percussion studies. She is past president of the Percussive Arts Society as well as associate research editor for Percussive Notes. Rogers is a recipient of the Texas Tech University President’s Excellence in Teaching Award.

Shinn is a professor of percussion and associate director for undergraduate studies and was the director of jazz studies at Texas Tech from 1985-2005. He continues to lead the summer jazz program. He is an artist endorser of Vic Firth and Paiste Cymbals. He is the 2009 recipient of the William Kerns Performing Arts Award for his contribution to the performing arts in Lubbock, and in 2012 he received the Lifetime Achievement in Education Award from the Percussive Arts Society International Convention.

Ticket prices range from \$10-\$35 and can be purchased from [Select-A-Seat](#) or by calling (806) 770-2000.

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CONTACT: Matt Hardman, director of communication and administration, Ballet Lubbock, (806) 785-3090 or visit [Ballet Lubbock](#).



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 8, 2014

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

Texas Tech to Celebrate Newly Remodeled Food Court
Marketpalooza is hosted by Texas Tech's Hospitality Services.

[Texas Tech University's Hospitality Services](#) will host Marketpalooza from Wednesday (April 8) to Friday (April 10) to celebrate the newly remodeled [Market food court](#).

The newly remodeled Market at Stangel/Murdough creates a food court atmosphere with entrees prepared right before customers' eyes. The Market also features the first Fazoli's on a college campus. Day Break Coffee Roasters & More brews a special coffee blend for Texas Tech called Café Del Matador. This coffee comes from a specific farm in Latin America, and Day Break Coffee Roasters work extensively to support the growers.

"The new Market at Stangel/Murdough features a wide variety of delicious dining choices and options to satisfy anyone's needs," said Alan Cushman, manager of business development for Hospitality Services. "Join us at Marketpalooza for some fun, food and prizes."

The Marketpalooza will take place 11-1:30 p.m. daily. The Market is located in between the Stangel and Murdough student residence halls.

Students can enter each day for the chance to win prizes including a mini-fridge, iPod Nano, Ruidoso, New Mexico, getaway and free food. The first 300 students who stop by the promotions table on Wednesday will receive a free T-shirt. There will be free food samples for attendees each day.

For more updates, follow Texas Tech Hospitality Services on Facebook, Twitter and Instagram @EatAtTexasTech.

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CONTACT: Alan Cushman, business development, Hospitality Services, Texas Tech University, (806) 742-1360 or alan.cushman@ttu.edu.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 8, 2015

CONTACT: Zoe Bell, zoe.bell@ttu.edu

(806) 742-2136

Texas Tech to Host Recycled Art Contest

“Be Creative” is designed to bring awareness to sustainability on the Texas Tech campus.

Texas Tech University and [University Student Housing](#) will host “Be Creative,” a recycled art contest, on April 22 in the Ballroom of the Student Union Building to encourage students to participate in sustainability efforts. Entry forms must be submitted by 5 p.m. Wednesday (April 15).

“The purpose of the event is to bring awareness to sustainability on the Texas Tech campus and to engage the students, faculty and staff,” said Melanie Tatum, unit assistant director of Sustainability and Warehouse Operations. “The idea is to show there are uses for items often considered nothing more than trash. This event allows people to show their creative side and at the same time be sustainable.”

Each art entry must be made from at least 75 percent recyclable material and its size should not exceed 24 inches by 36 inches. The form of art produced is left up to participants. Students, student organizations, staff and faculty are welcome to enter. Entry forms are available [online](#).

Artwork is due in the Ballroom of the Student Union Building between 7:30 and 8:30 a.m. April 22. Votes will be cast by visitors to the exhibit. Prizes include \$20, \$15 and \$10 Barnes & Noble gift cards.

The [Texas Tech recycling station](#) accepts paper, cardboard, beverage containers, plastics, styrofoam, ink cartridges, batteries, toner cartridges, chemicals, lab glass, computer and other electronics. Paper, plastic and beverage container recycling bins are located in all residence halls. There is also a 24-hour recycling station located behind Housing Services. There are direction signs located at the Physical Plant parking lot entrances off of Main and Flint and Main and Hartford.

This event is sponsored by the [Texas Tech Student Government Association](#).

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CONTACT: Melanie Tatum, unit assistant director, Sustainability and Warehouse Operations, Student Housing, Texas Tech University, (806) 834-1570 or housing.gogreen@ttu.edu.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 8, 2015

CONTACT: Heidi Toth, heidi.toth@ttu.edu

(806) 742-2136

Unique Transdisciplinary Dance to Open Annual Women's Conference

“Ordinary Wars” is performance social science designed to elicit emotions and conversations among the audience.

A one-of-a-kind dance performance that tells the story of life choices made by young women within the context of societal expectations for femininity will kick off the [31st Annual Conference on the Advancement of Women](#).

“Ordinary Wars,” an hourlong dance performance created by human developments and family studies associate professor Elizabeth Sharp and associate vice provost of academic affairs and head of dance Genevieve Durham DeCesaro, is a movement-based analysis of two data sets from Sharp’s studies. One set was interviews of newly married women about their weddings and roles as new wives, and the second set of interviews were women who did not want to get married or have children.

The project, which was initially sponsored by the [Office of the Vice President for Research’s](#) Creative Arts, Humanities and Social Sciences Competition, is unlike anything either creator has seen or done, and they say it will be new to the audience as well.

“The data from audiences who have seen the show revealed that if we leave the dances more open for people’s interpretations, audience members can more readily map onto their own experiences,” Sharp said. “There’s resonance of emotion and tension from the women’s stories audience members feel. That’s why we called the performance ‘Ordinary Wars’ – it’s these everyday mundane tensions and challenges women contend with about how they should be performing their femininity.”

“Ordinary Wars” will be performed by Flatlands Dance Theatre at 7 p.m. April 16 at the Louise H. Underwood Center for the Arts’ Firehouse Theatre. Doors open at 6:30 p.m. The performance, which the Women’s Studies Program is sponsoring, is free and open to the public. After the performance, Sharp and DeCesaro will take audience feedback, and audience members also will get to talk with the dancers.

“My favorite part of the concert is the talk back session after the performance,” DeCesaro said. “This is when we get to talk with our audience about what they saw and why.”

This is the third time “Ordinary Wars,” which has gained national and international attention for its unique approach, will be performed in Lubbock.

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The [Women's Studies website](#) has registration and schedules for the Conference on the Advancement of Women.

CONTACT: Elizabeth Sharp, associate professor, Department of Human Development and Family Studies, College of Human Sciences, Texas Tech University, (806) 834-8652 or elizabeth.sharp@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: April 9, 2015

CONTACT: Heidi Toth, heidi.toth@ttu.edu
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Annual Graduate Research Poster Competition Takes Place Friday

The competition is a chance for students to present their research before representing Texas Tech at national and international research conferences.

WHAT: The 14th Annual Graduate Research Poster Competition, which provides an opportunity for graduate students to present their work in preparation for national conferences. Students will present research in psychology, education, engineering, human and agricultural sciences and other disciplines. They will be available to answer questions on their research from members of the media and the public.

Some of the research projects include looking at the body mass index of people with sickle cell anemia and tracking desirability on the dating app Tinder.

WHEN: 11 a.m. to 2 p.m. Friday (April 10)

WHERE: Helen DeVitt Jones Sculpture Court at the Museum of Texas Tech University, 3301 Fourth St., west entrance

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CONTACT: Kim Cappillino, marketing director, Graduate School, Texas Tech University, (806) 834-3374 or kim.cappillino@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: April 9, 2015

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

Climate Change Expert Hayhoe Hosting Discussion

The event will focus on why the subject remains so divisive today.

WHAT: “Science by the Glass,” an informal discussion on climate change with Katharine Hayhoe, an assistant professor of political science at Texas Tech University and the director of the [Climate Science Center](#).

WHEN: 6:30-7:30 p.m. Tuesday (April 14)

WHERE: Host & Toast, 3502 34th St., Lubbock

EVENT: Katharine Hayhoe is one of the world’s leading experts on climate science and climate change. The discussion, entitled “Science by the Glass,” will focus on why climate change remains such a divisive issue in the United States.

The event is free and open to the public. “Science by the Glass” events are designed to bring together community and university members in an informal setting to discuss topics relevant to society and science.

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CONTACT: Emily Powell, communication and outreach coordinator, Climate Science Center, Texas Tech University, (806) 834-7673 or emily.j.powell@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: April 9, 2015

CONTACT: George Watson, george.watson@ttu.edu
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Engineering Dean, Former Astronaut to Hold Discussion on International Issues
Al Sacco spent 16 days in space aboard the shuttle Columbia in 1995.

WHAT: Discussion on International Experiences with Al Sacco, dean of the Texas Tech University Edward E. Whitacre Jr. College of Engineering

WHEN: 2:30-4 p.m. Tuesday (April 14)

WHERE: Senate Room, Student Union Building

EVENT: Al Sacco, dean of the College of Engineering at Texas Tech, will talk about his perspectives during a discussion entitled “A Global Perspective: An Astronaut’s View on International Experiences.”

Sacco spent 16 days aboard the Space Shuttle Columbia during the STS-73 mission in 1995, which focused on materials science, biotechnology, combustion science and fluid mechanics in a pressurized space environment.

The event is free and open to the public. It is being held as part of Texas Tech’s International Week.

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CONTACT: Zaida M. Gracia, assistant academic dean for Central and South American projects, Edward E. Whitacre Jr. College of Engineering, Texas Tech University, (806) 834-6184 or zaida.gracia@ttu.edu.

Expert Pitch

FOR IMMEDIATE RELEASE

DATE: April 9, 2015

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

Tax Expert Available to Discuss End of Tax Season Issues

Robert Barnhill, a licensed attorney and certified financial planner who has studied tax issues for 30 years, is available to discuss questions related to tax season as the United States approaches April 15. Barnhill is a professor of financial planning at Texas Tech University who has written several books discussing estate, retirement and individual taxes. He also conducts continuing education courses for tax professionals every year.

Expert

Robert Barnhill, personal financial planning instructor, (806) 794-1282 or robert.barnhill@ttu.edu (phone is preferred contact)

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: April 9, 2015

CONTACT: Christiani Saucedo, christiani.saucedo@ttu.edu
(806) 742-2136

Texas Tech Library To Host Novel Group Reading

The series of group readings is dedicated to a classic World War I novel

WHAT: A series of group readings of the classic World War I novel, “All Quiet on the Western Front”

WHEN: 7 p.m. – 9 p.m. April 13, 20 and 27

WHERE: Room 309, Texas Tech University Library

WHO: The Texas Tech University Library will host a series of group readings of the novel, “All Quiet on the Western Front.” The novel focuses on World War I which started more than 100 years ago. The author, Erich Maria Remarque, a German veteran of World War I, describes the experiences of German soldiers during World War I.

The first 40 participants to register will receive a free copy of the book. Professors and librarians from Texas Tech who are experts in this era will moderate the discussions. Door prizes and refreshments from the time era will be offered.

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CONTACT: Jack Becker, librarian, University Libraries, Texas Tech University,
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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 10, 2015

CONTACT: Heidi Toth, heidi.toth@ttu.edu

(806) 742-2136

Burkhart Center Plans Series of Events for Autism Awareness Month

The annual walk is the culmination of events for the center.

April is Autism Awareness Month, and Texas Tech University's [Burkhart Center for Autism Education & Research](#) is celebrating with a number of fundraisers and community events.

Three local restaurants are donating a portion of their proceeds to the Burkhart Center. Papa John's will sponsor a day on April 14, Capital Pizza will sponsor from 6-10 p.m. April 21, and the Chick-fil-A in the South Plains Mall will sponsor April 23. Also on April 23, Burkhart's Transition Academy students will host a fashion show at 7 p.m. outside the Women's Dillard's in the South Plains Mall.

The annual Burkhart Walk for Autism Awareness will take place from 2-4 p.m. April 26 at the John Walker Soccer Complex at 10th Street and Texas Tech Parkway.

"Autism Awareness Month is a meaningful time for the Burkhart Center, not only because of its celebration of people living with or affected by autism, but also the supplementation of our yearly programming with both special events and increased community involvement," Transition Academy teacher Tawny Mills said.

The Burkhart Center, which celebrated its first year in a new building in November, cut the ribbon earlier this year for a new Quiznos restaurant staffed by students of the Transition Academy. The academy, which is the center's flagship program, has about a dozen area students learning life and job skills.

"Our intent is not only to assist people with autism through transition instruction and research to become more independent and assimilate into the community, but also to better shape and mold the community's attitude toward autism in order to bolster understanding and acceptance of people on the autism spectrum," Mills said. "It often goes unnoticed that people with autism can be talented and friendly. Increased awareness means greater acceptance, and reciprocal acceptance of people on the spectrum is truly a mark of success."

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

Office of Communications and Marketing

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**Autism Education & Research, College of Education, Texas Tech University, (806)
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News Release

FOR IMMEDIATE RELEASE

DATE: April 10, 2015

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

Mentor Tech Features Nia Long for Annual Banquet

The pop culture icon and three-time NAACP award winner will give the keynote speech during Mentor Tech's 13th annual banquet April 24.

Hollywood leading lady and three-time NAACP award winner Nia Long will give the keynote speech during [The Lauro Cavazos & Ophelia Powell-Malone Mentoring Program \(Mentor Tech\)](#) 13th annual banquet at 7 p.m. April 24 at the Lubbock Memorial Civic Center Banquet Hall.

Most notably known for her movie and television roles such as Lisa Wilkes on "The Fresh Prince of Bel-Air," "The Best Man Holiday," "The Single Moms Club," "Big Momma's House (1 and 2)," "Are We There Yet?" and "Boyz N the Hood," Long has been acting since the late 80s. She also has spent time in the director's chair with the debut of Ashanti's music video "Baby" and Yolanda Adam's "This Too Shall Pass."

In addition to her Hollywood resume, Long mentors young girls, both nationally and internationally, to help with their self-esteem and lends support to Black Girls Rock, an organization that promotes the arts for young women of color and promotes discussion on how women of color are portrayed in the media. Long has worked in Trinidad, Grenada and Barbados, where her family roots lie.

"When selecting speakers for the banquet, we strive to bring someone who will inspire and motivate our students and all those in attendance to reach their ultimate potential," said Cory Powell, director of the Mentor Tech program. "Ms. Long's longevity in the entertainment industry, relatability, commitment to mentoring youth and other civic engagement activities makes her the ideal speaker for this year's event."

Long is a three-time NAACP award winner, winning two of them for her role as Officer Sasha Monroe on NBC's crime drama "Third Watch" as an outstanding actress in a drama series.

Born and raised in Brooklyn, Long now resides in Los Angeles with her partner Ime Udoka, an assistant coach for the San Antonio Spurs, and her two sons Massai and Kez.

“As we celebrate the 13th annual Mentor Tech Celebration Banquet, I’m excited that Ms. Long has agreed to serve as our speaker,” said Paul Frazier, assistant vice president for the [Division of Institutional Diversity, Equity and Community Engagement](#). “Her efforts to mentor and empower students in their educational pursuits closely align with the purpose and mission of the event.”

Mentor Tech seeks to enhance the quality of the educational experience of students from underrepresented populations through programs, services, advocacy, and campus and community involvement. The program provides students with information, encouragement and direction by pairing students with faculty and staff members to help them reach their academic, personal and professional goals.

Since the program’s beginning in 2002, Mentor Tech has assisted more than 2,200 students, and within the last nine years, more than 900 student participants have graduated from Texas Tech University and the Texas Tech University Health Sciences Center.

Tickets for the banquet are \$80 each or \$100 for VIP; tables of eight cost \$800 and \$1,000 for VIP tables. All VIP purchases include premium seating, passes to the VIP reception and a photo opportunity with Long. Sponsorship opportunities also are available. Proceeds benefit the Mentor Tech scholarship fund.

For more information call 806-742-8692, email mentor@ttu.edu or visit www.mentortech.ttu.edu.

Mentor Tech is part of Texas Tech’s Division of Institutional Diversity, Equity and Community Engagement.

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

CONTACT: Cory Powell, director, Mentor Tech, Texas Tech University, (806) 742-8692 or cory.powell@ttu.edu.



Advisory

FOR IMMEDIATE RELEASE

DATE: April 10, 2015

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

Texas Tech to Host International Week

Faculty, staff and students will participate in several events throughout the week to celebrate the different cultures around the world.

WHAT: International Week

WHEN: April 12-17

WHERE: Texas Tech University

Texas Tech University's [Office of International Affairs](#) will host International Week, beginning Sunday (April 12) through Friday (April 17). The Office of International Affairs, along with departments and student organizations, will host events throughout the week to celebrate the many different cultures around the world.

Media are invited to different events including:

- **Worldwide Showcase 2015: A Cruise across Cultures, 2 p.m., April 12, City Bank Auditorium:** International students at Texas Tech will take part in a colorful show that takes audience members on a journey of talent and culture from around the world.
- **“A Global Perspective: An Astronaut’s View on International Experience” by Al Sacco Jr., 2:30-4 p.m., April 14, Student Union Building, Senate Room:** Sacco, dean of the [Edward E. Whitacre Jr. College of Engineering](#), will talk about his experience in space when he was aboard the space shuttle Columbia for 16 days during the STS-73 mission in 1995.
- **“Adventures in Study Abroad” photo exhibit reception, 4-5:30 p.m., April 15, International Cultural Center:** Students will show off their photography from different study abroad trips throughout the world.
- **Global Vision Awards, 4-5:30 p.m., April 17, International Cultural Center, Hall of Nations:** Texas Tech President M. Duane Nellis, Texas Tech Provost Lawrence Schovanec and Ambassador and Vice Provost for International Affairs Tibor P. Nagy, Jr. will present awards to faculty members and administrators whose work inspired students to study and experience different cultures and encourage a better understanding of the world.

For a full list of events, please visit the International Week [website](#).

Office of Communications and Marketing

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CONTACT: Jane Bell, senior director, Office of International Affairs, Texas Tech University, (806) 742-3667 or jane.bell@ttu.edu; Christi Felton, facility and events manager, Office of International Affairs, Texas Tech University, (806) 742-3667 or christi.felton@ttu.edu.



Advisory

FOR IMMEDIATE RELEASE

DATE: April 10, 2015

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

Well-Known Steel Pan Player to Perform with Texas Tech Percussion

Soloist Victor Provost is a jazz musician with unique regional roots.

- WHAT:** Steel pan player Victor Provost will perform in concert with Texas Tech University's Steel Drum Bands, Percussion Ensemble and jazz faculty member Ben Haugland
- WHEN:** 8-10 p.m. Tuesday (April 14)
- WHERE:** Hemmle Recital Hall (Room 101), School of Music, Texas Tech
- WHO:** Provost is regarded as one of the young masters of the unique and often misunderstood instrument, the steel pan. With appearances at concert halls and stages throughout the world, he has developed a reputation as a dazzling soloist, crafting an unique improvisational voice and style. With a strong foundation in Bebop, a contemporary sensibility, and deep roots in Caribbean music, he works in countless genres and musical styles. He was the Washington D.C. City Paper's Jazz Percussionist of the Year five years running, his freshman release "Her Favorite Shade of Yellow" was named one of the top five albums of 2011 and he was named Jazz Artist of the Year in 2012.

Provost has toured with National Endowment for the Arts Jazz Master Paquito D'Rivera as a member of his Panamericana Orchestra, is a member of the Grammy-winning Afro Bop Alliance and works with several of the Mid-Atlantic region's most lauded musical collectives, including Dion Parson's "21st Century Band," "the Reginald Cyntje Group" and Michael Bowie's "Sine Qua Non." He has performed and recorded with other jazz luminaries including Wynton Marsalis and the Jazz at Lincoln Center Orchestra, Hugh Masakela, Joe Locke, Nicholas Payton, Terrel Stafford, Dave Samuels, Wycliffe Gordon and "young lions" like Etienne Charles, Ben Williams and Ulysses Owens.

He is an adjunct professor of music at George Mason University where he founded the Mason Steel Pan Ensemble. He has

conducted residencies and master classes throughout the United States and the Caribbean at schools such as Berklee College of Music in Boston, University of Akron, Miami University and Northern Illinois University. He is an art ambassador to his hometown in the U.S. Virgin Islands, which honored him with a Special Congressional Recognition in 2014, and returns frequently to perform and teach as part of Dion Parson's community-based arts initiative, the United Jazz Foundation.

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

Advisory

FOR IMMEDIATE RELEASE

DATE: April 13, 2015

CONTACT: George Watson, george.watson@ttu.edu
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International Film Series Schedules Next Voices of Israel Film Series Screening
“Footnote” explores the father-son relationship.

WHAT: Screening of the film “Footnote” as part of the International Film Series Voices of Israel Film Series, sponsored by Landmark Arts and the Texas Tech School of Art

WHEN: 7 p.m. Tuesday (April 14)

WHERE: Room 001, English Building, Texas Tech University

WHO: “Footnote,” directed by Joseph Cedar, follows a father and son who both teach at a Hebrew university in Jerusalem. It was awarded Best Screenplay at the 2011 Cannes Film Festival and was nominated in 2012 for an Academy Award for Best Foreign Film.

Kristi Humphreys, an assistant professor in the School of Art, will host a discussion following the film. The screenings are free and open to the public, but seating is limited.

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CONTACT: Robert Peaslee, coordinator, International Film Studies program, Texas Tech University, (806) 834-2562 or robert.peaslee@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: April 13, 2015

CONTACT: George Watson, george.watson@ttu.edu
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Texas Tech School of Law Hosting Annual Criminal Law Symposium

The symposium's theme will focus on issues surrounding the Fourth Amendment.

- WHAT:** The Texas Tech University School of Law's Ninth Annual Criminal Law Symposium
- WHEN:** 9 a.m. Friday (April 17)
- WHERE:** The Mark and Becky Lanier Auditorium at the Texas Tech School of Law, 1802 Hartford Ave., Lubbock
- EVENT:** Presented by Texas Tech Law Review, the [School of Law](#) will host its annual criminal law symposium. This year's theme is "The Fourth Amendment in the 21st Century," a look at issues surrounding the Fourth Amendment to the Constitution, which deals with illegal searches and seizures and the issuance of warrants.

Registration is open to the public. The State Bar of Texas has approved seven continual learning education (CLE) credit hours for the event, including one hour of ethics. The cost of attending for those seeking CLE credit is \$65 but is free for those not seeking CLE credit.

There will be a wine and cheese reception after the symposium.

Those unable to attend the symposium in person can view it online [here](#).

For more information on the symposium, go to its [website](#).

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: April 14, 2015

CONTACT: Emily Gardner, emily.e.gardner@ttu.edu
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Texas Tech Professor Publishes Fourth Children's Book

The book presents engineering principles merged with the beauty of space.

A Texas Tech University professor recently published her fourth children's book.

Michelle Pantoya, the J.W. Wright Regents chair and professor in [mechanical engineering](#) at the [Edward E. Whitacre Jr. College of Engineering](#), co-wrote "Engineering in Space: Adventures of an Astronaut Engineer" with Emily Hunt, a Texas Tech alumna and associate professor of mechanical engineering at West Texas A&M University and with close collaboration from Al Sacco Jr., dean of the Whitacre College of Engineering.

"These children's books go beyond our region, they literally go around the world," Pantoya said. "Who knows who might see this book, read it, become inspired and someday go on to change the world."

"Engineering in Space" discusses engineering principles and a first-hand account of the beauty of space as recounted by Sacco, who was an astronaut.

"His life in space, all the intimate details, is captured in this book so children can imagine themselves orbiting earth and what life is like in space," Pantoya said.

The book further supports Pantoya's mission to educate children on what engineering is and what engineers do.

Pantoya and Hunt's previous children's books include "Designing Dandelions," published with [Texas Tech University Press](#), "Pride by Design" and "Engineering Elephants."

"With a little inspiration and education, the next generation entering college as an engineering major will have a solid understanding for what engineers do," Pantoya said. "They will understand engineers design technology and have a very deep understanding that technologies are anything designed to solve a problem. That technology is not just something that's electronic but extends to everything made by humans that surround us."

“If we can clear up these misconceptions at young ages, our hope is young kids will become inspired by the meaningfulness of engineering and choose to study that as a discipline and change our world, to me, that is the biggest reward.”

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CONTACT: Michelle Pantoya, J.W. Wright Regents Chair and Professor, Mechanical Engineering, Edward E. Whitacre Jr. College of Engineering, Texas Tech University, (806) 834-3733 or michelle.pantoya@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 14, 2015

CONTACT: Zoe Bell, zoe.bell@ttu.edu

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Texas Tech to Host 31st Annual Conference on the Advancement of Women

The conference will host 47 research presentations
by 80 presenters from around the world.

Texas Tech University will host the 31st Annual Conference on Women in Higher Education: “Framing a New Narrative: Intersecting Gender and Sexuality” Thursday (April 16) through Saturday (April 18).

This year’s conference will host 47 research presentations by 80 presenters from the program’s nationwide call for proposals to help promote academic research. Presenters come from members of Texas Tech University and Angelo State University with additional presenters from Georgia, Michigan, Minnesota, Nigeria and Tunisia.

The conference will kick off with a free performance of “Ordinary Wars” at 7 p.m. Thursday (April 16) in the Firehouse Theatre of the Louise H. Underwood Center for the Arts, 511 Mac Davis Lane. “Ordinary Wars” is a presentation of social science data through dance featuring Flatlands Dance Theatre.

The conference will continue at 8:30 a.m. Friday (April 17) and Saturday (April 18) with check-in and a complementary continental breakfast on the upper level of the Student Union Building. Speakers for Friday include:

- **Loretta Ross**, women’s rights and human rights leader: Ross is an expert on women’s issues, racism and human rights. Her work emphasizes the intersectionality of social justice issues and how this transforms social change. She will speak about reproductive justice at 1 p.m. in the Matador Room of the Student Union Building.
- **Laci Green**, sex education activist and founder of “Sex Plus” on YouTube: Green will present “Taking Down Rape Culture” at 6 p.m. in the Matador Room of the Student Union Building.

The Women’s Studies Scholarship Award luncheon will take place at noon Friday (April 17) in the Matador Room of the Student Union Building. [Registration](#) is \$25 for students and \$35 for non-students. Students and all guests wishing to attend sessions and guest speaker talks but not the luncheon can do so for free. Check in at the registration table to register.

Speakers for Saturday include:

Office of Communications and Marketing

- **Pamelya Herndon**, executive director of Southwest Women's Law Center, New Mexico: Herndon is a former deputy cabinet secretary and general counsel in the New Mexico State Government. She received her bachelor's degree in business administration from Howard University in Washington, D.C. and her J.D. from the University of Texas School of Law. Herndon will speak at 1 p.m. in the Matador Room of the Student Union Building.

Registration for the conference is available online, in person or by phone. A completed form and payment (checks only) should be submitted to Texas Tech University, Women's Studies Program, Attn: Conference Registration, Box 42009, Lubbock, Texas, 79409-2009.

Visitors without a Texas Tech parking sticker can find parking information by entering from the 15th Street and University Avenue entrance to campus. The traffic kiosk attendant will give directions to the Student Union Building and nearest visitor parking location.

For more information, the complete conference schedule and the registration form click [here](#).

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CONTACT: Charlotte Dunham, director, Women's Studies Program, Texas Tech University, (806) 742-4335 or charlotte.dunham@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: April 14, 2015

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

Texas Tech University to Celebrate Sowell Collection

Proceedings will feature readings by Gary Paul Nabhan and Susan Brind Morrow.

WHAT: Conference on the Sowell Family Collection in Literature, Community & the Natural World

WHEN: Thursday (April 16) – Saturday (April 18)
Susan Brind Morrow reading: 6:30 p.m. Thursday (April 16)
Gary Paul Nabhan reading: 6:30 p.m. Friday (April 17)

WHERE: Southwest Collection/Special Collections Library, Formby Room, Texas Tech University

WHO: Created through the support of former Texas Tech Regent James Sowell, the Sowell Collection contains the personal papers of some of the most prominent writers in the world. Writers in the Sowell Collection include Barry Lopez, Rick Bass, Bill McKibben, Gary Paul Nabhan, Susan Brind Morrow and John Lane.

Conference proceedings will feature readings by Lisa Couturier, Toni Jensen, Nabhan, Morrow and Lane as well as presentations by students and scholars from Texas Tech and across the country.

Receptions and book signings will follow the readings. Books from all Sowell Conference presenters will be available for purchase. All events are free and open to the public.

This event is sponsored by the [Southwest Collection/Special Collections Library](#) with additional support from the [Office of the President](#). For more information contact Diane Warner at (806) 834-0466 or diane.warner@ttu.edu.

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Office of Communications and Marketing

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FOR IMMEDIATE RELEASE

DATE: April 14, 2015

CONTACT: Matthew Matherly, matthew.matherly@ttu.edu
(806) 742-2136

Week of the Young Child Kicks Off at Texas Tech

The Child Development Research and the NAEYC have begun annual celebrations.

WHAT: The Week of the Young Child™ is an annual celebration sponsored by the National Association for the Education of Young Children (NAEYC). The purpose of the event is to focus public attention on the needs of young children and their families and to recognize the early childhood programs and services that meet those needs.

WHEN: Monday (April 13) – Friday (April 17)

WHERE: The [Child Development Research Center](#) at Texas Tech University will host events each day of the week in the CDRC building. Friday will be the annual “Circus on the Playground” where children will be able to paint tiles to place along the wall of the raised flower beds in the newly renovated garden on the CDRC playground.

WHO: The [Department of Human Development and Family Studies](#) in the College of Human Sciences operates the [Child Development Research Center \(CDRC\)](#) which provides educational/developmental programs for approximately 80 families with children from birth through five years of age.

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CONTACT: Marjie Collins, unit coordinator, Child Development Research Center, College of Human Sciences, Texas Tech University, (806) 742-3016 or marjie.collins@ttu.edu.



Advisory

FOR IMMEDIATE RELEASE

DATE: April 15, 2015

CONTACT: James Hodgins, james.hodgins@ttu.edu
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48th Annual Jazz Band Festival Features Accomplished Pianist

The festival culminates with a concert by Geoffrey Keezer.

WHAT: The Texas Tech University [School of Music](#) will host the 48th annual Jazz Band Festival for local junior college, high school and junior high school jazz ensembles. Ensembles will compete on Friday and Saturday (April 17-18).

There will be an evening awards concert in the Student Union Allen Theatre featuring Texas Tech Jazz Ensembles and guest artist Geoffrey Keezer. The concert will be free to festival participants. Ticket prices for the concert are \$12 for the general public. Students with a Texas Tech student ID and seniors will be \$10, and children under the age of 12 will not be charged.

Tickets are available at the door or in advance at music.ttu.edu.

WHEN: 8 p.m. Saturday (April 18)

WHERE: Allen Theatre, Student Union Building, 15th Street & Akron Avenue

WHO: With his highly regarded discography, unique compositions and acclaimed performances in a variety of configurations, pianist Geoffrey Keezer commands the attention typically reserved for the living legends of jazz. Whether recording with jazzy chanteuses Diana Krall or Dianne Reeves, touring with trumpet king Chris Botti or collaborating with pop icon Sting, sax legend Wayne Shorter, guitar wizard Jim Hall, star bassist Christian McBride or vibes master Joe Locke, Keezer “has more than enough virtuosity and sheer musical wit and intelligence to weave all of his apparently disparate strands of influence into an original and compelling whole,” according to Time Magazine.

A native of Eau Claire, Wisconsin, Keezer was playing in jazz clubs as a teenager, holding down the piano chair for Art Blakey at

age 18 and touring in the company of Joshua Redman, Benny Golson and Ray Brown in his 20s. More recently he has toured with David Sanborn, Botti, Locke and McBride; worked with vocalist Denise Donatelli on projects garnering three Grammy nominations; and released a series of albums drawing influences from Hawaiian, Okinawan and Afro-Peruvian folk traditions. Keezer's recent focus is on solo piano and the 2013 release of "Heart of the Piano," his first solo album in 13 years.

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

CONTACT: Stephen Jones, director of jazz studies, School of Music, College of Visual & Performing Arts, Texas Tech University, (806) 834-8379 or stephen.jones@ttu.edu.



Advisory

FOR IMMEDIATE RELEASE

DATE: April 15, 2015

CONTACT: Glenys Young, glenys.young@ttu.edu
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Biological Threat Research Lab to Conduct Training Exercises

Numerous emergency vehicles will be present at Reese Technology Center April 21-23.

WHAT: A full-scale live exercise to test personnel, security and facility incident response capabilities is scheduled for April 21-23 at the Reese Technology Center campus. Numerous emergency first responder vehicles and personnel will be on the campus during the exercises.

The event is not open to the public or the media.

WHEN: April 21-23. Exercises will begin between 8 and 8:30 a.m. each day, ending between noon and 1 p.m.

WHERE: [The Institute for Environmental and Human Health](#), Reese Technology Center campus, in and around building 555.

WHO: The multi-agency exercise will be conducted in collaboration with local and regional emergency response teams, including the [Texas Tech University Police Department](#), the Lubbock County Sheriff's Office, the City of Lubbock Police Department, the City of Lubbock Fire Department Hazardous Materials Response Team and the South Plains Association of Governments.

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CONTACT: Steve Presley, professor, Institute of Environmental and Human Health, Texas Tech University, (806) 834-8260 or steve.presley@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: April 15, 2015

CONTACT: K'Leigh Sims, kleigh.sims@ttu.edu
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New Masked Rider to Take Reins, Raider Reds to Pass Guns to New Mascots
The Texas Tech mascots for the 2015-2016 year will begin their duties after transfer.

- WHAT: Texas Tech University Transfer of Reins and Passing of Guns ceremonies
- WHEN: Friday (April 17): 3 p.m., Transfer of Reins; 4:30 p.m., Passing of Guns
- WHERE: McKenzie-Merket Alumni Center, Texas Tech campus
17th Street and University Avenue
- EVENT: The Masked Rider Program's 54th rider will take the reins of Fearless Champion from the 2014-2015 Texas Tech Masked Rider Mackenzie White on Friday (April 17).

Following after the Transfer of Reins ceremony, three graduating Raider Reds will be unmasked and pass their guns to two new students who will serve as the Raider Red mascot for the upcoming academic year.

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CONTACT: Stephanie Rhode, director, Spirit Program, Texas Tech University,
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News Release

FOR IMMEDIATE RELEASE

DATE: April 15, 2015

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

Texas Tech Cheer, Pom Place Second and Fourth at National Competition

This is the ninth straight year Texas Tech has placed in the top five spots.

Texas Tech University's [spirit squads](#) competed in the National Cheerleaders Association (NCA) and National Dance Association (NDA) collegiate championship over the weekend in Daytona Beach, Florida. This is the ninth straight year Texas Tech has placed in the top five spots.

Texas Tech's co-ed cheerleading team placed second in the Division 1A category, and the pom squad placed fourth in the Division 1A hip-hop category and seventh in the Division 1A open category.

"This year was by far the best we have ever performed at nationals," said Stephanie Rhode, director of the Spirit Program. "Although we didn't quite get the results we wanted, I am so proud of our teams. I'm already looking forward to start planning for next year."

The cheerleading team came in second by only 0.05 points, scoring a 96.80 following Oklahoma State University, which scored a 96.85.

Head cheer coach Bruce Bills said this year's performance was one of the best he has ever seen by Texas Tech.

"I'm so proud of Texas Tech Cheer," he said. "They did an excellent job representing Texas Tech all year long, especially on the national stage. This year was an unbelievable experience, and I'm so honored to coach such a great team."

The pom squad competed in the hip-hop and open categories for the second year, finishing fourth for hip-hop and seventh for open. Texas Tech Pom followed Brigham Young University (first in both categories), the University of Louisville and the University of Missouri, all with very close scores.

Head pom squad coach Erin Harold said these two categories are extremely competitive, and she is very proud of how the pom squad performed.

“Pom performed so well in Daytona,” she said. “I couldn’t have asked them to do any better than what they did. They were incredibly calm and worked so well together. I’ve never felt so relaxed going into the performances, and I know they felt the same way. Regardless of the scoring outcome, I couldn’t be any prouder of their performance and how they represented Texas Tech. We improved each day, and it makes me so excited for the upcoming season.”

Last year, the pom squad finished fifth in the hip-hop category and third in the open category.

To see the cheer and pom squads’ performances, go to the [Varsity](#) website. Videos are split into their respective categories.

For more information and updates about the Texas Tech Spirit Program, please visit its [website](#) or follow Texas Tech Cheer ([Facebook](#), [Twitter](#)) and Pom ([Facebook](#), [Twitter](#)) on social media.

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.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: April 15, 2015

CONTACT: George Watson, george.watson@ttu.edu
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Texas Tech Law Professor Gives Helpful Hints in “Eight Tax Myths”

The series of articles appeared this week on the Forbes website.

WHAT: “Eight Tax Myths,” a series of articles on income taxes, written by Texas Tech University School of Law professor Bryan Camp.

WHO: Bryan Camp is the George H. Mahon Professor of Law at the Texas Tech law school. He has been on faculty at Texas Tech since 2001 after practicing law for 13 years. He also worked at the Internal Revenue Service Office of Chief Counsel’s National Office in Washington, D.C.

This week, with April 15 being the deadline to file income tax returns, Camp authored a three-part series for the Forbes website entitled “Eight Tax Myths.” The series began Monday (April 13) and concludes Wednesday (April 15).

The first part of the article can be accessed [here](#).

The second part of the article can be accessed [here](#).

The third part of the article can be accessed [here](#).

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CONTACT: Kari Abitbol, director of communications, School of Law, Texas Tech University, (806) 834-8591, or kari.abitbol@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 15, 2015

CONTACT: Zoe Bell, zoe.bell@ttu.edu

(806) 742-2136

Texas Tech to Host Small Business Expo

More than 20 governmental agencies and 40 vendors will be in attendance.

Texas Tech University will host a Small Business Expo from 9 a.m. to 2 p.m. Wednesday (April 22) at the McKenzie-Merket Alumni Center, located at 17th Street and University Avenue. The expo provides business owners with a forum for building strategic partnerships through a mutual exchange of information with government agencies and business representatives.

Pat Simmons, section manager for Historically Underutilized Business (HUB) reporting and compliance from Texas Tech Procurement Services, says the expo will leave attendees with a better understanding of how to build business partnerships.

“I encourage small business owners, potential business owners and entrepreneurs, local, state and federal government agents and anyone who has an interest in nurturing small business to attend,” she said. “Plus, it’s fun. There is free admission and parking, door prizes and exhibitor samples. Not to mention the opportunity to build rapport with potential clients and partners.”

This expo is an opportunity to meet and network with more than 20 governmental agencies and 40 vendors. Individuals will attend presentations provided by representatives from the Texas Comptroller of Public Accounts, Texas General Land Office and Northwest Texas Procurement Assistance Center. They also will learn about small and disadvantaged business programs with state and federal agencies including the Texas State Historically Underutilized Business (HUB) program.

Admittance and parking is free for the event. Door prizes also will be awarded. For more information visit the event [website](#) or call (806) 742-3844.

CONTACT: Pat Simmons, section manager, HUB reporting and compliance, Tax Compliance and TechBuy Systems Administration, Texas Tech University Procurement Services, (806) 834-0566 or patricia.simmons@ttu.edu.



Advisory

FOR IMMEDIATE RELEASE

DATE: April 16, 2015

CONTACT: Glenys Young, glenys.young@ttu.edu
(806) 742-2136

College of Architecture Dedicates Famed Professor's Sculpture

Robert Bruno created his well-known house in Ransom Canyon from this model.

WHAT: An untitled 1974 steel sculpture – the model from which internationally recognized architect Robert Bruno created his famous, unfinished Steel House in Ransom Canyon – will be dedicated during a ceremony outside the [Texas Tech University College of Architecture](#). The dedication extends to the land around the sculpture as well, which will be named the Robert Bruno Plaza in honor of the former architecture professor.

Before being moved to Texas Tech in January, the sculpture had been in an East Lubbock cotton field for 35 years. It was purchased and moved to its new location through the university's "Percent for Art" program.

The dedication is open to the public.

WHEN: 11:30 a.m. Monday (April 20)

WHERE: College of Architecture, 18th Street and Flint Avenue

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CONTACT: Emily Wilkinson, public art manager, Facilities Planning and Construction, Texas Tech University, (806) 742-2116 or emily.wilkinson@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 16, 2015

CONTACT: Glenys Young, glenys.young@ttu.edu
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Distinguished Architect to Lecture During Celebration of Women in Industry
Fe_arch and the College of Architecture welcome the public to a full day of events.

The [Texas Tech University College of Architecture](#)'s annual celebration of women is scheduled for Friday (April 17). [Fe_arch](#), a group of female architecture faculty, administrators and staff, has a full day of activities planned to bring awareness to women in the profession of architecture.

Fe_arch will present a lecture by Billie Tsien, the architect of New York City's [American Folk Art Museum](#), at 5 p.m. in the College of Architecture's first floor gallery. Tsien holds a bachelor's degree in fine arts from Yale University and a master's degree in architecture from the University of California at Los Angeles. She is on the boards of the Architectural League of New York, the Public Art Fund and is a vice president of the Municipal Art Society in New York City.

Tsien and her husband Tod Williams are partners of the [Tod Williams Billie Tsien Architects](#) firm in New York. The pair shared the Jane and Bruce Graham Chair in Architecture at the University of Pennsylvania in 1998, as well as the Eliel Saarinen Chair at the University of Michigan in 2001 and 2002. They are the recipients of numerous prestigious design and architecture awards.

"We always invite a nationally known woman architect – someone who is accomplished, awarded and published and who is in a leadership position – as an inspiration," said Maria Perbellini, associate dean in the College of Architecture.

The day's events also include:

- 3 p.m., a time for students to interview Tsien;
- 4 p.m., a reception;
- After the 5 p.m. lecture, the 2015 Best Female Student Award Ceremony.

Awards will be given to the best female undergraduate student, best female graduate student and best in show based on an exhibition of studio work, grade point average, community engagement and involvement in college activities and student organizations.

"I'm advocating to support our girls in the college," Perbellini said. "I want to give them self-confidence and explain that everything is possible. It's not about gender, it's about, 'Could you do well what you do?'"

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The name Fe_arch stands for females in architecture, but as Associate Dean Clifton Ellis pointed out, Fe on the periodic table is the symbol for iron.

“You have to be strong and really push your career courageously,” Perbellini explained.

Women currently make up about 25 percent of the students and faculty in the college. Perbellini said she sees lots of participation from the college’s men in support of their female peers.

The reception, lecture and awards ceremony are open to the public at no charge.

Important contributors to the Fe_arch event are Dana Campbell, Lahib Jaddo, Kathy Johnson, Victoria McReynolds, Perbellini and Patti Perkins.

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Advisory

FOR IMMEDIATE RELEASE

DATE: April 16, 2015

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

Novelist Brooks Scheduled for Lecture on New Book

Max Brooks will discuss his newest work, “Harlem Hellfighters.”

- WHAT: Max Brooks, the author of graphic novels such as “The Zombie Survival Guide” and “World War Z,” will deliver a lecture at Texas Tech University on his new book, “Harlem Hellfighters.”
- WHEN: 6:30 p.m. Wednesday (April 22)
- WHERE: The Mark and Becky Lanier Auditorium at the Texas Tech School of Law, 1802 Hartford Ave., Lubbock
- EVENT: “Harlem Hellfighters” examines the 369th Infantry Regiment during World War I. The 369th was composed of African-American and African-Puerto Rican soldiers who fought for the U.S. despite a lack of racial freedom in their own home country.

Brooks spent more than two decades researching the book which is a departure from his normal subject of zombies. It is a horrific look at what minority soldiers experienced in order to fight for the U.S.

The lecture is free and open to the public.

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: April 16, 2015

CONTACT: George Watson, george.watson@ttu.edu
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Texas Railroad Commission Chairwoman to Speak at Energy Law Lecture Series
Christi Craddick will lecture on energy regulation in Texas.

WHAT: The [Texas Tech University School of Law](#) Energy Law Lecture Series

WHEN: Noon Monday (April 20)

WHERE: The Mark and Becky Lanier Auditorium at the Texas Tech School of Law,
1802 Hartford Ave., Lubbock

WHO: Christi Craddick, chairwoman of the Texas Railroad Commission, will be the featured lecturer for the Texas Tech School of Law's final Energy Law Lecture Series of the spring. Her topic of discussion will be "Texas Energy Regulation."

A native of Midland, Craddick has been at the forefront of educating the public about the impact of the oil and gas industry in Texas. She is the daughter of former Speaker of the Texas House of Representatives Tom Craddick.

Those wishing to view the lecture series online may do so [here](#).

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

CONTACT: Kari Abitbol, director of communications, Texas Tech University School of Law, (806) 834-8591, or kari.abitbol@ttu.edu.



News Release

FOR IMMEDIATE RELEASE

DATE: April 16, 2015

CONTACT: Emily Gardner, emily.e.gardner@ttu.edu
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Texas Tech Chess Coach Qualifies for World Cup

The coach currently is representing the U.S. at the World Team Championship.

Grandmaster and head coach of the [Texas Tech University chess team](#), Alex Onischuk, recently qualified for the World Cup.

He currently is representing the United States as a member of the five-player team selected based on world ratings in Armenia at the World Team Championship, where the top 10 chess teams in the world compete.

“We’re extremely proud of Coach Alex’s qualifying for the World Cup, and we’re also very proud of his commitment to represent the USA in the World Team competition,” said Al Lawrence, Texas Tech chess program director. “A player of his world-class caliber has other, more lucrative options. But he’s been a stalwart on USA teams. He’s a wonderful example to our students and a great representative of Texas Tech.”

Onischuk finished fourth at the U.S. Chess Championship in the elite 12-player invitational event, where he defeated the incumbent champion and former world championship challenger Gata Kamsky. This allowed him to qualify for the World Cup elimination matches in September. Onischuk has been a top player in the chess world for the past 17 years.

“I just want to thank people that supported me during the tournament, including my students and the Texas Tech Chess Program staff,” said Onischuk. “I received many emails from Lubbock during the championship.”

Onischuk and the Texas Tech chess team recently [placed third in the Final Four of Chess](#) at the national collegiate championship in New York City. This was the Knight Riders’ second year qualifying for the tournament.

The Texas Tech University Chess program – part of the [Division of Institutional Diversity, Equity and Community Engagement](#) – offers outreach programs to more than a dozen area schools and can provide teaching materials and other assistance on request.

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

Advisory

FOR IMMEDIATE RELEASE

DATE: April 17, 2015

CONTACT: George Watson, george.watson@ttu.edu
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Final Screening in the Federico Fellini Retrospective Set The International Film Series will show the movie “La Dolce Vita.”

- WHAT:** The final film in the Federico Fellini Retrospective, “La Dolce Vita,” will be screened, sponsored by the Texas Tech University International Film Series and the Texas Tech Department of Classical and Modern Languages
- WHEN:** 7 p.m. Tuesday (April 21)
- WHERE:** Alamo Drafthouse Cinema, 120 W. Loop 289
- WHO:** Directed by Federico Fellini, “La Dolce Vita” follows an average journalist during a week of his life, in which he is forced to choose between his girlfriend and a life of luxury amongst Rome’s high society. It is just one of the life-altering decisions he must make.

Reserved seats are available through Alamo Drafthouse for \$5 and can be exchanged for \$5 worth of food/beverage vouchers for use inside the theatre.

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

CONTACT: Robert Peaslee, coordinator, International Film Studies program, Texas Tech University, (806) 834-2562 or robert.peaslee@ttu.edu.



News Release

FOR IMMEDIATE RELEASE

DATE: April 17, 2015

CONTACT: K'Leigh Sims, kleigh.sims@ttu.edu
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New Masked Rider, Raider Reds Begin Their Duties as 2015-2016 Mascots The mascots began their roles at the Transfer of Reins, Passing of the Guns ceremonies Friday (April 17).

It is both a nostalgic and exciting day in Raiderland as the Texas Tech University mascots transfer their roles to three new students for the upcoming academic year.

At the Transfer of Reins and Passing of the Guns ceremonies on Friday (April 17) at the McKenzie-Merket Alumni Center, three Raider Reds revealed their identities and the 53rd Masked Rider, Mackenzie White, transferred the reins of Fearless Champion to Rachel McLelland, a junior from Tijeras, New Mexico.

Texas Tech's Spirit Program director Stephanie Rhode said this is always a bittersweet time of year.

"We are saying goodbye to four mascots – three Raider Reds and the Masked Rider – who have served selflessly and tirelessly as symbols of this wonderful university," Rhode said. "But at the same time, we are excited to begin a new chapter with three new students who will, with no doubt, bring honor, pride and fearlessness to their roles as Raider Red and the Masked Rider."

At the Transfer of Reins ceremony, White donned the Masked Rider uniform for the last time before handing the role over to McLelland.

During her time as the Masked Rider, White logged 180 appearances at athletic events, rodeos, hospitals, parades, school and civic events, traveling 21,000 miles total – the same amount of miles logged by the 2013-2014 Masked Rider Corey Waggoner, who broke the record for the most appearances and miles recorded.

"Spending a year as the Masked Rider has been a life-changing experience for me," White said. "I've grown in so many aspects and I see things a little differently now. Not only have I grown as a horse person, but I have a new love for meeting new people and promoting Texas Tech. I am forever grateful to Texas Tech University and the Masked Rider program for allowing me the honor of serving as the 53rd Masked Rider."

McLelland is a pre-med student also majoring in anthropology. After serving as the 54th Masked Rider, she plans to study abroad in London for a medical internship in the summer of 2016 and attend medical school for orthopedic surgery after she graduates in May 2017.

She served as one of White's assistants this past year for the Masked Rider program.

"I am so honored and humbled to represent Texas Tech in the most exciting way possible," McLelland said. "The Masked Rider is the most recognizable symbol of Texas Tech and has a long, illustrious history. I hope to carry on the legacy through hard work and commitment, representing not only the Masked Rider, but also Texas Tech and all they stand for."

Three Raider Reds also revealed their identities as they passed their guns to two new students who will serve as Raider Red for the upcoming academic year. The three Raider Reds are Cody Lancaster, a senior from May, Carson Roye, a senior from Waxahachie, and Zachary Fisher, a senior from Sunnyvale.

Lancaster and Roye served as Raider Red from 2013-2015 and Fisher served as Raider Red from 2014-2015.

Just within the past year, the three Raiders Reds made 150 appearances, including athletic, Texas Tech and civic events.

Raider Red was created as an additional mascot to the Masked Rider before the 1971 football season when the Southwest Conference passed a rule restricting universities from bringing live animal mascots to out-of-town games. Members from Texas Tech's Saddle Tramps and High Riders spirit organizations serve as Raider Red.

Roye said being Raider Red is something he can't put into words.

"Having the opportunity to step into the boots of Raider Red and look through his eyes for the last two years is an indescribable feeling," he said. "To make so many people laugh and represent Texas Tech is one of the greatest feelings in the world."

The two new Raider Reds will serve the Texas Tech community during the 2015-2016 year and will be revealed at the end of their term.

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Advisory

FOR IMMEDIATE RELEASE

DATE: April 17, 2015

CONTACT: Glenys Young, glenys.young@ttu.edu
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Texas Tech Art, Architecture Students Display Work at Lubbock Arts Festival

Annual event draws thousands of people to the Lubbock Memorial Civic Center.

WHAT: Students from the [Texas Tech University College of Architecture](#) and the [Texas Tech University School of Art](#) will display their current work at this weekend's Lubbock Arts Festival in an exhibit called "Art + Architecture = Tech @ Art Festival." A description of the exhibit reads: "Be tempted to rethink the definition of color, geometry, material, space and environment as these students share a glimpse into their creative process."

The [Lubbock Arts Festival](#) attracts about 30,000 people each year. This is the 37th annual event and will include about 150 booth artists.

Tickets are \$40 each and cocktail attire is suggested for preview night on Friday. On Saturday and Sunday, admission is \$4 for adults and \$2 for children younger than 12.

WHEN: Preview night is from 6-9 p.m. Friday (April 17). The Lubbock Arts Festival is open to the general public from 10 a.m.-7 p.m. Saturday (April 18) and from noon-5 p.m. Sunday (April 19).

WHERE: Grand Staircase Gallery inside the Lubbock Memorial Civic Center, 1501 Mac Davis Lane

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: April 20, 2015

CONTACT: George Watson, george.watson@ttu.edu
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International Film Series Schedules Next Screening in Sexism | Cinema Series
“Girlfight” follows a young woman’s journey in the male-dominated world of boxing.

- WHAT:** The Texas Tech University International Film Series and the Texas Tech [Women’s Studies Program](#) presents the fourth screening in the Sexism | Cinema series, “Girlfight.”
- WHEN:** 7 p.m. Thursday (April 23)
- WHERE:** Alamo Drafthouse Cinema, 120 W. Loop 289
- WHO:** Directed by Brooklyn native Karyn Kusama, Michelle Rodriguez stars as Diana, a troubled youth who enters the male-dominated world of boxing as a way to channel her anger and aggression, doing so against her father’s wishes and protection.

“Girlfight” won the Grand Jury Prize at the Sundance Film Festival in 2000 and earned Breakout Performance honors the following year at the Independent Spirit Awards.

For more information on the film, go to the International Film Series’ tumblr page at ttuinternationalfilmseries.tumblr.com (login required).

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CONTACT: Robert Peaslee, coordinator, International Film Studies program, Texas Tech University, (806) 834-2562 or robert.peaslee@ttu.edu.



Advisory

FOR IMMEDIATE RELEASE

DATE: April 20, 2015

CONTACT: Heidi Toth, heidi.toth@ttu.edu
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Performance about Female Chemist Coming to Texas Tech

The performance coincides with the 90th anniversary of the College of Human Sciences.

WHAT: “Life and Legacy of Ellen Richards,” a one-woman stage dramatization performed by longtime educator Joyce Berry Miles.

Using a variety of Victorian-era props and dressing in Victorian attire, Miles will re-enact several telling chapters from Richards’ life and read from letters to friends, family and colleagues that express the emotions and struggles during crucial moments in Richards’ life.

The public is invited. The show coincides with the 90th anniversary of the founding of Texas Tech University and the [College of Human Sciences](#).

WHEN: 7-9 p.m. Thursday (April 23)

WHERE: Room 169, Human Sciences Building, Texas Tech

WHO: Ellen Swallow Richards was a chemist and the first female graduate and faculty instructor at Massachusetts Institute of Technology. She was the founder of the human ecology movement now recognized as family and consumer sciences (FCS).

Miles is an FCS educator who has produced a DVD about Richards’ legacy in addition to this dramatization and runs a [blog](#) on Richards. She is on the steering committee for the Leadership Academy in the American Association of Family and Consumer Sciences.

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News Release

FOR IMMEDIATE RELEASE

DATE: April 20, 2015

CONTACT: George Watson, george.watson@ttu.edu
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Rawls College of Business Undergraduate Job Placement Hits All-Time High Recently graduated undergraduates achieved employment at more than 90 percent.

Undergraduate students in the [Jerry S. Rawls College of Business](#) who earned their diplomas in December 2014 achieved a 90.7 percent job placement rate, the highest rate in the college's history.

Graduate students earning degrees in the same time period achieved a 93.6 percent job placement rate, according to statistics provided by the [Rawls Career Management Center \(CMC\)](#).

“The college is proud of reaching this milestone in student success,” said Lance Nail, dean of the Rawls College of Business. “This achievement reflects a business community that seeks the work ethic demonstrated by our students and the excellent preparation that they have received from our faculty and staff. Our students’ success is our college’s success and we will continue to invest in both and seek even greater achievements in the future.”

The undergraduate job placement rate continues an upward trend over the past four years. The placement rate in December 2010 was at 79.6 percent, while the rate for December 2013 was 88.6 percent. The job placement rate for the May 2014 semester was 89.6 percent.

“We are especially proud of the fact that we’ve reached over 90 percent undergraduate placement for the first time in Rawls Career Management Center history,” said Barry Broughton, senior director for the CMC and the Center for Global Engagement. “The fact that our statistics outpace national averages and continue to increase each semester is a true testament to the hard work and dedication of the entire CMC staff.”

By way of comparison, Texas Tech University as a whole has a 60 percent rate of graduating students who had a job at the time of graduation, and 75 percent of students landed a job within three months of graduation. Fewer than 3 percent of graduates take more than 6 months to find employment.

Within the Rawls College of Business, four majors had a job placement rate of 90 percent or higher for December 2014 undergraduates. Energy commerce graduates topped the list at 100 percent, followed by accounting (96.5 percent), management information systems (95.5) and marketing (90.2).

Starting salaries also saw an increase. December 2014 statistics showed undergraduates earned an average salary of \$53,675, up from \$52,418 from May 2014. Graduate students' salary rose from \$55,813 to \$65,787 in the same time frame.

Job placement for undergraduates takes into account anyone who was employed or progressed toward graduate school within 90 days of graduation. Full placement rates for December and previous semesters can be found at the CMC's [website](#).

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: April 20, 2015

CONTACT: Glenys Young, glenys.young@ttu.edu
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Steel House Open to the Public Tonight Only

Former architecture faculty member's home will be on display in conjunction with the dedication of his sculpture and plaza.

WHAT: Former [Texas Tech University College of Architecture](#) faculty member Robert Bruno's famous [Steel House](#) will be open to the public for one night only.

The open house is a continuation of the events earlier in the day, in which Bruno's untitled 1974 sculpture was dedicated outside the College of Architecture in the new Robert Bruno Plaza, 18th Street and Flint Avenue.

WHEN: 5-8 p.m. Monday (April 20)

WHERE: 85 E. Canyon View Drive, in Ransom Canyon. From Lubbock, take 50th Street east. Turn right onto County Road 3300. Turn right onto East Canyon View Drive.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 21, 2015

CONTACT: Zoe Bell, zoe.bell@ttu.edu

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Andrew O'Brien to Lead Resilience Training at Texas Tech

The army veteran and nationally recognized speaker is the founder of “Living Resilient.”

[Texas Tech University's Military & Veterans Programs](#) will host a resilience training from 6:30-8:30 p.m. Thursday (April 23) in the Chemistry Building. Army veteran and nationally recognized speaker, Andrew O'Brien, will lead the seminar.

“Resilience training teaches people how to live fuller, happier lives,” said Eric Washington, unit coordinator of the Military and Veterans program at Texas Tech. “The Military and Veterans Programs office is proud to host Andrew O'Brien, a speaker featured on shows like ‘20/20’ and ‘48 Hours,’ to speak to us about one of the most troubling problems within the veteran community – suicide. Twenty-two veterans end their lives every day. Thursday the Texas Tech community can begin working on getting that number down to zero.”

After attempting to take his own life in 2010, O'Brien founded [Living Resilient](#), a company that aims to train all communities on how to become resilient. His training topics cover suicide prevention, resiliency, anxiety and depression and post traumatic stress.

O'Brien is the author of “Welcoming Your Soldier Home” and “Surviving Suicide: A Veterans Memoir.” He also is the founder of [Wysh Project](#), a non-profit that helps prevent military suicide. He has received numerous awards including a Certificate of Special Congressional Recognition from the U.S. House of Representatives.

[Texas Tech's Student Counseling Center](#) is open to enrolled students, faculty and staff. No scheduled appointment is necessary to initiate services. The center provides individual therapy, couples therapy, group therapy and referrals for additional services. The center also provides suicide gatekeeper training, held monthly at the Texas Tech Wellness Center, Room 100. Training also is available upon request for university departments and offices. To register for the training email Klint Hobbs at klinton.hobbs@ttu.edu.

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Advisory

FOR IMMEDIATE RELEASE

DATE: April 21, 2015

CONTACT: Emily Gardner, emily.e.gardner@ttu.edu
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Juan Melendez to Speak at Texas Tech

The victim of unjust incarceration on death row was exonerated in 2002.

- WHAT:** Texas Tech University's [Cross-Cultural Academic Advancement Center](#) hosts Juan Melendez, who will give a presentation called "Presumed Guilty: An Extraordinary Story of Injustice, Survival and Hope on America's Death Row."
- WHEN:** 6 p.m. Wednesday (April 22)
- WHERE:** Mesa Room, Student Union Building, 15th Street and Akron Avenue
- WHO:** In 1984, Melendez was convicted of first-degree murder and sentenced to death in Polk County, Florida, based solely on the testimony of two highly incentivized witnesses. Three separate appeals were dismissed by the Florida Supreme Court before new evidence was discovered. He was exonerated and released in January 2002.

Melendez was the 99th death row prisoner to be released based on evidence of innocence since 1973 in the United States. He is a member of the Witness to Innocence Project, and his story has been told in "Juan Melendez 6446," an internationally acclaimed documentary, and "One for Ten," a series of documentary films about innocence and death row.

For more information contact the Cross-Cultural Academic Advancement Center at (806) 742-8681 or crosscultural@ttu.edu.

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News Release

FOR IMMEDIATE RELEASE

DATE: April 21, 2015

CONTACT: George Watson, george.watson@ttu.edu
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Showdown Helps Students Handle Public Relations Situations

Dealing with an academic crisis situation put the winning team over the top.

Managing an academic scandal from a public relations standpoint is something no university wants to deal with, but something for which all must be prepared.

Public relations students in the Texas Tech University [College of Media & Communication](#) were tested in just such a way, and many more, as part of the inaugural Texas Tech Public Relations Showdown, a week-long competition hosted by the [Department of Public Relations](#).

“I’m really pleased with how the event went as a whole, especially given it was the first year and we’ve never done anything like this before in the department,” said Trent Seltzer, chairman of the department. “I’m incredibly proud of the students who competed in the event and completed all of the challenges – particularly the freshmen and sophomores who dove in and tackled the challenges even though they were new to the program and to public relations. It says a lot about the character and drive of our majors.”

The team of Lauren West, a senior public relations major from Coppell; McKenzie Hopson, a senior public relations major from Gatesville; Emily Jarrell, a senior public relations major from Carrollton; and Chandler Moore, a senior public relations major from Spring, impressed judges with their solution to the final challenge to win the Showdown.

Their prize was two free Southwest Airlines tickets each, one used to travel to Dallas along with free accommodations at the Gaylord Texan Resort to network with prominent alumni and local public relations professionals. The second ticket could be used to fly to any destination Southwest serves in the United States.

“As a group of senior public relations majors about to graduate, winning the Showdown not only validated all of the hard work we have put in over the past four years, but was the perfect way to end our careers at Texas Tech,” West said. “The final challenge for our team was a lot of work, and we put a ton of time and effort into it. We worked for days strategizing, planning and creating a final presentation we could really be proud of.”

The challenge started the final week of February as students were put through a series of challenges, one each day, and had 24 hours to complete each challenge. These challenges tested their public relations skills in a variety of areas, accumulating points for each round. The challenges included PR strategy, writing, pitching, creative, social media and crisis communication.

The top three teams advanced to round two to compete for the grand prize challenge on March 25. Teams could opt out of competing in some of the individual challenges, but only teams that completed all five challenges were eligible for the grand prize.

Teams in the grand prize competition received the challenge a few days before it was due, originally March 4 before inclement weather forced it to be postponed to March 25, and spent the few days before the final event developing a public relations strategy and solution.

The final challenge depicted a fictional situation in which a national publication released a story detailing academic fraud charges involving two former Texas Tech athletes. The three final teams presented their solutions as if they were actual university employees, designating themselves as spokespersons, athletic department officials or university officials during a mock news conference where a five-person panel of judges graded and voted for the winning team.

“I’m happy for the students who made it to the finals. I know many of them from classes, RaiderComm, the student PR firm, the Outpost social media center and Tech PR, the student PR association,” Seltzer said. “It’s a great group of students, many of whom have served the program and their peers through leadership positions in student organizations. I’m pleased with the quality of their presentations and case studies. They’re a great representation of what our program produces and should serve as role models to which other students should aspire. I’m excited for the opportunities that the competition will present them.”

Teams also received individual prizes such as gift cards or autographed sports memorabilia for winning the five individual challenges.

For complete results from the PR Showdown, go to its [website](#).

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: April 21, 2015

CONTACT: Heidi Toth, heidi.toth@ttu.edu
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Texas Tech Changes Name of Department in College of Human Sciences

The name more accurately reflects the scientific research happening in the department.

One of the departments in Texas Tech University's [College of Human Sciences](#) is getting a new name, which leaders say better explains the breadth of research that takes place in the department.

[The Department of Community, Family and Addiction Services](#) is now Community, Family and Addiction Sciences (CFAS). Department chairman Sterling Shumway said the old name focused on the services the department provided the Texas Tech and Lubbock communities. While those are critical, the new name emphasizes how much research is happening in the department and how that research is applied to community services.

Human Sciences Dean Linda Hoover, who supported the change, called it an appropriate step.

“At its inception, the term ‘services’ was an accurate reflection of the applied nature and intent of the department and its undergraduate degree,” Hoover said. “However, since that time the department has evolved into a multi-faceted department that also contributes important research findings to the disciplines represented in that department.”

The name change originated in the department, the Faculty Council approved it and the necessary coordinating board was notified. The change is being implemented, but Shumway said the process will take some time. He anticipates it to be complete by the fall semester and said the change was a long time in coming.

“The word ‘sciences’ is much more broad than ‘services,’” Shumway said. “In this academic setting, where we consider theory, practice and research, the word ‘sciences’ is much more fitting of the work our faculty, students and staff are involved in.”

In addition to the name change, the department has reorganized its institutes and centers. In the Institute for the Study of Addiction, Recovery and Families, which Shumway and professor Kitty Harris head, are three centers: The Center for Family Systems Research and Intervention, directed by professors Nicole Springer and Douglas Smith; the Center for Collegiate Recovery Communities, directed by professor Thomas Kimball; and the Center for Addiction Recovery Research, directed by professor Spencer Bradshaw.

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There will be an open house from 3-6 p.m. Friday (April 24) to showcase the new institute. The open house, held in the College of Human Sciences, will include tours of the remodeled research suite, the neuroscience laboratory and the marriage and family therapy clinic. The public is invited.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 22, 2015

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English Department Graduate Student Wins Prestigious Award for First Book

“The Tulip-Flame” contains several poems written at Texas Tech University.

Texas Tech University graduate student [Chloe Honum](#) has been awarded the 2015 Bob Bush Memorial Award For First Book of Poetry from the [Texas Institute of Letters](#).

After submitting three copies of her poetry book “The Tulip-Flame” in October, Honum waited six months before learning of the recognition.

“I was thrilled, thrilled and honored,” Honum said of the award, which comes with a \$1,000 prize.

Each year the Texas Institute of Letters awards more than \$20,000 to recognize outstanding literary works in 12 categories:

- Best work of fiction
- Best work of first fiction
- Best book of non-fiction
- Most significant scholarly book
- Best book of poetry
- First book of poetry
- Short non-fiction
- Best short story
- Best children’s picture book
- Best children’s book
- Best young adults book
- Best design of a trade book

To be eligible for awards, an entrant must be born in Texas or have lived in Texas for at least two consecutive years at some time. A work whose subject matter substantially concerns Texas also is eligible.

“It was wonderful to be included on a list with so many brilliant Texas authors,” Honum said. “It’s especially nice because many of the poems in the book were written under that big Texas sky.”

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Honum is spending this semester in Massachusetts, but she has been enrolled at Texas Tech since fall 2011, working toward her doctorate in English and creative writing. She credits faculty support in the [Texas Tech Department of English](#) for her success.

“Chloe is a highly esteemed young poet we were lucky to grab because we had a generous grant that year from the Helen DeVitt Jones Foundation to recruit the best graduate students in the nation,” said John Poch, director of the creative writing program in the Department of English. “Fortunately, she came to work with us, and we knew she would do great things, and we know even more is on the horizon.”

Honum was born in Santa Monica, California, and raised in Auckland, New Zealand. Her poems have appeared in journals including Poetry, The Paris Review and The Southern Review. She has been anthologized in Best New Poets 2008 and 2010.

“The Tulip-Flame” was published April 8, 2014, by the Cleveland State University Poetry Center. It won the 2013 Cleveland State University Poetry Center First Book Prize.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 22, 2015

CONTACT: Heidi Toth, heidi.toth@ttu.edu

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Graduate Research Poster Winners Announced

More than 120 graduate students presented research in 45 disciplines.

The [Graduate School](#) at Texas Tech University announced the winners of its largest internal poster competition, held earlier this month at the Helen DeVitt Jones Sculpture Court at the [Museum of Texas Tech University](#).

The 14th Annual Graduate Research Poster Competition provided an opportunity for students to present their research before they represent Texas Tech at national and international conferences. Presenters included distance students, with one student presenting via Skype from Okinawa, Japan.

“This year we had a great response, with more than 250 submissions in 45 disciplines,” event co-coordinator Anastasia Coles said. “More than 100 students presented their work to judges from Texas Tech and the Lubbock community. It was a fantastic experience for everyone involved.”

The first-place winners follow, with the title of their winning posters:

- Agricultural Science I: Caitlin Shelinbarger, “Momentary exposure to a microfluidic environment appears to enhance embryo development”
- Agricultural Science II: Victoria Xiong, “Digital image analysis of Old World bluestem canopy cover to predict leaf area and yield”
- Agricultural Sciences III: Elizabeth Roesler, “Assessing habitat-use patterns and survey methodologies of the endangered snail, Pecos Assiminea, at Bitter Lake National Wildlife Refuge”
- Distance: Sarah Martin, “Birth imagery through a cultural lens: Examining visuals in U.S. and Japanese health care brochures”
- Education: Sevkett Cetin, “Difficulties of mathematics teachers with lesson structure and pacing”
- Engineering I: Nabiollah Kamyabi, “A microfluidic cell squeezer device for testing the invasive potential of cancer cells”
- Engineering II: Rozbeh Moghaddam, “Reliability-based deep foundation design using the Texas cone penetrometer”
- Engineering III: Akshaya Ramachandran, “Testing of microelectromechanical systems”

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- Engineering IV: Hasan Molla, “Novel methods of fabricating metallic Janus particles”
- Human Sciences I: Cynthia Miller, “Career mapping: Charting a course toward increasing student ownership in college and career planning”
- Human Sciences II: Shu Yuan, “A dyadic exploration of adult attachment, communication and relationship satisfaction”
- Multidisciplinary I: Hamid Vahidnia, “Process of exploitations: Layers, stages, activities, supporting entities and outcomes”
- Multidisciplinary II: Kent Lowry, “Teaching and assessing media literacy via film trailers”
- Multidisciplinary Science: Swapneeta Date, “Toward targeted cancer therapy: Structural and functional characterization of the human proton-couple folate transporter”
- Psychology: William Ritter, “A comparison of four indirect behavioral measures in an outpatient child sample”
- Science I: Balapitiyage Somaweera, “Generation of concentration gradient across 256 cell culture array in microfluidic device and mathematical simulations”
- Science II: Logeswari Ponnusamy, “Effect of acute and chronic oxidative stress on survival, growth and tumorigenicity of breast cancer cells”
- Science III: Tara Scarborough, “The design and fabrication of novel thin films for ultra-fast optical switching”
- Science IV: Amanda Hicks, “ETP-like toxin gene expression and toxin detection in batrachochytrium dendrobatis”
- Science V: Michael Rogowski, “3-iodothyronamine (T1AM) upregulates fat oxidation metabolism in adipocytes”

For a complete list of winners, go the [Graduate School](#).

CONTACT: Anastasia Coles, event co-coordinator, Graduate School, Texas Tech University, (806) 834-4711 or anastasia.coles@ttu.edu.



Advisory

FOR IMMEDIATE RELEASE

DATE: April 22, 2015

CONTACT: K'Leigh Sims, kleigh.sims@ttu.edu
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Nia Long Available to Media Friday

The Hollywood actress will visit the Texas Tech campus for the 13th Annual Mentor Tech Banquet.

- WHAT: Media availability for actress Nia Long
- WHEN: 2:10 p.m. Friday (April 24)
- WHERE: Talkington School for Young Women Leaders Library
415 N. Ivory Avenue

Hollywood leading lady and NAACP award winner Nia Long will be available to the media for a news conference during her visit to the Texas Tech campus. She is the keynote speaker for the 13th Annual Mentor Tech Banquet on Friday (April 24).

Best known for her roles in “The Fresh Prince of Bel-Air,” “Boyz N the Hood,” “Big Momma’s House,” “Are We There Yet?” “Are We Done Yet?” “The Best Man Holiday” and “The Single Moms Club,” Long has been acting since the late 1980s.

Long is a three-time NAACP award winner, winning two of them for her role as Officer Sasha Monroe on NBC’s crime drama “Third Watch” as an outstanding actress in a drama series. In 2013, she was brought to the small screen alongside Golden Globe winner Don Cheadle to appear in Showtime’s hit comedy “House of Lies,” which garnered a NAACP nomination for best supporting actress in a comedy series.

Apart from her acting career, Long is a mentor for students both nationally and internationally, in places including Trinidad, Barbados and Grenada, where her family roots lie.

She resides in Los Angeles with her two sons, Massai and Kez.

For more information about the annual banquet and Nia Long, please visit the Mentor Tech [website](#).

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Advisory

FOR IMMEDIATE RELEASE

DATE: April 22, 2015

CONTACT: K'Leigh Sims, kleigh.sims@ttu.edu
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Texas Tech to Host Annual Arbor Day Event

The campus community will help beautify the university by planting and tending to the grounds around campus.

WHAT: Arbor Day

WHEN: 11 a.m. to 2 p.m. Friday (April 24)

WHERE: Memorial Circle, Texas Tech University

Texas Tech students, faculty and staff will join together to beautify the campus by planting and tending to the grounds around the university.

In celebration of Texas Tech's Arbor Day, students will participate in activities such as making your own plant in a mason jar, student organization awards, knockerball and live music by Rebecca Moreland, a San Antonio artist, now based in Nashville.

This year, students will receive free food, T-shirts and reusable water bottles to reduce waste on campus.

Juan Muñoz, senior vice president for [Institutional Diversity, Equity and Community Engagement](#) and vice provost for [Undergraduate Education and Student Affairs](#), along with this year's Texas Tech homecoming king and newly elected student body president Holton Westbrook and homecoming queen Bailey Iverson, will hand out awards to student organizations for their achievements this year.

Almost 150 student groups are scheduled to attend.

For more information about Arbor Day, please visit the Student Union and Activities [website](#).

Arbor Day is hosted by Student Union and Activities, [Center for Campus Life](#), [Grounds Maintenance](#), [Hospitality Services](#), [Tech Activities Board](#), [Texas Tech Ethics Center](#), [Office of Sustainability](#) and [Operations Division](#).

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Office of Communications and Marketing

**CONTACT: Jon Mark Bernal, associate director, Student Union and Activities,
Texas Tech University, (806) 834-2963 or jm.bernal@ttu.edu.**



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News Release

FOR IMMEDIATE RELEASE

DATE: April 22, 2015

CONTACT: Emily Gardner, emily.e.gardner@ttu.edu
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The Vagina Monologues to be Performed at Texas Tech

The play has been performed annually at the university for at least a decade.

The Texas Tech University [Feminist Majority Leadership Alliance](#) (FMLA) presents “[The Vagina Monologues](#)” at 7 p.m. Friday and Saturday (April 24-25) in Human Sciences Room 169.

“The series of monologues reflect the hopes, joys and sadness experienced by women in today’s global world,” said Charlotte Dunham, director of the [Women’s Studies program](#). “This play has been produced in 140 countries and on college campuses throughout the U.S. and has been a tradition on the Texas Tech campus for at least 10 years.”

The play was created by Eve Ensler, playwright, activist and V-Day founder, in 1994 and is based on more than 200 interviews Ensler conducted with women. It is the centerpiece of “V-Day: A Global Activist Movement to End Violence against Women and Girls.” The play celebrates women’s sexuality and strength and has given voice to experiences and feelings not previously exposed in public. It also brings a deeper consciousness to the conversation of ending violence against women and girls.

Doors open at 6:30 p.m. All money collected at the show will be given to the Women’s Protective Services of Lubbock, and donations will be collected at the door. Prior to the show, Texas Tech FMLA and the Women’s Studies program will host a resource fair and Vagina Drive from 6-7 p.m.

“This play provides a chance for new generations of students, male and female, to begin a dialogue to promote better understanding of women and their real-life experiences with violence, social stigma and cultural shame of their bodies,” Dunham said.

[V-Day](#) is a global movement to end violence against women and girls. It raises funds and awareness through the Vagina Monologues and other artistic work.

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News Release

FOR IMMEDIATE RELEASE

DATE: April 23, 2015

CONTACT: Trevor Bell, trevor.bell@ttu.edu
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Rawls College of Business Adds Human Resources Management Concentration The new concentration comes as the human resources field grows in importance.

Forbes recently recognized human resource managers as one of the top three professions in the country due not only to its popularity but also its importance to the business world today.

Employment opportunities for all human resources positions are expected to grow much faster than average in the coming years. With an aging workforce, globalization and evolving technology, more companies and nonprofits are turning to human resource managers who can help them think strategically about their recruiting, hiring, training and retention practices. Recent industry trends have shown graduates with at least a bachelor's degree have the best prospects, and those with certifications and/or experience also will have better outcomes in the job market.

The [Rawls College of Business](#) at Texas Tech University recognized this need for a competitive advantage and specialization within the growing human resources field, and as a result, the [Area of Management](#) has implemented a Human Resource Management (HRM) concentration, which has become recently fully aligned with the [Society for Human Resource Management's](#) (SHRM) "HR Curriculum Guidebook and Templates." SHRM is the largest association devoted to human resources management.

"We are very proud to be one of the select programs in the world aligned with SHRM," said professor Yitzhak Fried, the coordinator for the Area of Management. "This alignment is a testimony to the high quality of our HRM concentration and students. We expect our HRM concentration and alignment with SHRM to help our students in their learning and career development, and future growth."

Courses in the HRM concentration, augmented by additional management and business courses, will prepare graduates for a wide variety of career paths. The curriculum is designed to build skills in analyzing and effectively dealing with individuals in the work place while providing techniques essential to successful careers in HR management.

The HRM concentration offers students the opportunity to learn the principles of effectively planning, organizing and leading organizations. The curriculum provides

students the required knowledge and skills for leading people, teams and organizations, in order to serve the business industry in developing the leadership skills of organizations, working with people and solving both qualitative and quantitative problems.

Additionally, the concentration will give students an opportunity to participate in the Business Association and the student chapter of SHRM. This pre-professional organization builds skills and provides networking opportunities with future employers. With an SHRM-accredited concentration program, students are provided with opportunities to apply for numerous scholarship and foundation donation opportunities.

To learn more about the new HRM concentration, contact the [Undergraduate Services Center](#).

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News Release

FOR IMMEDIATE RELEASE

DATE: April 23, 2015

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Whitacre College of Engineering Names 2015 Distinguished Engineers

The award was established to recognize the college's most outstanding alumni.

The Texas Tech University [Edward E. Whitacre Jr. College of Engineering](#) will name Denny Bullard, Fiske Hanley II, Stephen Heitzman, Dudley McFarquhar, Henning Oeltjenbruns and Rene Hatten Wade as recipients of the 2015 Distinguished Engineer Award at a banquet Friday (April 24) at United Supermarkets Arena.

The Distinguished Engineer Award was established during the 1966-67 academic year to recognize the most outstanding alumni of the college. Since that time, 225 former students have received this honor.

Recipients of the award must be distinguished in their profession, an inspiration to their peers and have demonstrated a continuing interest in areas outside the field of engineering.

“The Distinguished Engineer Award is an opportunity for the Whitacre College of Engineering to recognize our exceptional alumni,” said Al Sacco Jr., dean of the college. “These outstanding professionals are leaders in engineering and business and represent the best of our past students. They are a testament to the outstanding education our faculty provides. We are also pleased this year to have the unique privilege of honoring one of this country's national World War II heroes among our select group of distinguished engineers.”

Bullard earned a bachelor's degree in petroleum engineering in 1970 and is senior vice president of operations services for Pioneer Natural Resources. In this role, he is responsible for the operations of Pioneer Pumping Services, the company's well stimulation fleet, and for Premier Silica, Pioneer's industrial sand mining operations. He also is responsible for the health, safety, environmental services and operations training departments.

In 2012, Bullard was recognized by the Texas Independent Producers and Royalty Owners Association as a top producer engineer. Most recently he was recognized as Lubbock Christian University's 2015 Distinguished Alumnus of the Year.

Hanley earned a bachelor's degree in mechanical engineering in 1943, leaving for basic training hours after graduation. Nine months later, he was commissioned a second lieutenant and attached to the 504th Bombardment Group (VH) as a B-29 flight engineer. In January 1945, the 504th began bombing missions over Japan based out of the Tinian Islands. On the seventh mission, his plane was shot down and he was captured by Japanese forces, where he became a prisoner of war before being released six months later.

Hanley retired in 1989 after 44 years with General Dynamics, working on the Saturn V Moon Rocket and the F-16 Fighting Falcon. Hanley, 95, resides in Fort Worth and is the author of "Accused American War Criminal," a biography detailing his time as a prisoner of war.

Heitzman earned a bachelor's degree in mechanical engineering in 1972. He is the founder, executive vice president and chief operating officer of Talos Energy LLC. Before starting Talos Energy, he was the president, chief executive officer and a founder of Phoenix Exploration Company LP. Prior to his time at Phoenix, he was a founder and vice president of operations at Gryphon Exploration. Heitzman was responsible for the formation, staffing and supervision of Gryphon's Operations Team from 2000 through 2006.

At Gryphon, he managed aggregate capital expenditures of more than \$250 million and led a team that was responsible for industry leading metrics. Heitzman's career has allowed him to work internationally, including some previous engineering positions in Indonesia. He has been married for 42 years to Andra Heitzman, a 1973 Texas Tech graduate.

McFarquhar earned his bachelor's degree in 1984, his master's degree in 1986 and his doctoral degree in 1989. He has more than 26 years of experience in civil engineering and is the chief executive officer and president of his own engineering consulting firm, McFarquhar Group Inc.

McFarquhar is engineer-of-record for cladding on several commercial projects within the U.S. and has performed engineering on several projects in the Far East and Central America. He is a published author and has conducted several seminars in the U. S., Europe, the Caribbean and Singapore. He resides in Mesquite.

Oeltjenbruns grew up in northwest Germany and eventually participated in an undergraduate student exchange program with Texas Tech. He later returned to Lubbock where he earned a master's degree in industrial engineering in 1993. He has spent a total of almost 25 years working for Daimler AG (Mercedes-Benz) in various leadership functions and locations, serving as part of the initial engineering team that set up the Mercedes-Benz plant in Tuscaloosa, Alabama, the first outside of Germany.

As global product line manager for Mercedes-Benz Trucks, Henning implemented a new truck model lineup in Europe, Turkey and Brazil. He has served the last three years as



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head of product planning and strategy at Daimler Trucks' headquarters in Stuttgart, focusing on new truck markets and supporting Daimler's China joint venture with Auman Trucks. He has recently been named the new general manager for Daimler Trucks North America's Freightliner Plant in Cleveland, North Carolina.

Wade earned a bachelor's degree in chemical engineering in 1983. She has worked in quality engineering and development with companies such as 3M and Mary Kay Cosmetics. Beginning in 2008, Wade took over oversight of the product quality for all Mary Kay products sold worldwide as the vice president for product quality. In this role, she oversees global quality for the company, managing product quality for multiple manufacturing sites and the distribution of effective skin care and color cosmetic products in 35 countries and growing.

For more detailed information on each of the Distinguished Engineers, visit <http://www.depts.ttu.edu/coe/alumni/de/index.php>.

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: April 24, 2015

CONTACT: K'Leigh Sims, kleigh.sims@ttu.edu

(806) 742-2136

History of Arbor Day: A Little Oasis in the Center of Lubbock

The annual tradition was created in 1938 to beautify the bareness of campus when Texas Tech first opened.

In a land where dirt and dust is most prominent, Texas Tech University sought to create its own little oasis in 1938, which later led to the annual tradition known as Arbor Day.

Texas Tech President Bradford Knapp was saddened by the bareness of campus when it first opened, so he decided to take matters into his own hands. He proclaimed to the university that one day every spring Texas Tech faculty, students and anyone who could lend a hand would help plant trees and shrubs around campus.

The day was carried out in true West Texas fashion. Knapp, State Sen. G. H. Nelson, Business Manager W. T. Gaston, Superintendent of Buildings J. H. Grimsley and other administrators supervised the work on horseback. Home economics students in long dresses and sunbonnets rode in covered wagons to hand out coffee and doughnuts to the volunteers who were planting.

Although it was a great celebration for one day of the year, caring for the trees and shrubs became difficult for the other 364 days of the year due to the inadequate water supply. Most of the plants died, leaving the Texas Tech campus as the typical West Texas land its known for. The tradition lasted only 10 years, ending in 1948, until it was resurrected in the late 1990s by former Texas Tech Chancellor John T. Montford.

“Arbor Day is our annual tradition to celebrate the week of Earth Day on the Texas Tech campus,” Jon Mark Bernal, associate director of Student Union and Activities, said. “This is a time for student organizations and departments to come out and help beautify our campus.”

While Montford served as chancellor for the university, his wife, Debbie, founded two important initiatives for the Texas Tech University System – the Campus Beautification Program and the university’s Public Art Program. The Campus Beautification Program created a new push for the environment of campus and led to the reinvigorated Arbor Day the Texas Tech community participates in today.

“We were looking for small ways donors could get involved,” Debbie Montford said. “One of the things that was brought to my attention is the fact that we had lost trees, needed to replant trees, and there wasn’t a big emphasis for this matter. So with this new beautification program we were able to engage with donors who wanted to do something for Texas Tech and give them the opportunity with this new campaign. This brought about a recreated Arbor Day where students and faculty could get involved, and it helped create a visual difference on campus.”

With the creation of the beautification program in the late 1990s, Texas Tech was now dedicating funds to irrigation and what was being planted around campus. Debbie said it showed others Texas Tech was making an investment in the environment of campus.

“I think in West Texas, especially, there is some type of emphasis on any natural landscape beauty,” she said. “In West Texas, trees are kind of sacred here. At Texas Tech we had these beautiful buildings, so when we started the beautification program, it helped create a different type of oasis in the middle of Lubbock.”

Debbie is thankful for the commitment made in 1938 because it showed even back then members of Texas Tech were dedicated to campus beauty.

“I’m happy to see even in the beginning stages of Texas Tech there was a commitment to the landscape of the university,” she said. “I appreciate the fact the Arbor Day tradition has continued. I think it’s important for students and faculty to have that commitment, and with us having to try a little bit harder to keep things going in West Texas, it gives Texas Tech a source of pride and investment for our campus community.”

The annual Arbor Day tradition has grown exponentially since 1938. Today, more than 150 student organizations participate in the planting process and help the university’s [Grounds Maintenance Department](#) tend to the landscape all across campus.

This year, more than 1,800 students planted a variety of more than 32,000 plants, including lantana, geraniums, May Night salvia, Mexican feather grass, black and red petunias, crepe myrtles and a few trees.

Though the rain caused a small delay, the Arbor Day festivities continued in the Student Union Building ballroom.

“When Chancellor Montford came on board, his wife really revitalized the tradition of Arbor Day as it is now,” Bernal said. “We’ve had a big transformation of our campus over the past year through the main entrance of campus, and some of the students will still be planting in that area as well as around the Will Rogers statue, the Engineering Key, the Administration Building, ag row and near the residence halls on 18th Street.

“Our Grounds Maintenance Department puts in a lot of time and effort to make sure our campus look really good. I think we have one of the most beautiful campuses in the nation.”



TEXAS TECH UNIVERSITY

This year students received a free T-shirt and a reusable water bottle to help reduce waste around campus. Students who bring the bottle to any Hospitality Services location can fill up their bottle with any fountain drink for 89 cents.

For more information about Arbor Day, please visit the Student Union and Activities [website](#).

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: April 24, 2015

CONTACT: Trevor Bell, trevor.bell@ttu.edu
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Masselli Honored with the Global Vision Lifetime Achievement Award

The honor recognizes Masselli's efforts to promote Texas Tech worldwide.

John Masselli, the Haskell Taylor Professor of Taxation in [the Rawls College of Business](#), was honored with the Global Vision Lifetime Achievement Award by the [Office of International Affairs](#) for his continuous contributions to the internationalization of Texas Tech and his efforts in promoting international scholarship and teaching.

Masselli was presented the award by President M. Duane Nellis and Provost Lawrence Schovanec at the Global Vision Awards Ceremony April 17.

"I was provided with the amazing opportunity to study abroad in Rome, Italy, when I was a 20-year-old college student," Masselli said. "As I am still reminded from family and friends, the man that returned from Italy that May 1986 was a very different person than the college student who boarded the plane in January of the same year. Because of my experiences as both a student and now a faculty member, I firmly believe that studying abroad is among the most life-changing experiences a person can have."

Masselli, who joined the college in 1998, began his globalization efforts in 2001, during which time he was a scholar in residence for the inaugural semester of the [Texas Tech University Center in Sevilla, Spain](#). He taught undergraduate accounting in the Seville program in the Spring 2002 and 2003 semesters.

He continued his efforts in 2003 by performing a feasibility study related to commencing the Rawls College Summer Program in Prague, Czech Republic. In doing so, Masselli forged a relationship with Texas Tech's Czech Republic affiliate, the University of New York in Prague (UNYP), an alliance that has continued to strengthen in the last decade.

The Rawls College's Business in Prague faculty-led program launched in May 2004 and continues to operate under Masselli's leadership. Since its implementation, more than 275 Rawls students have participated in the Prague program.

Masselli also has been instrumental in helping the Texas Tech community as a whole striving to meet its strategic goal of steadily increased globalization. Most notably, he has served as a member, and ultimately chairman, of the Study Abroad Competitive

Scholarship committee, which for more than a decade has awarded in more than \$300,000 annually to Texas Tech students studying abroad.

“Such experiential learning simultaneously contributes to academic and emotional maturity, cultural awareness and open-mindedness, and offers a lens into oneself that will impact the decisions one makes for rest of their life,” Masselli said. “For these reasons, though I am truly honored to have received this lifetime achievement award, I will continue to commit my energy to helping Texas Tech and the Rawls College further their internationalization efforts.”

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CONTACT: Trevor Bell, section coordinator, Jerry S. Rawls College of Business Administration, Texas Tech University, (806) 834-4651 or trevor.bell@ttu.edu.



News Release

FOR IMMEDIATE RELEASE

DATE: April 24, 2015

CONTACT: K'Leigh Sims, kleigh.sims@ttu.edu

(806) 742-2136

President, CEO of CARCON Industries to Speak at Spring Commencement

Arcilia Acosta is a graduate of Texas Tech and is nationally recognized for her entrepreneurship in Texas.

Arcilia Acosta, president and CEO of CARCON Industries and Construction based in Dallas, will speak to the spring 2015 graduates of Texas Tech University May 15-16. CARCON specializes in commercial, institutional and transportation design and construction. She is the founder of the company, into which she incorporated her father's business when she was just 34 years old.

Acosta is a native Texan and graduated from Texas Tech in 1989 with a bachelor's degree in political science and later graduated from Harvard University Business School.

She has served as the president and CEO of CARCON for 15 years, with offices in Fort Worth, Houston, Corpus Christi and Midland. After founding CARCON, she created Southwestern Testing Laboratories in Dallas, a geotechnical engineering and construction materials testing firm. Acosta has more than 20 years experience providing construction and program management for industrial, transportation, transit, civil, education and highway construction projects.

[Nellis quote]

Acosta and her companies have won more than 45 awards both locally and internationally. She has been recognized by Texas Diversity Magazine as one of the most influential and powerful women in Texas and as the "Hispanic Business Woman of the Year" for three consecutive years. In 2014 she was inducted into the National Women's Business Hall of Fame.

In addition to her companies, Acosta serves on the board of directors of Energy Future Holdings Corporation, the parent company of TXU Energy, ONCOR Services and Luminant Corporations and other companies and groups such as Legacy Texas Financial Group, Inc., the Dallas Citizens Council, Associated Republicans of Texas and formerly the Texas Association of Mexican American Chamber and the Greater Dallas Hispanic Chamber of Commerce. She also serves on the national alumni board for Texas Tech and is a member of the National Women's Energy Network.

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Acosta is a nationally recognized entrepreneur, speaker and philanthropist who has been recognized among women and businesses around the United States.

In March, she was recognized as a top corporate board director in Hispanic Executive Magazine.

Texas Tech's School of Law also will have a commencement speaker for their hooding ceremony on May 16.

Irma Carrillo Ramirez is a United States magistrate judge for the northern district of Texas, Dallas division. She was sworn into this position in 2002.

During her time as a judge, she has handled hundreds of federal civil cases, matters and motions in different areas as well as preliminary felony criminal proceedings, motions, trials and sentencings in misdemeanor and petty offense cases. She has authored more than 1,800 legal opinions in civil cases.

Ramirez received her bachelor's degree from West Texas A&M University in 1986 and later received her law degree in 1991 from Southern Methodist University School of Law in Dallas where she served as a Sarah T. Hughes Diversity fellow.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 24, 2015

CONTACT: Heidi Toth, heidi.toth@ttu.edu

(806) 742-2136

Texas Tech Students Place Third in Wine Mixology Competition

The contest pitted wine marketing students from Texas Tech against their peers at Sonoma State University in California's wine country.

A Texas Tech University duo came in third place in a wine mixology competition with Sonoma State University.

Connor Hudspeth and Kady Augustus, who are in Natalia Velikova's wine marketing class in the [College of Human Sciences](#), created a Mendoza Margarita, a combination of tequila, Triple Sec, champagne, lemonade and a wine from the Mendoza wine region in Argentina. The judges said it was simple but full of flavor.

Hudspeth and Augustus took an existing cocktail recipe and substituted wine for the other liquors.

"We decided on adding red wine to the recipe, and it ended up giving the drink great color and more fruit taste," Hudspeth said. "The pink lemonade also complemented the red wine and added some acidity to the drink to keep it from having too much fruit or sweetness."

Master sommeliers judged the cocktails, which the students paired up and worked on all semester. Teams from Sonoma State took the top two spots in the competition.

"I was pleased to see that one of our cocktails made it to the top three," Velikova said. "While I am very proud of the winning team, I am also happy all of the students enjoyed the project. It was fun, it was creative, and most importantly, it made the students think about a different character of wine – it can add flavor and a different appeal to a cocktail."

Velikova joined with fellow wine marketing professor Liz Thach at Sonoma State to create the competition, intended to showcase wine as a fresh, fun drink that could be used creatively. It is the competition's first year. Velikova said she's not sure she'd incorporate this into future courses, but she's always looking for creative curriculum so future students will get to do fun projects like this.

"I thought the project was intriguing because it gave us a chance to act as if we were trying to make a signature drink for a restaurant, to draw people in," Hudspeth said.

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For the winning recipes and to the other entries, go to the [Wine Mixology blog](#).

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Advisory

FOR IMMEDIATE RELEASE

DATE: April 27, 2015

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

International Film Series Hosts Final Screening in Sexism | Cinema Series
“Blue is the Warmest Color” follows a young woman’s journey to self-discovery.

WHAT: The Texas Tech University [International Film Series](#) and the Texas Tech [Women’s Studies Program](#) presents “Blue is the Warmest Color,” the final screening in the five-film Sexism | Cinema series.

WHEN: 7 p.m. Wednesday (April 29)

WHERE: Alamo Drafthouse Cinema, 120 W. Loop 289

WHO: Directed by Abdellatif Kechiche, the inspirational film portrays Adele as a young woman who struggles to find herself until she comes across a girl named Emma. Adele and Emma’s relationship consists of helping one another through love, loss and, most importantly, self-discovery.

“Blue is the Warmest Color” won the Palme d’Or and the International Federation of Film Critics (FIPRESCI) prizes at the 2013 Cannes Film Festival.

Tickets are free to all students, faculty and staff with a Texas Tech ID and may be picked up at Alamo Drafthouse at any point prior to the beginning of the film. For more information on the film and the International Film Series, visit ttuinternationalfilmseries.tumblr.com.

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: April 27, 2015

CONTACT: Glenys Young, glenys.young@ttu.edu

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LHUCA Campus Hosts Architecture Students' Work During First Friday Art Trail

Friday is the last chance to see the Land Arts 2014 Exhibition.

Student work from the [Texas Tech University College of Architecture](#) will be on display from 6-9 p.m. Friday (May 1) at the Louise Hopkins Underwood Center for the Arts campus.

In the Charles Adams Studio Project's 5&J Gallery, Architecture faculty members will show students' work from the spring semester.

"The range of work you will be seeing is from first year through fifth year," said Lahib Jaddo, First Friday Art Trail coordinator and associate professor in the College of Architecture. "The classes include creative process, historic preservation, design classes, topical studios, product design, digital media, digital fabrication and more. The number of students involved is a guess on my part, about 400."

The college has displayed student work at the First Friday Art Trail for the past seven years, Jaddo said. The early exhibitions were in the Architecture building, but they were soon moved to LHUCA to reach a larger audience.

"By showing on LHUCA campus, our students were able to show off their hard work, celebrate and interact with the Lubbock community," Jaddo said. "This event has turned into a very festive occasion. Students show their designs, drawings, models, paintings, furniture, product design and experimental work. It has the feel of a big party as the students proudly present the results of their semester-long hard work."

The closing reception for the Land Arts of the American West 2014 exhibition will be in the LHUCA Warehouses, 1001 Mac Davis Lane.

The "Land Arts 2014 Exhibition" is the culmination of a full year's work for students in the [Land Arts program](#). Led by program director Chris Taylor and assisted in the field by Ted Carey, graduate students Michael Norris, Gabriela Reyes and Anthony Zuefeldt, and artists J. Eric Simpson and Matti Sloman spent two months of the fall semester traveling 6,000 miles across the Southwest to explore natural and human forces that shape contemporary landscapes, ranging from geology and weather to cigarette butts and hydroelectric dams.

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“Immersing architecture students in the landscape to work in nature reveals the multitude of intricate connections between people and land that has evolved over thousands of years,” Taylor said. “The relationship between land and people is far more diverse and interwoven than generally portrayed. Allowing students of architecture, art, history and literature to digest the diversity of landscape through lived experience is vital to developing their identity and trajectory for working in the world.”

Among many locations on the group’s itinerary were:

- Arizona: North Rim of the Grand Canyon and the Chiricahua Mountains
- Nevada: land arts sites *Double Negative* and *Las Vegas Piece*
- New Mexico: White Sands, Cebolla Canyon, the Laguna Pueblo Native American reservation, the Very Large Array, and land arts sites *Cabinetlandia* and *The Lightning Field*
- Texas: Marfa and the Adobe Alliance in Presidio
- Utah: Muley Point, the Moon House cliff dwelling, land arts sites *Spiral Jetty* and *Sun Tunnels* and the Wendover base of The Center for Land Use Interpretation

“It is important for students to produce their work as we travel for at least two reasons,” Taylor said. “First, Land Arts is more than a groovy camping trip. The products of our actions measure our experience — what we do with our time. Second, sharing our work with a broader audience is how we return from the land and participate in shaping culture — it is how we help create the future we want to inhabit. Exhibiting student work expands the relevancy of their investigations into a larger conversation.”

The Land Arts exhibit opened for April’s First Friday Art Trail and has been available Saturday afternoons and by appointment since. To set up an appointment contact Chris Taylor.

CONTACT: Chris Taylor, director of Land Arts, College of Architecture, Texas Tech University, (806) 834-1589 or chris.taylor@ttu.edu; Lahib Jaddo, First Friday Art Trail coordinator and associate professor, College of Architecture, Texas Tech University, (806) 543-5384 or lahib.jaddo@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: April 27, 2015

CONTACT: George Watson, george.watson@ttu.edu
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Texas Tech Hosting Panel Discussion on *The Joker* “*The Joker: A Serious Study of the Clown Prince of Crime*” examines both sides of the legendary Batman nemesis.

- WHAT: A panel discussion featuring experts from Texas Tech University on the two sides to The Joker character from the Batman comic franchise
- WHEN: 6 p.m. Thursday (April 30)
- WHERE: Croslin Room, Texas Tech University Library
- EVENT: Robert Moses Peaslee, chairman of the [Department of Journalism and Electronic Media](#) in the [College of Media & Communication](#), and Robert G. Weiner, [Texas Tech Libraries](#) associate librarian and pop culture expert, served as editors of the book, “*The Joker: A Serious Study of the Clown Prince of Crime*.” The book examines the two sides to the legendary nemesis of the Caped Crusader, Batman, and how in some ways The Joker can be considered just as much of a hero as Batman himself.

Those unable to attend the panel discussion can view it live on YouTube by clicking [here](#).

Peaslee and Weiner, along with contributing writer Ryan Litsey, will be featured in a panel discussion for the book. Moderated by Paul Hunton of [KTTZ radio](#), the discussion also will be featured live on YouTube for those unable to attend, and a book signing will follow the discussion.

Published by the University Press of Mississippi, the book, compiled from several contributing writers, is the first academic work to give a complete study of a villain and why he remains relevant to today’s audiences.

A full synopsis of the book can be found at the University Press of Mississippi’s [website](#). Those wishing to follow the panel discussion on social media can use the Twitter hashtag #jokerpanel.

Both men will also be featured speakers at the Denver Comic Con May 23-25, where he will discuss the book. Peaslee will also talk about his other book on the history and meaning of Spiderman.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 28, 2015

CONTACT: Matthew Matherly, matthew.matherly@ttu.edu

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Faculty in Texas Tech's Department of Design Win Awards

Three professors have been granted research awards for their work at Texas Tech.

Three Texas Tech University professors from the Department of Design won national awards for their research in interior design.

Assistant professor of design Michelle Pinson won the Graduate Student Research Award presented by the Interior Design Educator's Council for her work as a doctoral student. Her research involved using window murals in pediatric hospital rooms to determine the health related outcomes of the patients. The murals featured nature related scenes. Patients' rooms with the decals were found to have improved heart rate and lower systolic blood pressure in comparison to patients in the rooms without decals. The award was selected by the Journal of Interior Design, considered one of the most prestigious journals in the field of design, based on a presentation Pinson gave in March at the IDEC Annual Conference.

Associate professor of design Debajyoti Pati received Best International Research Project by the International Academy of Design & Health for his recent research regarding the human brain's reaction to nature. The Academy of Design & Health is headquartered in Sweden and presents this award once every year to one winning entry. The venue for the award is typically the Design & Health World Congress. The jury consists of experts from different countries and changes every year.

"The study examined regions of the human brain that get activated when people are exposed to nature and explained the mechanism pertaining to positive outcomes observed in numerous studies when hospital patients are exposed to nature stimulus," Pati said.

Assistant professor of design Erin Schambureck received a peer reviewed award for Best Presentation for Scholarship of Design Research by the IDEC based on a presentation she gave at the IDEC Annual Conference. The presentation focused on understanding design problems that impact people with vision impairments.

"My research is the first to identify the design typologies that impact people with vision loss," Schambureck said. "Someone with low vision encounters difficulties navigating public spaces every time they leave the house. Many of the issues can be alleviated if we design buildings to better accommodate their needs and increase perception of obstacles, signage and destinations in the built environment."

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News Release

FOR IMMEDIATE RELEASE

DATE: April 28, 2015

CONTACT: George Watson, george.watson@ttu.edu
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Texas Tech Team Heads to Austin for Energy Innovation Challenge

The competition is designed to develop solutions to water use from hydraulic fracturing.

A team of four Texas Tech University students will compete against teams from other state colleges in the 2015 Texas Energy Innovation Challenge sponsored by Power Across Texas.

Sponsored by faculty representative Danny Reible, the Donovan Maddox Distinguished Engineering Chair and professor in the [Department of Civil, Environmental and Construction Engineering](#), the Texas Tech team consists of Ebru Unal, a doctoral student in the [Department of Petroleum Engineering](#); James Urban, a master's student in the [Rawls College of Business](#); Ritesh Sevanthi, a doctoral student at Texas Tech; and Soraya Honarparvar, a doctoral student in the [Department of Chemical Engineering](#).

They will compete Friday (May 1) at the state capitol building against teams from the University of Texas-El Paso, Texas A&M, the University of Houston and the University of Texas. They will present to a panel of judges solutions for the 2015 Texas Energy Innovation Challenge (TEIC), to research, evaluate and develop the most creative and economic use for water resulting from hydraulic fracturing of wells, whether that solution includes recycling, disposal or discharge.

Reible said the Texas Tech team has been working all semester to find a way to make the water reusable, especially considering the resource's importance in this part of the state.

"This water can be a small but important piece of the overall Texas water puzzle, particularly in parched West Texas," Reible said. "The task was made difficult by the poor quality of this water, primarily because of the high salt content, often triple that of seawater, found in these subsurface formations."

The TEIC was created to challenge graduate students from interdisciplinary academic programs to develop research and imagination to solve existing energy problems in Texas. Participants create both written proposals and oral presentations with their research solutions.

Judges for the competition represent an array of businesses related to the subject, from recycling and water resource businesses to shale and oil gas exploration companies.

The competition is sponsored by Power Across Texas, a statewide non-profit organization based in Austin that uses academic, political and private resources to host initiatives hoping to advance solutions to energy issues across the state.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 28, 2015

CONTACT: Glenys Young, glenys.young@ttu.edu

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West Texas Association for Women in Science Honors Two for Contributions

Champion of Women and Outstanding Woman Leader awards will be given at reception.

The [West Texas Association for Women in Science](#) has selected the newest recipients for its annual Champion of Women and Outstanding Woman Leader awards.

Matt Vanlandeghem, a post-doctoral research associate in [Texas Tech University's Natural Resources Management](#) was honored with the Champion of Women Award.

“Matt Vanlandeghem deserves to be a Champion of Women because he actively supports women in science,” said Maria F. Mejia, a graduate research assistant in Natural Resources Management, who nominated him for the award. “He has exemplified training and mentoring women in science and promotes gender equity. His greatest motivation is to ensure that, as a scientist, one succeeds to his or her best ability. He fits in well in the ‘ideal scientific community,’ where there is gender equality, free sharing of ideas, functional cooperation and furthering of scientific knowledge. He is an asset to those around him, and we feel his work should be recognized as a Champion of Women.”

Nicté Ordóñez-Garza, a doctoral candidate in zoology and a research assistant in the [Texas Tech Department of Biological Sciences](#), was chosen to receive the Outstanding Woman Leader Award.

“Nicté embodies all aspects of an outstanding woman leader in science,” said nominator Emma Roberts, a doctoral student and teaching assistant in the Department of Biological Sciences. “She is an intelligent and committed leader both in the classroom and in a laboratory setting. She has published 24 scientific papers, received the prestigious Shadle Award (American Society of Mammalogists), and has been elected President of the Guatemalan Society of Mammalogists. Nicté has actively participated and attained leadership positions in programs aimed at student success in the classroom and lab setting, both in Central America and the United States. The honors she is beginning to receive as a scientist will have a major impact on young women throughout Central America. Nicté is a person who is deeply committed to the promotion of women in science, demonstrated by her work in Guatemala and here at Texas Tech.”

Marisa Wagley, Catarina Pizano, Yelena Tao, Whitney Watson and Alicia Wafa also nominated Ordóñez-Garza.

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Vanlandeghem and Ordóñez-Garza will receive their awards at a private reception in their honor on Tuesday (April 28).

The awards are given by the West Texas Association for Women in Science during the spring semester each year. They recognize men (Champion of Women Award) and women (Outstanding Woman Leader Award) who are active supporters of women in science, and who have demonstrated their commitment to the education, training and mentoring of women in S.T.E.M., as well as to overall gender equity in science.

Previous Champion of Women Award winners are:

- Michael San Francisco, 2008
- Mike Hooper, 2008
- Todd Anderson, 2009
- William Marcy, 2010
- Samuel Prien, 2011
- Brandt Schneider, 2012
- Lou Densmore, 2013
- Jerry Dwyer, 2014

Previous Outstanding Woman Leader Award winners are:

- Martha Hise, 2009
- Elizabeth Hall Burns, 2010
- Barbara Pence, 2011
- Katy Henderson, 2012
- Jannette Dufour, 2013
- Raegan Higgins, 2014

The West Texas Association for Women in Science is a group of faculty, staff, students and community members founded in 2008 with the mission to actively support and encourage women of all ages and career choices. They envision a day when women will participate fully in science, technology, engineering and mathematics and will have equal opportunities, equal pay and recognition commensurate with their accomplishments.

CONTACT: Julie Isom, awards chair for the West Texas Association for Women in Science and associate director for research, Center for the Integration of STEM Education and Research, Texas Tech University, (806) 535-2144 or julie.isom@ttu.edu; Matt Vanlandeghem, post-doctoral research associate, Department of Natural Resources Management, Texas Tech University, (630) 677-2929 or matt.vanlandeghem@ttu.edu; Maria F. Mejia, graduate research assistant, Department of Natural Resources Management, Texas Tech University, (956) 763-0961 or maria.f.mejia@ttu.edu; Nicté Ordóñez-Garza, doctoral candidate in zoology and research assistant, Department of Biological Sciences, Texas Tech University, (806) 317-7639 or nicte.ordonez-garza@ttu.edu; Emma Roberts, doctoral student in biology and teaching assistant, Department of Biological Sciences, Texas Tech University, (281) 794-1812 or emma.k.roberts@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: April 28, 2015

CONTACT: Heidi Toth, heidi.toth@ttu.edu
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World-Renowned Obesity Researcher Speaking at Texas Tech

David Allison will speak on the myths about obesity that have been perpetuated.

WHAT: David Allison will present his talk “Obesity, Myths and Facts” as part of an Obesity Research Cluster seminar series

WHEN: 4 p.m. Thursday (April 30)

WHERE: Room 169, Human Sciences Building

WHO: [David Allison](#) is a distinguished professor, the Quetelet Endowed Professor of Public Health, the associate dean for science and director of the Office of Energetics and the Nutrition Obesity Research Center at the University of Alabama-Birmingham.

He is a renowned speaker, an elected member to the Institute of Medicine and a recipient of the United States Presidential Award for Excellence in Science, Mathematics and Engineering. Allison is a world authority on obesity, quantitative genetics, clinical trials, statistical and research methodology and research integrity.

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CONTACT: Naima Moustaid-Moussa, director, Obesity Research Cluster, College of Human Sciences, Texas Tech University, (806) 834-7946 or naima.moustaid-moussa@ttu.edu.



News Release

FOR IMMEDIATE RELEASE

DATE: April 29, 2015

CONTACT: K'Leigh Sims, kleigh.sims@ttu.edu
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Knight Raiders Member to Play Chess Blindfolded

The grandmaster will take on five local chess champions from Evans Middle School Friday.

Elshan Moradiabadi, international grandmaster and member of the Texas Tech University chess team known as the [Knight Raiders](#), will play chess blindfolded against five local champions from Evans Middle School on Friday (May 1).

Moradiabadi will be unable to see the match but will be told each opponent's moves during the matches.

"Elshan is one of the top chess players in the world," Al Lawrence, chess program director, said. "He will be blindfolded; they will not. There are no tricks involved, other than having an amazing visual memory and great skill at chess."

The matches will take place at the [Texas Tech Library](#) entrance across from the Student Union Building from 2-3:30 p.m.

Moradiabadi is a doctoral student from Tehran, Iran, studying management information systems. He has been playing chess for 20 years and played in the Final Four of Chess three times, including the most recent tournament in which Texas Tech [placed third](#) in the nation for collegiate chess.

The five students from Evans Middle School make up the team that won the 2013-2014 Texas Tech Chess Scholastic Grand Prix championship.

After all matches have been completed, Moradiabadi will go over each match on a demonstration board from memory and explain strategies and mistakes.

For more information or to register for events, contact Texas Tech Chess by email or phone at TexasTechChess@ttu.edu or (806) 742-7742. To keep up with the university's chess program, visit the [website](#) or follow Texas Tech Chess on [Facebook](#).

The Texas Tech University Chess program – part of the [Division of Institutional Diversity, Equity and Community Engagement](#) – offers outreach programs to more than a dozen area schools and can provide teaching materials and other assistance on request.

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CONTACT: Al Lawrence, director, Chess Program, Texas Tech University, (806) 834-0997 or al.lawrence@ttu.edu.



Advisory

FOR IMMEDIATE RELEASE

DATE: April 29, 2015

CONTACT: Glenys Young, glenys.young@ttu.edu
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Three Special Guests to Give Talks on Texas Tech Campus

Topics include the U.S.'s future defensive capabilities, using lasers for early detection of health problems, and linking animal and human brains

[The Texas Tech University Office of the Vice President for Research](#) will host four talks by three special guests in the next two weeks. All events are free and open to the public.

WHO: [Rear Admiral \(retired\) Nevin Carr](#), former chief of naval research and director of test and evaluation and technology requirements for the U.S. Navy

WHEN: 11:45 a.m. Thursday (April 30)

WHERE: Senate Room, Student Union Building

WHAT: Carr will speak on the topic of "Affordable Future Defense Capability," focusing on the implications of soaring defense costs, and the role of advanced technologies like autonomy, rail gun and directed energy in preserving the country's future military capacity.

WHO: [Hans A. Schuessler](#), professor of physics at Texas A&M University

WHEN: 10:30 a.m. Friday (May 1)

WHERE: Room 120, Experimental Sciences Building

WHAT: Schuessler's topic is "Sensitive Spectroscopy of Crude Oil." He will present his work on trace detection with both collinear fast beam laser spectroscopy and optical spectroscopy based on frequency comb lasers. As examples, he will describe research in Qatar and the monitoring of the methane content of seawater following the oil spill in the Gulf of Mexico. Applications of his research range from detecting methane from natural seeps to leaks in pipelines and well gases produced during fracking.

WHO: Hans A. Schuessler, professor of physics at Texas A&M University

WHEN: 1:30 p.m. Friday (May 1)

WHERE: Room 220, Texas Tech University Health Sciences Center Academic Classroom Building

WHAT: Schuessler's second topic of the day is "Lasers in Biomedicine." He will discuss research using tailored laser radiations to study atoms, molecules and intact subcellular units. He will focus on the contractile ability of the heart muscle, sensing of cardiac markers and the possibility of a novel breath analyzer to identify early stages of respiratory diseases, chronic health conditions, carcinogens, diabetes and other pathological conditions.

WHO: [Nanyin Zhang](#), Department of Biomedical Engineering, Penn State University

WHEN: 10 a.m. May 11

WHERE: Room 120, Experimental Sciences Building

WHAT: Zhang will speak on "Understanding Brain Disorders using Translational Neuroimaging Approaches." A longstanding challenge in investigating psychiatric disorders is the difficulty to directly translate from human symptoms to animal models that have unique behaviors. The brain's connectivity and function, accessible through fMRI in humans, might provide a link, but the task has been unsuccessful because of the effects of anesthesia in most animal experiments. Zhang's lab has established an approach that allows animals' brain circuit function to be examined in the awake state, putting researchers in a better position to establish a direct link between animal models and human psychiatric disorders.

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CONTACT: Wendoli Flores, executive associate, Office of the Vice President for Research, Texas Tech University, (806) 742-3904 or wendoli.flores@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 30, 2015

CONTACT: Heidi Toth, heidi.toth@ttu.edu

(806) 742-2136

Nutritional Sciences Researcher Wins \$400K NIH Grant to Study Obesity

Dr. Shu Wang will research the effectiveness of delivering an anti-obesity compound directly to fat cells through nanotechnology.

A Texas Tech University nutritional sciences professor received an almost \$400,000 grant from the National Institute of Health to study obesity.

The project of Dr. Shu Wang, who researches nutrition, inflammation and chronic diseases, centers around resveratrol, a plant compound with potential to both prevent and treat obesity. She and co-investigators Guigen Li and Yehia Mechref, both chemistry professors at Texas Tech, will develop a biocompatible and biodegradable nanoparticle carrier system to deliver the resveratrol to the fat cells in mice. They will test to see if delivering the resveratrol directly to the fat tissue will enhance the compound's effectiveness in treating obesity.

"Since obesity is a major risk factor for many chronic diseases in the United States, the outcome of this project may eventually help to improve the quality of life and produce dramatic savings in the cost of medical care," Wang said.

Dr. Gordon Brackee, a veterinary professor at the Texas Tech University Health Sciences Center, will consult on the project.

Wang, who has both a medical degree and a doctorate in nutritional biochemistry, researches the relationship between diet and chronic diseases, including obesity and cardiovascular disease. She is a pioneer in using nanocarriers to enhance the bioactivities in nutrients as a way to prevent and treat diseases. She served on the editorial advisory board of the Journal of Nutritional Biochemistry and authored the second most downloaded article published in that journal. In addition to this grant, Wang has secured more than \$850,000 in grants for her research.

She won a distinguished research award as part of Texas Tech's Chancellor's Council Awards earlier this year and was a finalist for the American Heart Association's Young Investor Award.

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News Release

FOR IMMEDIATE RELEASE

DATE: April 30, 2015

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Texas Tech Students Raising Funds for Relief in Nepal

The Nepal Student Association along with other students is working to send funds and items after the devastating earthquake.

After the devastating 7.9-magnitude earthquake that killed more than 5,000 people in Nepal, Texas Tech University students and the [Nepal Students' Association](#) are raising funds and sending items to provide relief to the Asian nation.

People can donate [online](#) or in person near the Student Union Building at the West Plaza where the Nepal Students' Association has set up tables from 10 a.m. to 2 p.m. to accept donations. Currently, Texas Tech along with local Nepali families has raised more than \$8,000 to send overseas.

“We were so saddened to hear about the devastating events this weekend in Nepal,” Texas Tech President M. Duane Nellis said. “Especially with some of our students being raised there, it really hits hard for us here at Texas Tech. It is our goal to send as much relief as we can to the Nepali nation, and I commend our students for putting in such an effort to help others internationally.”

Saba Nafees, vice president for Graduate Affairs who has close friends and family in Nepal, said she knew something had to be done when she heard the news.

In just 24 hours, she worked with administrators on campus to set up an online donation system through Texas Tech's website along with social media accounts on [Facebook](#) and [Twitter](#).

“We are so close knit at Texas Tech, and students here call it home – especially Nepali students,” she said. “Now that their real homes have been destroyed, we have to give them that feeling of home and comfort. It's important for West Texas, Lubbock and Texas Tech to come together in general and show we are working together to send the most aid possible to Nepal. Any amount given will go directly to Nepal and any of the entities working on the ground.”

Along with raising funds, the Nepal Students' Association is hosting a candlelight vigil from 8-9 p.m. Friday (May 1) at Memorial Circle to remember those who have lost their lives in this tragedy.

Siroj Pokharel, a Nepal native and former president of the Nepal Students' Association, said he really appreciates the efforts to help his homeland.

“It really means a lot to us the efforts people from Texas are putting in,” he said. “From a Nepali perspective, I really appreciate it. Texas Tech and people from nearby vicinities understand the circumstances well and are working very hard. We have already raised a lot of money, and we will continue to work to help those back home.”

The Nepal Students' Association is working in conjunction with Breedlove Foods, Inc., a local, nonprofit company that provides nutrition in more than 80 countries, to send relief to Nepal.

Pokharel said they are accepting toiletry items along with donations. The Nepal Students' Association has drop boxes located around campus for donated items and is willing to pick them up from anyone who can donate.

To schedule a pick-up, please contact Bibha Gautam, adviser for the Nepal Students' Association, at (806) 831-3515 or Roshan Bimali, president of the Nepal Students' Association, at (510) 612-6857.

To donate online, visit www.ttu.edu/aidNepal/ or contact Saba Nafees at (817) 986-4826. Those who donate online can choose between three different organizations: Breedlove Foods, Inc., United Nations Children's Emergency Fund (UNICEF) and Red Cross Nepal.

Those who donate can share their efforts on social media using the hashtags #NepalChallenge, #RedRaidersAidNepal or #TTUAidNepal.

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

CONTACT: Saba Nafees, Texas Tech Aid Nepal, Texas Tech University, (817) 986-4826 or saba.nafees@ttu.edu; Siroj Pokharel, Nepal Students' Association, Texas Tech University, (402) 217-8483 or siroj.pokharel@ttu.edu.

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Web Only

Actress, Mentor Nia Long: Everything Starts with a Plan

The Hollywood leading lady will speak about setting goals, creating a plan of action and achieving dreams at the 13th Annual Mentor Tech Banquet

By K'Leigh Sims

Well known actress and mentor Nia Long will visit Texas Tech University Friday (April 24) for the 13th Annual Mentor Tech Banquet to speak to the campus community about setting goals, creating a plan of action and achieving dreams.

Long, born in Brooklyn, New York, and raised in south central Los Angeles, didn't come from a wealthy family and was raised by a single mother. She said everything she has achieved she has worked really hard for and didn't let limits stop her from doing what she wanted to do. She said no matter what people's situations might be, they can reach every goal they set for themselves, big or small.

"I think everything starts with a plan," she said. "When it comes to setting your goals, you can be as creative or outlandish as you want. If you're going to dream, dream big. Once you have your goals, you must figure out what your course of action is. When your plan is established, the next step is achieving that goal and it's all hard work."

Coming into the Hollywood world with no connections, Long worked hard to become the actress she is today. Since the late 1980s, she has appeared in "The Fresh Prince of Bel-Air," "Boyz N the Hood," "Big Momma's House," "Are We There Yet?" "Are We Done Yet?" "The Best Man Holiday" and "The Single Moms Club."

She is a three-time NAACP award winner, winning twice for her role as Officer Sasha Monroe on NBC's crime drama "Third Watch" as an outstanding actress in a drama series. In 2013, she was brought to the small screen alongside Golden Globe winner Don Cheadle to appear in Showtime's hit comedy "House of Lies," which garnered an NAACP nomination for best supporting actress in a comedy series.

Although she has had great success in her career, Long says it's the losses that made her learn about herself and made the successes that much sweeter.

"There are ups, downs, challenges, wins and losses and that's a part of life," she said. "I think losing is really when you learn the lessons and learn about yourself. When you have disappointments and failures, that's when your faith and spirituality kicks in, but it's also a great opportunity to learn lessons and come out a better person on the other side of it."

She also believes when people achieve their goals, they must help others do the same.

“If we can give back to one another as citizens, coming from a place with love and compassion, then we can build a better and stronger community,” she said.

In addition to her Hollywood resume, Long desires to help others. She serves as a mentor for young girls and boys, both nationally and internationally, to help motivate and encourage them to do the things they dream. She has mentored kids in Trinidad, Barbados, Grenada, London and the United States. In 2011, she worked with BET’s Black Girls Rock! mentorship program where she helped empower young girls ages 12-17 and reinforced self-esteem and self-worth in women of color by changing their outlook on life.

“It is always my pleasure to give back,” she said. “I get a lot of joy from the excitement and the connections made between me and others. It’s like a family. They know I’m looking out for them, and I know they are watching and supporting me and what I do. If I can be the conduit between where these kids are and where they want to be, then I’m happy to do that.”

There is one piece of advice she tells each person she mentors:

“The overall message I share with my own children and others is you need to have self-love, acceptance and forgiveness,” she said. “If someone let you down or disappointed you and you carry that throughout your life, it turns into anger and it manifests into some sort of health issue. We don’t realize what all our bodies hold. So having that self-love and being able to look into the mirror and say, ‘I love who I am,’ not just because of what I look like, but because of what my heart holds, if you tell yourself that you have a beautiful heart and mind, you’ll be surprised at how gorgeous you look in the mirror.

“Everything starts and ends with love.”

Changing the way people view things in the world today creates a strong foundation of community, she said. Once the prejudices are set aside, people can get back to being a support to one another and have more room to succeed.

That is why she chose to visit Texas Tech and be the keynote speaker for the Mentor Tech’s annual banquet.

“I think it’s amazing what Mentor Tech is doing,” she said. “It’s a place where students can come and feel safe, supported, not judged, a place where they know they are being heard, where they are given the proper tools to succeed, where their questions are being answered and a place where they are not expected to know certain things due to their age. Everyone needs a home that nurtures their mind and soul. I think what Mentor Tech is doing is exceptional.”

She looks forward to visiting Lubbock because it gives her a chance to make real connections with people she hasn’t met before.

“It’s a two-way gift,” she said. “I get just as much out of this as I give. It allows me to connect with real people who are inspired by what I do, but it also gives me a chance to see how much I’ve grown. It helps me make sure I’m walking the walk and talking the talk.”



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With almost a 30-year career behind her, Long says she has only achieved about 30 percent of the things she wants to do.

She just finished a pilot with Mike Epps and is working on a screenplay. She enjoys interior decorating, health and wellness and being a mom who spends her Sundays at the baseball field with her boys, Massai and Kez.

“My journey still continues even though I am at a much greater position than I was as a young girl,” she said.

For more information about Nia Long or the annual banquet, visit the Mentor Tech [website](#).



Web Only

College of Arts & Sciences Promotes Innovation Through Research

The college creates research-based underwriting spots
in partnership with KTXT and KTTZ.

By Emily Gardner

Zombies, baseball players, pulsar discoveries and strong women.

Those are some of the topics the underwriting partnership between the [College of Arts & Sciences](#), [KTXT](#) and [KTTZ](#) has highlighted.

The idea to create underwriting spots to promote the College of Arts & Sciences belongs to W. Brent Lindquist, dean of the college, and runs parallel with answers the college received from its students about branding the college using innovation.

“We need to really educate the public about not only what we do and the variety of what we do, but to get Arts & Sciences’ name out there,” Lindquist said. “We need to be known as something so it gives us a tagline around which to develop audience recognition. I want people to think about Arts & Sciences and building innovation in the same connected thought process.”

Lindquist had the idea for the underwriting spots while listening to KTXT, where he heard spots from students telling people they were listening to the station. He also knew the [Department of History](#) has broadcast weekly spots at KTTZ for a number of years. So he and Toni Salama, senior editor for the college, reached out to Derrick Ginter, KTXT general manager, about underwriting.

Underwriting spots for noncommercial stations is the equivalent of commercial advertising on commercial radio stations, Ginter said. Underwriting is when a station acknowledges the entity underwriting the costs of programming on the station. KTXT produces and airs the spots from the scripts Salama sends.

“From what I can tell, the finished spots have had great success in highlighting the various areas within the College of Arts & Sciences,” Ginter said. “They are self-contained informative spots that showcase individual programs within Arts & Sciences, and they’ve been among the best things I have produced for radio.”

The first spots aired on KTXT in January and KTTZ on March 30, and so far the college has recorded or almost completed recording 20 spots. The college has more than 400 faculty members and 15 departments and centers Lindquist and Salama wish to highlight using the spots.

The spots air on both KTXT and KTTZ in order to reach students and the Lubbock community. Lindquist uses the KTXT spots for the student audience and the KTTZ spots to let the Lubbock community know about Arts & Sciences.

Most spots focus on research being produced in the college with the exception of the [Department of Classical & Modern Languages & Literatures](#), where the spots are recorded in foreign languages, announcing the types of languages students have the opportunity to learn while at Texas Tech.

Lindquist said he wanted the spots to be research-oriented because research and scholarship are what the college is about, and that is what will bring Texas Tech to the next level of academic recognition.

“Research is what is going to take Texas Tech and Arts & Sciences to the next level of university status,” Lindquist said. “We want to be tier one and that’s how you get there – you have to be known by your research output. The thing that distinguishes faculty members from any other profession in the world is research and scholarship. To go higher in our reputation, you need to raise the profile of our research and scholarship.”

Students as well as faculty members are welcome to participate as long as they are discussing their research. Once they agree, they work with Salama to create the script.

Matt Stock, an assistant professor of human performance in the [Department of Health, Exercise & Sport Sciences](#), recorded a spot, listed on the website as “[Strong Women](#),” which focuses on research he is conducting about strength training in women. Stock, who focuses on several areas of research, said he was asked by his department chair about producing a spot. He chose “Strong Women” because he hoped the topic would generate interest among different audiences.

Stock said he enjoyed creating the podcast and would do another if he was asked. He likes the interactions occurring between the different departments within Arts & Sciences.

“I’ve listened to some of the other spots and I find it so exciting to hear about what’s going on in different departments,” he said. “Hearing College of Arts & Sciences professors on the radio talk about, with enthusiasm, the different research they’re doing is a really neat thing. It helped me have a much greater appreciation for their work.”

Vanessa Leos, a second-year graduate student in sociology who is from Levelland, created “[Capital Internship](#),” a spot showcasing student accomplishments and encouraging students to create innovation. She said the spots are a great way to share important achievements with the Texas Tech campus.

“Being invited to record a segment is an exciting and flattering experience,” Leos said. “As a former teaching assistant I know how important it is to keep students engaged and involved with campus life. The radio station can do a great deal to assist faculty in grabbing students’ attention.”



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Jorge Iber, associate dean of Arts & Sciences, created a spot focusing on his research. Iber's spot is about a biography he is writing on Mike Torrez, a former Major League Baseball pitcher.

"I consider myself lucky," Iber said. "When you tell people you study baseball and sports for history, they're kind of surprised. When I give students a sense of how I address important questions through sport, they're even more surprised. That's the argument we try to articulate in my spot."

John Calhoun, a doctoral student in [the Department of Mathematics & Statistics](#), created "[Math Zombies](#)," which focuses on [the Lab for the Analysis of Zombie Activity and Research into Undead Simulations](#) (LAZARUS). The lab deals with several areas of research, including simulating Zombie outbreaks as a way to show area school children that math is fun, and hopes to support creation of new technology in the future.

Other spots include "[Pulsar Discovery](#)," by Tom Maccarone, an associate professor in the [Department of Physics](#), and "[Tattoos and Self-Image](#)," by Jerry Koch, a professor of sociology and associate chairman in the [Department of Sociology, Anthropology and Social Work](#).

The spots can be heard on KTXT twice a day and KTTZ on Monday mornings at 7:21 a.m. They also are available on the College of Arts & Sciences home page and are shared through the college's [Facebook](#), though Salama said the spots will be moved to their own directory soon.

"The spots are a wonderful idea on the part of Dean Lindquist," Iber said. "I think the spots are a great way to introduce students to research topics they might have never considered. That's how you get students interested in pursuing undergraduate degrees in your major, and who knows, maybe even graduate degrees."



Web Only

Dreamlike Steel House Inspired By New Sculpture at Texas Tech

The unfinished house in Ransom Canyon now serves as an unofficial memorial to architect and former Texas Tech faculty member Robert Bruno.

By Glenys Young

The famous Steel House in Ransom Canyon is like something out of a dream. It's perched on four legs – a massive animal springing from the canyon rim – and from the moment you cross the threshold and push aside the intricate wrought iron gate behind the glass, you find yourself in a Dr. Seuss-like world.

A flight of steel stairs spirals up on your left, another winds down in front of you, and to the right is the living room. Full of windows, clear and stained-glass alike, the house is nevertheless neither light nor airy. The steel is ever present in the walls, in the ceilings, in the soft clang of your footsteps.

The house has an uneasy feeling to it. Perhaps it's the rounded walls, the asymmetrical arched doors and windows, the uneven staircases – most without railings – or the gaping holes through which you can see other rooms and levels.

It's 2,200 feet of space, but as house administrator Henry F. Martinez says, "There's nothing square about it."

Designed, built and lived in by former Texas Tech University architecture faculty member Robert Bruno, the Steel House has three levels. The second level – at ground or street level – houses the living room, with its sweeping canyon and river views. The kitchen is where you'll find copies of "Vogue" and "Twill" magazines featuring the house. The master bedroom and bathroom, a second bedroom, a combination laundry room and half bath and a den area are in the middle of it all. The only artwork hanging in the house are photos of the house itself.

The upper level is the entertainment space, reached via stairs in either the entry or the second bedroom, just to the left of the entry. It is complete with a stage, seating room, the bathroom for the second bedroom (which, again, is a floor below) and an outdoor patio for those who would like to tempt fate by walking along the conspicuously unprotected, curved roof of the second level. Over the edge is a plunge into the canyon below.

From the entry and the living room, stairs curve down to the lower level. It has nooks and crannies at every turn, almost no flat or level surfaces and flood lights clipped into the ceiling for illumination. Unlike the rest of the house, sunlight doesn't penetrate because it's located inside the house's legs. This space was planned as a library and lounge, but like the rest of the house, it was left unfinished after Bruno died in 2008.

Mystery house

Bruno started construction in 1974. He put in 110 tons of steel – all 3/16-inch or 1/4-inch grade – as well as adding insulation, heating and air conditioning, plumbing and electricity.

Like West Texas' own version of the Winchester Mystery House, Bruno worked on the house for more than three decades with no clear plan for his residence – or at least not one he shared with Martinez.

“There were a lot of unanswered questions,” Martinez said. “People always ask, ‘When was it supposed to be finished?’ ‘How much is it worth?’ ‘What were his intentions?’ To be honest, I can’t answer that.”

Another question Martinez can’t answer is how much Bruno spent on the house at the time of his death. After a hesitation, Martinez said, “A lot of people thought he was a rich man and had a lot of money. What they don’t realize is, all this was done with scrap metal.”

That’s not to say Bruno was cheap in his building materials. The type of wood he chose for the staircase treads and the non-marble portions of the floor was expensive and came all the way from Brazil. When it arrived, it wasn’t the blond color he wanted, so he changed his plans.

“If you went and got a two-by-four from Home Depot and stuck your fingernail in it, it would be easily dented. Not this stuff,” Martinez said, referring to the wood found on only the bottom half of the staircase. “This is very hard wood, and very hard to work with.”

Bruno’s legacy

Sparsely decorated, the house is left exactly as Bruno lived during his seven months in it. The only additions are signs that read: “Please do not lean against this surface” and “For your safety please do not enter.” The spare bedroom, blocked by a piece of Styrofoam upon which the first sign hangs, is cluttered with pillows, moving dollies, power tools and furniture, visible in wavy yellow, blue and purple through one of the many stained glass windows in the house. Obviously the rest of Bruno’s belongings, these items were stored in the extra bedroom to await the time when the house was ready to be fully furnished.

It’s a time capsule, and in a way, a tomb of its own.

“What I don’t understand,” Martinez said, “is we have the Buddy Holly Center in Lubbock, Texas. Why don’t we have this as exposure to the work of Robert Bruno? Not many people have the privilege of going inside.”

For now, there are no plans to open the house. That’s not the way it was when Bruno was alive.

“He had people come in to do weddings and play musical instruments up on the second level,” Martinez said. “He invited me a few times, and it was awesome to hear the instruments and acoustics. He didn’t mind people to come in except when he was working.”



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Martinez said the house's fame – and possibly its mystery – has drawn tourists from all around the world.

“Nine times out of 10, when I’m working in the house, someone will come knocking on the door, wanting to get inside it,” Martinez said. “Hundreds of people – from Korea, Japan, it doesn’t matter.”

One more question many have asked over the years is whether the house will eventually be completed.

Michael Martin, an instructor in the [College of Architecture](#) and the director of external programs, said it’s an understandable desire.

“When Robert first started the house, there were very few out there,” Martin said. “It stood out very remarkably not because of *what* it was, but simply *because* it was. It’s one of those things you’d like to see finished. But it was his life’s work, I think, so there was no rush. It doesn’t go with how most people think.”

As much as Martin would like to see the house completed, he doesn’t believe it should be.

“That’s hard to say. There are some things that clearly could be done to make it safer and along the lines of what he was thinking,” Martin said. “But to go very far from that would be a mistake, I think. No one knows what he really had in mind to do with it. He was a careful guy. He would study an issue quite a bit, and it was clear he wasn’t done doing that. I don’t know that anyone could sit down and do it, and say, ‘That’s what he intended.’ I’d hate to see that happen.”

Martinez said it’s all about continuing the way Bruno would have wanted: “It’s a challenge, but a good challenge. I’m just trying to continue his legacy.”

Not just a house

The Steel House, however, is not the only legacy Bruno left. It was designed from a sculpture he made in 1974 while he was a professor at Texas Tech.

A [video](#) uploaded to YouTube in October 2007 shows Bruno giving a tour of his Steel House. Standing inside it, he explained, “The evolution of this house is that I’d actually been working on other sculptures prior to this. And one, which was quite large, was large enough to stand under, and it seemed like a pleasant environment. And if I could capture that same feel at a little bit larger scale, I could live in it. And so that was really the beginning of the idea for this house.”

After spending the last 35 years in an East Lubbock cotton field, that untitled sculpture will be dedicated at 11:30 a.m. Monday (April 20) in the newly created Robert Bruno Plaza next to the Texas Tech College of Architecture at the corner 18th Street and Flint Avenue.

But even that unique-looking structure may not be one of a kind.

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“There are four or five others, besides the house and the one at Texas Tech,” Martin said.

Nailing them down is the hard part. One, Bruno told Martin, was done at the University of Notre Dame. However, neither the university’s art director or its architect know anything about such a sculpture.

“It was done while he was a student, so was it an official sculpture on campus? I don’t know. I suspect not,” Martin said. “It could have been moved, he could have sold it. Who knows?”

Martin was working in an architecture firm in 1976 when Bruno approached the firm about the piece. “He was trying to get us to purchase his sculpture or get us to integrate it into one of our projects,” Martin said. Bruno showed off his portfolio, which included images of four or five different steel sculptures, all like the one now at Texas Tech.

Some were in California at some point, Martin said, but he doesn’t know where they are now.

There was also a smaller version in Ransom Canyon, just down the cliff face from the house, but it is now missing as well. Martin said he last saw it in May 2014: “I took my students out to Robert’s house and it was there then,” Martin said.

An inspiration

One of the reasons Martin pushed to bring the one known sculpture to Texas Tech was to bring awareness to Bruno’s life and work.

“Faculty talk about him and students learn a little bit,” he said, “but having a piece of his sculpture right here will heighten awareness of who he was and serve as inspiration for other students. It’s also fun having it out here.”

Martin remembers Bruno as an easy-going, but introverted, person.

“He was probably a hard person to get to know,” Martin said. “I didn’t know him as a close friend. We knew each other and we would talk and visit, but he was trying to finish his house. In his later years, he was really more focused on getting the house done.

Ironically, in the aforementioned video’s introduction, Bruno said he had been working on the house for about 28 years, “and hopefully we’ll be finished in about one more.”

In a [segment from the Texas Country Reporter](#) that aired in 2008, Bruno explained his vision for the project was different when he started.

“It wasn’t necessarily smaller; it was less grand. It was less complex,” he said. “It would have been a lot easier to have a master plan from the beginning, but it wouldn’t have been better, which is different. Easy isn’t the only thing that matters. If easy really mattered very much to me I sure as heck wouldn’t be doing this.



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“There is no functional aspect that matters to me. The objective was not to move in and have a place to live; I can do that anywhere. The objective was to do something.”

And that’s what Martin says Bruno’s legacy turned out to be.

“I think his legacy is to serve as inspiration for anyone who wants to pursue their dream of doing something or creating something, that they can do it,” Martin said. “It’s simply that. He’s an inspiration for us.”

Bruno, who Martin said was ill, died just over a month after the episode aired. That knowledge gives his closing words about the Steel House special meaning:

“I see it as finite. I want it to end someday. I’m not in a hurry, but I do perceive it as ending and I would like that it end,” Bruno said. “I’m not worried that I won’t have anything to do after that; I’ll come up with 20 more things to do. But I feel very privileged because not a lot of people get the opportunity to spend this much time doing something they really wanted to do.”

Martin said, “He was very introspective. What he was doing was all in Robert. He didn’t care what people thought.

“People ask, ‘Was he wealthy?’ He was incredibly rich in that he was so independent. He found happiness for him in building this place.”



Web Only

Engineering Professors Smith, Mehta Have Had Tremendous Impact From Research

The two were honored for their 50 years of service to the university and its students.

By George Watson

It would be hard to argue that two researchers have had a more profound effect on the fabric of life in West Texas than Milton Smith and Kishor Mehta.

From developing the concepts used today for storing cotton in the field before it heads to the gin, to the development of the renowned [National Wind Institute](#) and the methods of testing used within it, the two Texas Tech University engineering professors have been instrumental to the research that has had an impact both on safety and the economy across the country.

Smith and Mehta were honored Wednesday (April 29) for their 50 years of service to Texas Tech at the annual Length of Service Awards ceremony. A total of 308 employees, ranging from 15 to 50 years of service, were honored during a reception at the Red Raider Ballroom inside the Student Union Building.

“While we recognize Dr. Mehta and Dr. Smith for 50 years of service to Texas Tech University, today truly reflects the dedication of two individuals who have given a great share of their lives to educating students,” Texas Tech President M. Duane Nellis said. “Their commitment to this great university is what makes Texas Tech such a special place. It is my hope all of our employees who have served 50 years or more are inspirations for those following them.”

No two people have had more of an impact when it comes to tornado and wind safety than Smith and Mehta. Mehta’s research of wind damage from tornado impact led directly to changes in the Fujita scale used to measure tornados, resulting in the Enhanced Fujita, or EF, scale. He also was part of the group that helped found what is now known as the National Wind Institute, known around the world for its research on wind energy and impact.

Speaking of impact, Smith’s study of hail impact damage led directly to the development of the pneumatic cannon that shot ice balls meant to resemble hail, which eventually led to the more well-known 2-by-4 pneumatic cannon used to test the damage done by flying debris picked up by tornados and hurricanes.

“We are very proud of these two pillars within our community of scholars,” said Al Sacco Jr., dean of the Whitacre College of Engineering. “Their outstanding service of more than 50 years is truly a milestone for them and also for us. These two men have both been

instrumental in making the [Whitacre College of Engineering](#) what it is today: a top-tier engineering school.”

Giving back

Following in his brother’s footsteps, Smith came to Texas Tech as an undergraduate student from Childress in the late 1950s, earning his bachelor’s degree in industrial engineering in 1961. After serving 33 months in the Air Force, where he helped develop manning and staffing standards for different functions within the Air Force, Smith returned to Texas Tech to pursue his master’s and doctorate degrees.

During this time Smith set on the path toward his first major impact on society. Just as he was completing his doctorate degree, an opportunity developed to participate in a research project examining the economic impacts of every aspect of cotton farming between harvesting and delivery to the mill. In particular, Smith did a cost analysis of the impact between harvesting cotton in the field and delivery to the gin.

What he discovered was harvesters worked much faster than ginner, and that meant a gigantic backlog of cotton-filled trailers sitting on gin lots, unable to be used to haul more cotton until they were emptied. That limited gins to operating six full weeks instead of possibly double that.

“Trailers spent almost all their useful life sitting on the gin yard rather than being transportation devices,” Smith said. “That was the one thing no one had looked at before was the interface between harvesting and ginning.”

Smith’s solution was to store the cotton in the field, compacted sufficiently so it would stay in place, until it was ready to be hauled to the gin. Surprisingly, Smith said, farmers leapt into this method of storage. This method of storage eventually led to the development of cotton modules, which are used today, which Smith estimates saves the cotton industry between \$500 million and \$1 billion a year in costs.

“Having grown up in Childress, and of course all the people we knew were cotton farmers, almost all of them, they paid taxes that educated me in first through 12th grade and paid the taxes that funded Texas Tech,” Smith said. “To give something back to them was just fantastic.”

Smith moved on to study hail impact on the Crosbyton Solar Energy Project in the late 1970s, and that led to the development of the pneumatic cannons that shot ice balls and, eventually, 2-by-4 pieces of lumber that simulated wind-blown debris from tornados and hurricanes. He also worked on a project to document damage from flying glass from the bombing of the Oklahoma City federal building in 1995.

Through it all, however, being able to send young, inspired engineers on the path to discovery has been one of the most rewarding aspects of his 50 years of service to Texas Tech.

“I’ve taught a lot of undergraduate and graduate classes,” Smith said. “Just the good feelings graduates have for the program they went through is the best thing. The [Industrial Engineering](#) department has national and international reputations and is regarded as a



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quality institution, and I think the quality of our program is as good as any place in the country.”

Enhanced effect

Mehta, a Horn Professor of [Civil Engineering](#), arrived at Texas Tech in 1964 after earning his doctorate from the University of Texas. He was immediately drawn to wind research. He paired on several projects with fellow professors Joe Minor and Jim McDonald, who later became the chairman of the civil and environmental engineering department.

It was a West Texas dust storm in 1968, however, that put them on the path toward Texas Tech becoming a world leader on the subject of wind and wind damage. That dust storm, Mehta said, collapsed some of the light standards on the east side of Jones Stadium. Mehta and McDonald began doing tests on the standards to determine their load, or how much wind force they could withstand.

Two years later, the event that changed Lubbock furthered their research when the tornado of 1970 swept through the city. That led Mehta to begin testing the wind load for various buildings.

“A lot of buildings collapsed or were severely damaged,” Mehta said. “Though we had no control over it, we thought it would be worthwhile to assemble the data to see if we could understand the mode of damage and the extent of the damage.

“Wind is the natural resource in Lubbock. That is a resource that is always going to be there. With our buildings and tower,s we have to take care of them in extreme conditions. In engineering in the 1970s we did not think about wind energy, but in this millennium we did.”

Mehta’s continued research into wind load and damage led to the development of the Texas Tech University Wind Science and Engineering Research Center, which was eventually renamed the National Wind Institute, a nationally respected hub that allows for interdisciplinary education and research on wind science, energy, engineering and wind hazard mitigation.

Today, in conjunction with his work at Texas Tech, Mehta is working for the [National Science Foundation](#) in Washington, D.C. as program director for hazard mitigation and structural engineering. It’s a long journey from his time in Lubbock.

“Jim McDonald, Joe Minor and I used to sit around a table every Wednesday, and we all agreed we wanted to put Texas Tech and the city of Lubbock on the map,” Mehta said. “It turns out wind was the vehicle that allowed us to do that. In our minds we wanted Texas Tech to be known around the country.”

Now that he’s become an expert in how buildings can withstand damaging winds, Mehta wants to find a way to prevent that damage in the first place.

“The goal I have in mind is how do we prevent natural hazards from becoming disasters,” Mehta said. “I want to make communities, and it may take 20 years to do it, resilient to weather damage and be able to recover fairly quickly.”

For a full list of the 2015 Length of Service Award honorees, [click here](#).



Web Only

‘Hard Work Pays Off’ – Dietetics Students Meet Their Matches

Texas Tech had a 97 percent match rate this year; the national average for dietetics internships hovers at about 50 percent.

By Heidi Toth

The dietetics program in Texas Tech University’s [College of Human Sciences](#) had a record year in terms of matching students with internships.

On April 12, which is Match Day for dietetics students throughout the country, Texas Tech had a 97 percent match rate, compared to the national average of about 50 percent. Additionally, two of the 32 students were matched with prestigious and highly competitive internships.

“I feel like a proud mom,” said Lydia Kloiber, an assistant professor of practice in nutrition and director of the didactic program in dietetics who is instrumental in getting students through the application process.

Texas Tech’s program typically averages an 86 percent match rate, so exceeding the national average is no surprise. What made this year memorable is the almost perfect rate; 32 of 33 students matched.

“My mother and father always said to me, ‘hard work pays off,’” said Alberto Garcia, who matched with the Michael E. DeBakey VA Medical Center in Houston. “I never believed them because at that instance I was not receiving any sort of payment, but this time it paid off, and it was huge! All the work, extracurricular activities, internships, volunteer and community service events and all the studying has finally paid off.”

Matching up

Dietetics students must complete an accredited internship after finishing their undergraduate degree to become a registered dietitian. The process to match students with dietetic internships is similar to the process medical residencies use when matching doctors to programs.

Kloiber said students apply to the programs they want – she recommends choosing five programs – and rank those programs in order of most desirable. The internship coordinators in those programs rank the students who applied in the order they want.

“It starts with where the student wants to go,” Kloiber said.

The process is a little nerve-wracking for students.

“As soon as I read that I was matched with Texas Tech, I cried – a lot,” said Jordan Scott, a senior who will be one of 10 interns in Texas Tech’s program next year. “I cried hard for a good five minutes. It was such a relief to know that my entire college career has paid off and I was going to be where I wanted.”

Much of her elation comes from being matched with her first choice, but some of it is simply the certainty. Until a couple of weeks ago, Scott didn’t know where she’d be in a few months.

“I no longer have to tell people that I have no idea what I’m doing after graduation, because I know,” she said.

Doing the hard work

Applying for these internships takes most of the fall semester of their senior year. Students research programs, meet with Kloiber and other faculty to strategize on matching with the best internship and then actually put together the applications.

“My peers and I met up a lot to check each other’s work and make sure everything looked perfect,” Scott said. “As dietetic majors, most of us are the same Type-A perfectionists. This is both a blessing and a curse because we want everything to be perfect.”

Garcia called the application process the hardest thing he’d done. Applicants need “amazing” grades, leadership experience, volunteer experience and good scores on the GRE, plus they needed to perform well during an interview. To that end, he has worked in multiple jobs, volunteered for honor societies and student groups and sat through mock interviews and resume critiques. That was in addition to keeping his grades above a B average.

“A lot of people don’t know how difficult and competitive dietetic internship matching really is,” he said. “Most of these students have multiple jobs, GPAs way above 3.5, various leadership positions and an immense amount of other things going on all at the same time just to keep up with the competition in our graduating class.”

His match with the VA Medical Center is a dream come true. He ranked it highly because the program has an excellent reputation, he said. Most of his classmates are staying in Texas as well.

In addition to Garcia’s match, one student is going to the Baylor University Medical Center in Dallas, which has not had a Texas tech graduate in years, Kloiber said. Three others were accepted to the University of Texas Medical Branch in Galveston, which just opened an internship last year.

Kloiber said many of the Texas internships have had Texas Tech students in past years, so administrators know they’re getting well-educated dietetics students when they pull from this program.

“I cannot express how good these students are,” Kloiber said. “The difference between one and 20, it’s miniscule.”



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Hayhoe, Abidi, Baseball Team Honored at Annual Ceremony

The Association for Women in Communications' Celebrity Luncheon honors people who have made Lubbock a better place to live and work.

By Heidi Toth

Katharine Hayhoe, Robert Wernsman and the 2014 Texas Tech University baseball team were honored Thursday for their contributions to West Texas.

The Association for Women in Communication Lubbock Professional Chapter held its annual Celebrity Luncheon Thursday at the Overton Hotel. The ceremony highlights members of the Lubbock and South Plains communities who make the area a better place to live.

Texas Tech baseball team

Coach Tim Tadlock took the baseball team to the College World Series in 2014, the first time in the university's history the team has qualified for a trip to Omaha, Nebraska. It was the team's longest season, ending after 66 games, and was the fourth-winningest season in Texas Tech history.

Tadlock, who also earned the Coach of the Year Award from the National College Baseball Hall of Fame, accepted the Headliner Award on the team's behalf. Headliner awards are given to people whose achievements have earned widespread, positive media attention. He thanked the fans for their continued support.

"Our team really does believe that every body and every voice in Rip Griffin Park really does help us," he said.

Katharine Hayhoe

Hayhoe, who also received a Headliner Award, is an atmospheric scientist and director of Texas Tech's [Climate Science Center](#). She speaks throughout the nation on the subject of climate change and the effects it has on the environment and society.

Hayhoe also is frequently quoted in national news outlets. As an evangelical Christian, she occupies a unique place in the climate change conversation. Hayhoe, who was unable to attend, gave a short speech via video, saying she was grateful the focus was on communication, since that is a necessary aspect of teaching people about climate change.

"Climate change is rapidly becoming one of the most pressing challenges facing us today," she said.

Noureddine Abidi and the Texas Tech Fiber & Biopolymer Research Institute

The Texas Tech [Fiber & Biopolymer Research Institute](#), where plant and soil sciences professor Abidi is the associate director, [received a grant](#) of almost \$475,000 from Wal-Mart last year to study ways to make and use better cotton.

Abidi, who accepted on behalf of the institute, said cotton production and use is critical to West Texas, and this research would continue.

Robert Wernsman

Wernsman, who [died in March](#) after an extended battle with cancer, received the Mary Ann Edwards Professional Communicator Award. After a long career as a newspaper reporter he came to Texas Tech to get a doctorate in fine arts and taught newswriting as well.

He never finished the doctorate, but in the course of his 20-year academic career Wernsman taught thousands of communications students and left a long history of journalism.

His wife, Marijane Wernsman, who just retired from the [College of Media & Communication](#), accepted the award on his behalf. Holding a few sheets of paper, she said she'd found the beginnings of his acceptance speech after his death. Those notes contained a story of a time a young boy asked Robert Wernsman's sister why so many Wernsmans became teachers.

“‘We are not necessarily smarter than others,’ his sister explained to the boy, ‘but we’re definitely superior communicators.’”

“That’s about as far as he got, but it does sum up Robert’s life,” Marijane said.

Other award recipients included Texas Tech graduates Eddie Dixon, an artist, and former state representative Delwin Jones.



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International Week Ends with Annual Global Vision Awards

The awards are given to faculty and administrators whose work inspires students to study and experience different cultures and encourage a better understanding of the world.

By K'Leigh Sims

After a fun-filled week of cultural events for [International Week](#), Texas Tech University's [Office of International Affairs](#) finished the weeklong celebration with its annual Global Vision Awards, where faculty members and administrators are awarded for their works that inspire students to study and experience different cultures and encourage a better understanding of the world.

Ambassador and Vice Provost for International Affairs Tibor P. Nagy, Associate Vice Provost for International Programs Sukant Misra, along with Texas Tech President M. Duane Nellis and Provost and Senior Vice President Lawrence Schovanec awarded eight recipients Friday evening (April 17) at the International Cultural Center for their efforts and works with the international community and engagement.

“Texas Tech is dedicated to bearing our banners far and wide as we prepare our students to be leaders in a global society,” Nellis said. “The Global Vision Awards allows the university to recognize those who are putting in their best efforts to help prepare these students for their bright futures ahead. I commend our faculty and staff for their never-ending work to help better prepare each and every student that sets foot on this campus.”

The Global Vision awards given were:

- **Student International Research award** – Recognizes an individual or group who has made significant contributions to international understanding and engagement in the Lubbock community and has demonstrated a commitment to promote and enrich international educational and cultural exchanges.
- **Global Engagement Community award** – Recognizes an individual or group who has made significant contributions to international understanding and engagement in the greater Lubbock community.
- **Texas Tech International Alumni award** – Recognizes the contribution made by international alumni. This award thanks students who embraced the Texas Tech community, helped introduce their home culture and customs to West Texas, then graduated and went on to do great things.
- **The Donald R. Haragan Study Abroad award** – This award is for the development and implementation of study abroad programs that support Texas Tech's commitment to provide high-quality international education opportunities.
- **The Faculty International Scholarship award** – Recognizes a tenure-track faculty member for his/her excellence and sustained international scholarship.

- **Global Vision Lifetime Achievement award** – Recognizes an individual who has made extraordinary contributions to the internationalization of Texas Tech through his/her many years of leadership in promoting international scholarship and teaching.
- **Campus Internationalization award** – Recognizes a college, department or office within the Texas Tech University System that has made significant contributions toward internationalization.

During the ceremony, the awards were given to students, faculty, staff and a college/department at Texas Tech.

The recipients included:

- **Cristina Rios-Blanco**, a doctoral student studying bat ecology in Colombia, received the Student International Research award for her poster that represented research conducted in Africa, Asia, Europe and South America, which covered topics such as art, biology, economics, education and human nutrition.
- **Breedlove Foods, Inc.**, a local 501(c)(3) nonprofit organization in Lubbock, received the Global Engagement Community award, for providing dehydrated food to other nonprofit organizations to help with hunger relief projects.
- **Rogelio Carrera**, an alumnus of the [Department of Natural Resources Management](#), received the Texas Tech International Alumni Award for his teaching efforts in Mexico. After graduating with his doctoral degree in 2008, Carrera taught at Texas Tech as an adjunct professor and later obtained a faculty position in Mexico. Carrera has been an integral part of the university's efforts to get Texas Tech accredited with the Mexican equivalent of the National Science Foundation, so Mexican students can come to Texas Tech with Mexico government financial support.
- **Linda Donahue**, a professor in the [Department of Theatre and Dance](#) and an integrated scholar, received the Donald R. Haragan Study Abroad award for leading groups of students to study abroad for the past 13 years. Donahue has led students to programs in Seville, Spain, started the first "Study Theatre in London" program and single-handedly developed "The Arts in Prague" program in 2009.
- **Paul Paré and David Weindorf** received the Faculty International Scholarship award for their excellence and sustained scholarships.
Paré, a professor in the [Department of Chemistry and Biochemistry](#), maintains an active research program that fosters the training of undergraduate, graduate and post-doctoral researchers. He has received funding totaling more than \$2 million from NASA, the United States Department of Agriculture, the North Atlantic Treaty Organization, American Chemical Society/Frasch Foundation, Welch Foundation and the Fulbright Scholars Program. This year Paré was awarded funding from the Brazilian government to train Brazilian students at Texas Tech as well as mentor students at the University of Sao Paulo.
Weindorf, associate dean for research in the [College of Agricultural Sciences and Natural Resources](#) and B.L. Allen endowed chair of pedology in the [Department of Plant and Soil Sciences](#), has led international collaboration and engagement and has encouraged student involvement in international research. A former Fulbright scholar, he has conducted research in China, Romania, India and Spain and provided agronomic assessment and training in Haiti.



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- **John Masselli**, who has served as a committee chair for the Study Abroad competitive scholarship program for 10 years, received the Global Vision Lifetime Achievement award. He has taken more than 185 students abroad on faculty-led programs and forged a partnership with the University of New York in Prague through which have sent 16 students in the past two years.
- **The Edward E. Whitacre Jr. College of Engineering** received the Campus Internationalization award. The [College of Engineering](#) is the first state engineering program to require all undergraduate students to go abroad through research, study, service and/or internship opportunities.

The Global Vision Awards were first given in 2003 and have expanded since the beginning. The ceremony is a part of International Week that provides a weeklong celebration of different cultures from around the world.

“The Global Vision awards are exactly what the title says,” Nagy said. “It is recognition to Texas Tech faculty and staff who have undertaken extraordinary efforts to expand our global engagement and the university’s global image. While we have achieved milestones this year, we hope for even greater achievements in the next academic year.”

Along with the Global Vision Awards, Texas Tech’s Office of International Affairs hosted several events during International Week, including exhibits, forums, film viewings, lectures and activities for students to teach and celebrate different cultures around the world.



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Keller Turns Drive, Lessons Learned at Texas Tech into Business Success

The graduate of the business school has donated sponsorship of a Sprint Cup car at the Duck Commander 500 to his alma mater.

By George Watson

Vic Keller didn't have a lot of free time as a student at Texas Tech University.

When he wasn't roaming the campus or in class during the 1990s, he was working full-time waiting tables, 40 to 50 hours per week he estimates, involved with Young Life Leadership or participating in one of several extracurricular activities within the business college, now known as the [Rawls College of Business](#).

Through it all, however, Keller focused on laying the foundation for a successful future.

"What I did at Texas Tech was I sought out relationships with all my professors," Keller said. "Texas Tech did a great job aligning taught business practices and principles with real life businesses. By the time I left I had that exposure and understanding all about those applications.

"One of the things I really took note of at Texas Tech was there's not a lot of room to be successful and be indecisive at the same time."

It is that ability to build relationships, both internally and externally, and drive to succeed has made Keller an extremely successful business executive, taking a fledgling automotive performance company, [ZAK Products](#), and turning it into a multi-million dollar entity recently acquired by Berkshire Hathaway.

"For our staff and our customers, Berkshire Hathaway's acquisition solidifies the ZAK brand and the company's future will be bright," Keller said.

It's that business acumen and looking toward the future that Keller believes will help make the company even more successful. His life's travails and success will be on display, somewhat, the weekend of April 10-12 as Keller donated ZAK Products' sponsorship of a Sprint Cup car to Texas Tech for the Duck Commander 500 at Texas Motor Speedway in Fort Worth.

Starting early

Keller knew pretty early in life what he wanted to do. He wanted to be an entrepreneur and business builder.

To that end, in high school, he contacted national chain franchises attempting, albeit unsuccessfully, to acquire a franchise. He also contacted several major automotive manufacturers such as Honda, Chevrolet, Ford and Nissan asking for information on opening a dealership.

It is there that his future foray into the automotive industry took root.

“One thing I learned is that the automotive industry and dealerships are a lucrative business and community-based,” Keller said. “I love the spirit of the auto industry and it had always been something I’d been interested in.”

Upon earning his bachelor’s degree in business administration at Texas Tech in 1996, Keller attended a job fair and earned interviews with three companies – New York Life, Sewell Automotive dealerships and Chase Manhattan bank, which later became JP Morgan Chase. Though his interest in the automotive industry was strong, Keller chose to work for Chase Manhattan due to its reputable management training program.

“I trained with them and learned all the different areas of the bank, from investment banking to commercial banking and regulation compliance,” Keller said. “I had a great time and gained valuable experience.”

But Keller’s entrepreneurial drive kept him looking for opportunities to build his own business.

“In 2002, I had the good fortune to meet Cecil and Larry Van Tuyl and propose a business idea to them -- and they became my largest customer and my business partners,” Keller said.

With the Van Tuyls’ enthusiastic support, Keller founded ZAK Products. Looking for ways to separate himself from the competition and brand ZAK Products as *the* top professional automotive maintenance fluid manufacturer, he decided to approach NASCAR about a strategic partnership.

Life in the fast line

Keller wanted to separate ZAK Products from its competition in a big way. He wanted his products aligned with auto technicians and experts who would identify ZAK with performance and quality. What better place to do that than in the world’s No. 1 spectator sport – NASCAR?

The sport at that time was enjoying unprecedented success and exposure. Keller wanted ZAK Products to be a part of that, but it wasn’t easy.

“I sought out NASCAR to talk to them about ZAK Products becoming a NASCAR-aligned company,” Keller said. “They explained to me that Coca-Cola, Exxon Mobil and Mars, those were the companies they partner with, multi-billion dollar companies.”

Just like throughout high school and Texas Tech, however, Keller persisted. It was a tough sell, but he eventually convinced NASCAR to sign a strategic partnership.



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Now, almost every NASCAR team uses ZAK Products. Today, ZAK Products is considered an official partner of NASCAR alongside several Fortune 100 companies.

“It hasn’t changed anything we’ve done, but it has given us unbelievable credibility in the marketplace,” Keller said. “It has changed our identity. It’s given us the greatest research and development partners you could have. I can call any team at any time and get feedback on our products.”

Keller’s constant eye toward the future, seeking what is next in the business, has helped set ZAK Products apart from the rest, from 2002 all the way to today. That epitome of that vision toward the future will be on display this weekend at 200 mph.

Seeing the No. 32 car from the Go Green Racing Team driven by Mike Bliss on the track at Texas Motor Speedway, adorned in red and black, with the Double-T logo, brings together a life’s work, not only within the business community, but in life in general. Keller met his wife, Alesha, at Texas Tech while she was in nursing school. He’s also been able to share these experiences with his two sons, Zachary and Cameron.

“It’s really the culmination of me getting to see, ultimately, the talents and education gained at Texas Tech come together with the industry and business that I’m in,” Keller said. “For me, to see Texas Tech University out there with the likenesses of DuPont, Coca-Cola, Geico and other companies is really special.”



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Science Camp in a Bag Brings Outdoor Education Techniques to Schools in India

Science educator Todd Witt, a doctoral student in education, created a science curriculum that fits into a backpack and can be easily transported to schools.

By Heidi Toth

Give science educator Todd Witt three days, and he is confident he can improve a school's test scores.

Witt's classroom is a little out of the way – it's outside at an education camp called Sky Ranch in Van – and he's not big into lectures or pop quizzes. He works with fifth-graders from throughout the state, supplementing their in-class science education.

"We'll cover about 90 percent of their science content in those three days," Witt said.

So far it's worked. Studies have shown his camp has a profound impact on state test scores, with one school's pass rate for the state science test up 28 percent. He attributes that success largely to the experiential learning techniques at Sky Ranch – students are getting their hands dirty doing science, in the process getting a better grasp on it than they had before learning in a classroom.

Witt, a doctoral student in Texas Tech University's [Global Pragmatic Researchers in Science Education \(PRiSE\) program](#), took his philosophy of outdoor education on the road – to India, specifically. There, a collaborative effort between his camp, his brother's church and an education trust in India brought science classes to schools.

The combination of science education and global outreach, about which Witt is passionate, led him to Texas Tech's online program, which allows him to work full-time somewhere outside of Lubbock and earn a doctorate in education. He joins dozens of students from throughout the country who are changing science education nationwide. His form of education is what he calls informal science.

"Todd brings together a wealth of scientific knowledge and a knack for organization and teaching to engage large groups of students in exciting science activities," said Walter Smith, a professor in the [College of Education](#) who works with the Global PRiSE program. "If the directions for an activity call for students to work on a desktop, he figures out a way to enlarge it to a 30-foot screen to help students feel and visualize the impact of the science concept they are studying. He organizes the activity so a few hundred youngsters can cycle through a half dozen major activities in a day.

"Todd has a vision he is carrying out for informal science organizations to bring students together on the Internet to engage in scientific inquiry and engineering problem-solving."

Science in a bag

Witt has taught outdoor science education for years, but his students have always come to him. He got the idea to take the science to them while talking with his brother, a pastor at Grace Community Church in Lindale. He partnered with Fisherman Trust, an Indian organization that wanted to put together an outdoor education camp. The director of this camp came to a conference at Sky Ranch, learned what Witt was doing and wanted to include it in his camp in India.

Witt already had a science curriculum using ideas from Project WET, or Water Education for Teachers, to demonstrate to Texas students the complicated and critical water situation in the state. India is facing a similar water crisis; it has plenty of water but most of it has been polluted and is unusable.

However, presenting this education in India is a little different than in East Texas. As nontraditional as science classes in outdoor education camps are, they still follow the pattern of the students coming to the classroom. In this case, Witt needed to bring the science camp to the students. Additionally, it needed to be inexpensive to reproduce, able to teach 20 students or 100 and transportable via motorcycle.

Enter the backpack.

Witt, members of Grace Community Church and representatives from Fisherman Trust looked at the Project WET ideas and figured out what needed to be tweaked to make the activities work. Witt's staff at Sky Ranch laminated instruction sheets and game boards, bought a few dozen grease pencils and packed each game into plastic zipper bags, then packed those bags into a backpack. Each bag had supplies to teach 20 students, although it could teach more if needed.

The supplies included a water bottle, blow-up globe, colored ribbon and wooden dice. Although his collaboration paid for the half-dozen backpacks that went to India, an educator could easily replicate the bag.

"They don't have a lot of money, so they needed activities that could be very inexpensive," he said.

What's in the bag?

- **Blue Planet:** Students throw around an inflatable globe, stopping with each person to see whether his or her thumbs are on land and water. The point is to highlight how much of the world is covered with water. Then they use a water bottle to represent how much water is in the world, then take out the seawater, then take out what's not accessible, like the ice caps, and the water bottle goes from almost full to a drop from an eyedropper.
- **Incredible Journey:** Three students (two hydrogen, one oxygen) link arms and travel from one water source to another. At each place – lake, river, glacier, cloud, ocean – they roll a dice that either tells them to stay there or move to another water source to which a water molecule could travel from their present source. If they're



in a cloud, the dice might lead them to groundwater, a river or a lake. If they're in a lake, they could go into a cloud. If they're in a glacier, they're staying.

- **Macroinvertebrate Mayhem:** What's living in your water? Hopefully a lot. Greater biodiversity means a water system is healthy. In this modified game of tag, students are assigned to be an organism that lives in water. Those who represent tolerant life, which can withstand pollution and a difficult environment, are able to run. Moderately sensitive life forms walk backward. Sensitive life forms, which can be destroyed by even a tiny change in their environment, must crabwalk. A couple of people are assigned to be pollution molecules. Anyone they tag automatically becomes a tolerant life form. Witt said it only takes a couple of rounds before the diversity becomes one species.
- **Sum of the Parts:** Each student is given a laminated piece of paper with grass, shore and water and told to create whatever he or she wanted on that land. Some drew factories, others houses, others buildings or farms. All the pieces were taped together to create a river and its shores. Then teachers placed plastic chips representing pollution sources on each – several for the factories, a few for a farm or orchard, one for a house with a yard. They talk about land sloping downward and pollutants moving downstream in the rain, demonstrating how one person's pollution affects dozens more.
- **8-4-1:** A cup of water sits on a wooden disc with eight strings attached to it. Each string represents a competing demand on water – recreation, municipal use, transportation, industry. Eight students each take a string, and working together, they have to lift and move the cup of water using the strings and working together. They may have to go over or under a rope or deal with students acting like marauding animals. It's a teamwork exercise that also shows how many demands are on water.

The teamwork exercise is the final game and one meant to drive home the point of Project WET: Water is valuable. Everyone needs it. It must be distributed appropriately.

“The big punch line for the whole time is you have limited water and you have multiple demands on it,” Witt said. “There's got to be give and take at times.”

Going to India

Witt's family returned from India in early July after spending two weeks in the country. (Witt, whose visa was denied, could not go.) They spent a day with members of the Fisherman Trust, teaching them how to teach the science games.

“You do not have to be a science person to do this,” he said.

The next day they went to a private school with 6,000 students and pulled out 120 fifth-grade girls to participate. Both Fisherman Trust teachers and the American teachers took students through the science lessons. The response was even better than they'd hoped. Students loved it, and they learned the material.

“This form of teaching was very different from what they do,” Witt said. “They have 50 students in a class, they’re packed in as tight as possible on desks, it’s 100 percent lecture. As far as labs, the teacher does a demonstration up front. There’s absolutely no engagement, no hands on, none of that kind of stuff.”

School administrators plan to use this curriculum for all their students, he said. Establishing that relationship also makes the school more likely to send students to the Fisherman Trust outdoor education camp where they’ll be able to do more than the simple activities that from a backpack.

From there, the group went to a boarding school to discuss possible collaborations. The American teachers were interested in joint projects connecting the two countries, but the time difference made videoconferencing nearly impossible during regular school hours. At a boarding school, however, when the students were still on campus at night when Texas schools are in session, it would work better.

“One reason to involve the U.S. teachers is to find out if we can connect them to teachers in India,” he said. “The two U.S. teachers connected with teachers in India and are already in figuring out what we can do outside of what happened here.”

The group’s final education stop was at a very poor school in rural India. The children sat on the floor since there were no desks, as did the teacher. The windows were broken. They had almost no resources.

“The teacher had a science experiment set up that consisted of a big mound of dirt on the floor that they planted seeds in and were watering and growing plants,” Witt said.

They are, however, getting a set of tablet computers. A member of Fisherman Trust who is an aerophysicist purchased a set of tablets that he brings in once a week; the students use them for research, engagement and collaboration. They want to partner with a U.S. school, with each class doing parts of the same project and uploading and sending their results to their partner school.

What’s next for science in a bag

Anecdotally, Witt is a happy educator. The science in a bag concept works. However, he doesn’t have the numbers to back up his argument, so he’s hoping to go to India in the fall and collect hard data on the effectiveness of this method of science education.

He presented the project during a Global PRiSE poster session in early July, and College of Education Dean Scott Ridley was impressed, he said. This may become part of his dissertation as well.

“If it’ll work there, it’s going to work about anywhere,” he said. “That’s why people have gotten excited about the camp in a bag concept.”

About the Global PRiSE program

The Global Pragmatic Researchers in Science Education doctorate program is designed for students who want to specialize in STEM education with a global perspective. The



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coursework is primarily done online; students come to campus for two weeks every summer for the duration of the program.



Web Only

Student Spotlight: John Hawley

Texas Tech Terry scholar will be the first in his family to graduate from college.

By Zoe Bell

Texas Tech University Terry scholar John Hawley is living proof that if you work hard anything is possible.

Growing up, Hawley faced tremendous adversity, pushing him away from success. In May, he will be the first person in his immediate family to graduate from a university.

“Doing well in school was never really encouraged in my household but it was something I grasped on to when my family experienced poverty starting the year I entered middle school,” he said.

Hawley said he is the only person in his family that he is aware of who has not been in rehab for drugs or alcohol. His father left when Hawley was 9, and Hawley has not seen him since he was 12. This truth was what motivated him to work so hard in every task.

“I didn’t want to end up like my family and have not contacted them or seen them for more than two years,” Hawley said. “I wanted to be better than the life I was handed and I have always felt God wanted me to do great things for him, even though I should listen to him far more than I do.”

Hawley said aside from accepting Jesus Christ as his savior when he was 8, nothing meant more to him than receiving the Terry Foundation Scholarship. He was one of the first Terry scholars interviewed for selection at Texas Tech, which makes him a part of the inaugural class of 2011.

The Terry Foundation is a Houston-based scholarship program founded to provide scholarships to outstanding Texas high school graduates for attendance at public colleges and universities within the state. Based on students’ answers to the application questions as well as the scholarship application for the university, students are nominated to become scholarship candidates.

“With my family in poverty, there would have been no way to attend college without a full-ride scholarship, and that is exactly what the foundation gave to me,” he said. “They gave me a life, an outlet and better future than the one that was handed to me.”

First-year scholar qualifications include a record of leadership in school and their community, financial need as determined by the Free Application for Federal Student Aid (FAFSA) and show strong academic abilities as evidenced by grades, class rank and ACT

or SAT scores. The application includes two essays and two letters of professional recommendation from teachers or employers who are non-family members.

Hawley said his high school college and career counselor, Diane Hernandez, suggested he would be an excellent candidate.

“Since she knew my dream was to come to Texas Tech, she pushed even harder when the Terry Foundation announced the expansion of the program to Texas Tech in 2010,” he said. “Before that, it was only at a handful of colleges statewide. I felt that I met the qualifications and that my extracurricular and academic success would put me ahead of the pack, which turned out to be true.”

Like most Texas Tech students, Hawley is a huge supporter of the Red Raider sports teams. He loves to attend basketball, football and baseball games. In addition to being in the Honors College, he works as a production coordinator at CEV Multimedia, is president of the Agricultural Communicators of Tomorrow (ACT) and an active member of the Texas Tech Terry Scholars.

He hopes to graduate from the masters’ program he chooses in 2017 and begin work within the agricultural industry, or earn a doctorate in either agricultural communications or public relations. He has been accepted to earn a Master of Science in agricultural systems technology at Utah State University. He is waiting on an application to Kansas State University before making his final decision.

“I am still far from perfect, but with the guidance of so many helpful and caring advisers, I have stayed on the path that was so generously presented to me,” Hawley said. “It was unthinkable just two years ago, but I am now on a path which will lead me to attending graduate school in the fall of 2015.”

His advisers and mentors include Hernandez, Heather Medley, and Erica Irlbeck.

“Dr. Irlbeck was a friend of mine before my time at Tech and encouraged me to visit when I was only a high school sophomore,” Hawley said. “More than six years later, she has instructed two of my classes, served as my academic adviser and been a role model for me through her supervision of the Agricultural Communicators, an organization I currently serve as president of. She is an amazing woman and someone I truly hope to impress with my future career achievements.”

Texas Tech was the only school to which Hawley applied. He graduated in the top 10 percent of his class from Caney Creek High School in Grangerland. He was a member of the Texas FFA news staff for three years in high school, and Texas Tech played an integral part in running that program. Through his involvement there, he was recruited to attend Texas Tech.

“Additionally, Texas Tech has the no. 1 overall agricultural communications program in the nation as recently deduced by a University of Arkansas study,” Hawley said. “I wanted to be where the best of the best were working.”



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Last year, Hawley addressed more than 200 people during the 2014 Texas Tech Terry banquet. He spoke about his personal story in front of every Terry Scholar on campus and several special visitors, including Texas Tech President M. Duane Nellis.

“It meant so much to me to dedicate that speech to my close friend and mentor, Heather Medley, who has encouraged me more than anyone in my entire life,” he said. “She has truly been the best adviser the Texas Tech Terry scholars could ask for.”

Throughout all the obstacles Hawley has faced, he is thankful for Texas Tech and the support the university has given him.

“God has blessed me and thousands of others with the opportunity to attend the greatest university in the world, Texas Tech,” Hawley said.

What is your favorite memory at Texas Tech so far?

My favorite memory at Texas Tech is a tie between receiving my class ring and addressing more than 200 people during the 2014 Texas Tech Terry banquet. Nothing felt more special than sliding my ring over my finger and realizing the gifts that I had been given during my time at Texas Tech. I saved up and paid for my ring on my own and that made it so much more special. The speech I gave at the 2014 banquet was also very special.

What is your favorite spot on campus?

My favorite spot on campus would probably have to be the entirety of Ag row. I have spent such a large amount of time in those buildings, taking somewhere close to 20 classes within them. They symbolize the core of my academic achievement.

What is your favorite Texas Tech tradition?

My favorite Tech Tradition would have to be the Masked Rider. As I mentioned, I am a huge sports fan and nothing can match the feeling I get when the Masked Rider hits the field before a big game. I am so proud to be a Red Raider and even more proud of the traditions we hold dear.

What do you love most about being a Red Raider?

What I love most about being a Red Raider would have to be the value of our institution. I know that sounds very cliché and broad, but the academic standards held here and the competitive atmosphere of our programs – as I mentioned before, my program was ranked number one in the nation – make me so proud to have been an undergraduate and even more excited to potentially come back and work on another degree.



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Texas Tech Communications Projects Honored at Annual Convention

Three offices brought home awards for writing and design.

By Zoe Bell

Half a dozen Texas Tech University System projects were recognized at an annual education convention in Austin last week.

The Council for the Advancement and Support of Education (CASE) District IV, which represents universities and schools in Arkansas, Louisiana, New Mexico, Oklahoma and Texas, awards hundreds of projects from dozens of schools throughout all five states. The recognition is an acknowledgement of the efforts of many people, said Chris Cook, managing director of the Texas Tech Office of Communications & Marketing.

“These recognitions are an example of the many talented people working on behalf of the university to tell its stories,” Cook said. “One of the many aspects that make my job enjoyable is having a talented staff of individuals who are dedicated to not only their craft, but also to the university community.”

From the Texas Tech Office of Communications & Marketing, three writers earned accolades.

- John Davis, who now is with the Office of the Vice President for Research, earned a silver accolade in news writing for his story [“Researchers: Blood-Sucking Eyeworm Culprit to Quail Decline,”](#) published Aug. 14.
- Heidi Toth received a bronze accolade in medical and scientific news writing for the Oct. 27 story [“Nutritional Sciences Researcher Looking for New Ways to Treat Cancer.”](#)
- George Watson earned an honorable mention in the news writing category for his Sept. 4 story [“What is the Economic Impact of Oil, Gas in Permian Basin?”](#)

The Texas Tech Alumni Association’s (TTAA) Office of Communication, Membership & Marketing was recognized for two projects.

- TTAA membership coordinator Laura Bixler and the Student Alumni Board received a bronze accolade in student programs for a senior decal drive-thru.
- Designer Kristy Melcher, assistant professor Lisa Low, director of affinity merchandise Mandy Wiley and associate vice president Brent Ross earned a silver accolade in design for the official class ring ceremony program.

The Texas Tech University Health Sciences Center’s Office of Alumni Relations won a bronze accolade for its [summer 2014 edition of Pulse](#). Senior editor Kara Bishop, coordinator Laura Ray and development director Danette Baker worked on the project.



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Texas Tech Library Brings Relaxation to Finals Week

The one-day event provides students the opportunity to relax and recharge before finals.

By Christiani Saucedo

The [Texas Tech University Libraries](#) will host the second annual Relax and Recharge (R&R) event April 15. The event will provide a peaceful environment for students to relax and learn about different resources the Texas Tech Library provides that may help them in their finals stretch.

The Texas Tech Library is partnering with the [Department of Hospitality Services](#) to provide students with healthy snacks and beverages as well as information regarding the types of food to eat to keep them full and recharged. A nutritionist will be available to discuss which types of food to avoid because they lead to stress eating. A Texas Tech librarian, Brian Quinn, certified in yoga instruction, will lead chair yoga during the event.

Julie Barnett, assistant director of Communications & Marketing for Texas Tech Libraries, shared the goals she hopes to see at this event.

“We would love as many students as possible to come and get a healthy snack, tea, de-stress, and learn more about how the library can help them not only now, but throughout the year,” Barnett said.

This event also will include portable massage chairs provided by the [Texas Tech Student Recreation Center](#). Students will have the opportunity to receive a free massage. There will be a drawing for WEPA cards, a payment option for the printing stations on campus, among those who share the event on social media.

Sanjuanita Valenciano, a senior Spanish major from Lubbock, attended the event last year.

“The best part of the event was when we were able to relax and just take time out for ourselves,” Valenciano said. “This event is very important because students, as well as faculty and staff, need a time to just relax without feeling that they will get into trouble.”

Texas Tech Library will also be partnering with the South Plains Obedience and Training Club of Lubbock to bring dogs to the Chess Park on the day of the event. This will provide students the opportunity to pet and play with dogs, and de-stress before finals.

Through this event, the Texas Tech Library staff wants to focus on the students and give them a time to meet with individuals who may be able to help them throughout finals week.

The event will take place from 10 a.m. to 1 p.m. on April 15 in the Croslin Room.



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Texas Tech Library To Host Novel Group Reading

The series of group readings is dedicated to a classic World War I novel
By Christiani Saucedo

An inaugural series of group readings, hosted by the [Humanities Center at Texas Tech](#) and the [University Libraries](#), will be held April 13, 20 and 27 in room 309 of the Texas Tech Library.

The series novel, “All Quiet on the Western Front”, focuses on World War I which took place from 1914-18. This novel is one of the greatest war novels of all time and remains widely read to this day.

The author, Erich Maria Remarque, a German veteran of World War I, published the novel in 1929, describing the experiences of German soldiers during the war.

The first 40 participants to register for the event will receive a free copy of the book. Professors and librarians from Texas Tech who are experts in this era will moderate the discussions.

Jack Becker, librarian and moderator, explained his vision for the event.

“I really want all participants to go away happy, satisfied, feeling like the sessions were worth their time and effort to come,” Becker said. “History is important, and it is important for people to gather in groups and talk about a shared experience, even if it is just the experience of sharing their thoughts and feelings of a book.”

Door prizes and refreshments from the time era will be offered. The event runs from 7 p.m. to 9 p.m.

To reserve a spot and a copy of the novel, contact Becker at (806) 834-1615, or jack.becker@ttu.edu.



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Texas Tech Names New Masked Rider for 2015-2016

Rachel McLelland will serve as the 54th Masked Rider for the upcoming academic year.

By K'Leigh Sims

Texas Tech University's new Masked Rider, Rachel McLelland, accepted the reins to Fearless Champion on Friday (April 17), becoming the 54th student to proudly wear the black mask and scarlet cape.

McLelland, a junior from Tijeras, New Mexico, is a pre-med student also majoring in anthropology. She loves all things horses and started riding when she was 3 years old. In the coming year, she will promote the spirit of Texas Tech at athletic events and other school and civic appearances while representing herself as an ambassador for the university and sharing her love for riding and Texas Tech.

"I am so honored and humbled to represent Texas Tech in the most exciting way possible," McLelland said. "The Masked Rider is the most recognizable symbol of Texas Tech and has a long, illustrious history. I hope to carry on the legacy through hard work and commitment, representing not only the Masked Rider, but also Texas Tech and all they stand for."

From novice to the Grand Prix

McLelland's love for horses came at an early age. She learned how to ride as a toddler, following in the footsteps of her mom, who grew up with horses as well.

She recalls when her parents, Scot and Betsy McLelland, bought her first horse, named Flower Rose. McLelland always took the reins when it came to caring for her horses. When she had Flower Rose, she was out in the field every day with her. She fed the horse, gave her treats and groomed her; she was proud to call Flower Rose her own.

At the age of 5, McLelland began showing horses and competed in English hunter/jumper competitions. By the end of high school, she was competing nationally at the Grand Prix level for equine jumping.

Since she started competing, she has won numerous awards for individual hunter/jumper classes, reserve and show championships across the Southwest and awards for being the top rider in her division in New Mexico and in other states, including Utah, Colorado and Arizona.

Now at Texas Tech, McLelland is no stranger to the Masked Rider family. During the 2014-2015 season, she was selected as an assistant for the 53rd rider, Mackenzie White, which McLelland said it gave her invaluable experience in learning about Texas Tech, the

Masked Rider program and what it really takes to be the most iconic symbol and mascot for the university.

During her college career, McLelland has been involved with several organizations on campus. She's involved with the Pre-Med Society, Health Occupations Students of America, student ambassador for Texas Tech's College of Arts and Sciences, Wreckin' Crew (a spirit program) and Sigma Phi Lambda.

She also is a member of the United States Equestrian Federation and United States Hunter Jumper Association.

Bright year ahead

With an exciting year ahead of her, McLelland says she is excited for what's to come while serving as the 2015-2016 Masked Rider.

After her term as a Texas Tech mascot, McLelland plans to study abroad in London for a medical internship in the summer of 2016 and attend medical school for orthopedic surgery after she graduates in May 2017.

White, the 2014-2015 Masked Rider, logged 180 appearances at athletic events, rodeos, school and civic events, traveling 21,000 miles total – the same amount of miles logged by the 2013-2014 Masked Rider Corey Waggoner, who broke the record for the most appearances and miles recorded.

White says being the Masked Rider was an incredible experience.

“Spending a year as the Masked Rider has been a life-changing experience for me,” she said. “I’ve grown in so many aspects and I see things a little differently now. Not only have I grown as a horse person, but I have a new love for meeting new people and promoting Texas Tech. While I knew being an ambassador was part of the job beforehand, I’ve learned to embody Texas Tech and reach out to each and every person I meet, inviting him or her to be a part of the Texas Tech family.”

Her favorite part of being the Masked Rider was seeing people's faces light up when they realized she was the Texas Tech mascot.

“The look on kids' faces when they realized I was riding the ‘real’ Texas Tech horse encompassed every bit of excitement I feel when running down the field,” White said. “Their enthusiasm and love for Texas Tech is the same as that which drew me to become a student at Texas Tech, and later on, an ambassador for the university.”

A senior from Marble Falls majoring in agricultural and applied economics with minors in Arabic, political science and economics, White plans to continue her ambassadorship for Texas Tech by completing a congressional internship in Washington, D.C.

After graduating with her master's degree in 2017, she plans to attend law school and pursue a career in agricultural law.



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“This is something I will carry with me for the rest of my life,” White said. “I am forever grateful to Texas Tech and the Masked Rider program for allowing me the honor of serving as the 53rd Masked Rider. I am entirely thankful for each ride on Fearless Champion, each person I met and each ‘Guns Up!’ that came my way.”



Web Only

Three Raider Reds Reveal Identities as They Pass Guns to New Mascots

The graduating seniors transferred their roles to two new Texas Tech students.

By K'leigh Sims

Three graduating seniors from Texas Tech University revealed their identities and transferred their roles to two new students at the Passing of Guns ceremony Friday (April 17) after serving as [Raider Red](#), one of the university's official mascots.

The departing Raider Reds are Carson Roye, a senior from Waxahachie, Cody Lancaster, a senior from May, and Zachary Fisher, a senior from Sunnyvale.

In the past year, Roye, Lancaster and Fisher made 150 appearances, including athletic, Texas Tech and civic events.

Roye, who served as Raider Red from 2013-2015, said being a Texas Tech mascot is something he can't put into words.

"Having the opportunity to step into the boots of Raider Red and look through his eyes for the last two years is an indescribable feeling," he said. "To make so many people laugh and represent Texas Tech is one of the greatest feelings in the world."

He said the first time he ran out to the middle of the football field at Jones AT&T Stadium while holding Raider Red's guns was one of his favorite memories.

"Hearing the stadium yell, 'Go, Fight, Win!' and pulling those triggers was truly one of the most thrilling moments of my life," he said. "My heart was racing, and I was more nervous than I had ever been before in my life."

Aside from Texas Tech football games, Roye also attended the Big 12 Football Media Days where he interacted with the other mascots in the Big 12 Conference.

Lancaster, who served as Raider Red from 2013-2015, said Raider Red gave him the confidence to help him achieve anything after graduation.

"Being Raider Red helped me to know I can do anything I want to do in life," he said. "Raider Red's attitude toward anything is that he does what he wants and he will do it. His characteristics each of us Reds personify are contagious."

Lancaster attended the Holiday Bowl in 2013 when Texas Tech upset then-No. 14 Arizona State. He recalled it as one of his favorite memories from his two years as Raider Red.

“I got to go to California for the first time in my life, and I saw firsthand how impressive the Texas Tech fan base is with how well they traveled and supported a young team under a first-time head coach,” Lancaster said.

Fisher, who served as Raider Red during the 2014-2015 academic year, said being Raider Red is not just a privilege, it’s a gift.

“I’ve had a lot of realizations about Raider Red during my time behind the mustache,” he said. “My biggest realization is that being Raider Red isn’t just a privilege for the people who put on the suit, it’s a gift. It is a gift that allows you to make a difference and better Texas Tech.

“Being Raider Red allowed me to share my passion for Texas Tech and leave lasting memories in every person’s mind about what Texas Tech is. The reason I joined Saddle Tramps was to contribute to the betterment of the university, and I will always cherish my time as Raider Red.”

Fisher said his favorite memory as Raider Red was attending a Texas Tech volleyball game when they were playing against a team from Beijing.

“After the game, I approached the Beijing volleyball team, and they asked for a picture,” he said. “After they took the picture, I turned around and gave one of the players a big kiss, and all the girls on the team laughed. It was special because these girls had no clue about Texas Tech or what we were all about. I got the opportunity to leave a lasting memory of what Texas Tech is for these girls, and that was one of my favorite things about being Raider Red.”

Raider Red was created as an additional mascot to the Masked Rider before the 1971 football season when the Southwest Conference passed a rule restricting universities from bringing live animal mascots to out-of-town games. Members from Texas Tech’s Saddle Tramps and High Riders spirit organizations serve as Raider Red.

The two new Raider Reds will serve the Texas Tech community during the 2015-2016 year and will be revealed at the end of their term.



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Unique Performance Highlights Women's Relationships to Gender, Family Roles

“Ordinary Wars” brings to motion the thoughts and feelings of women related to womanhood.

By Heidi Toth

Whether she's found Mr. Right or is still waiting for him to find her, there's no doubt Mr. Right figures into many American woman's plans.

Right?

Elizabeth Sharp, an associate professor of human development and family studies in Texas Tech University's [College of Human Sciences](#), has talked to women about their life experiences – getting married or staying single, planning weddings, having or not having children and whether their vision of an ideal life was more “Mad Men,” “Parks & Rec” or “Scandal.”

Sharp found that for every single woman who wants to get married, another doesn't, for every bride who wants a big traditional wedding is a bride with small nuptials in mind, and for each wife who cooks for her husband is a wife who doesn't. She also found many women, despite what they wanted, felt intense pressure to conform to a traditional narrow definition of femininity – husband, children, apron and all.

To bring this into the public eye, Sharp and Genevieve Durham DeCesaro, associate vice provost of academic affairs and head of dance at Texas Tech, created a performance designed to express the joy, judgment, angst and doubt the women in these studies expressed. This concert, called “Ordinary Wars,” is performed by Flatlands Dance Theatre and was created with a grant from the [Office of the Vice President for Research's](#) Creative Arts, Humanities and Social Sciences Competition, as part of a call for transdisciplinary projects in 2011.

It will be performed for the third time in Lubbock as part of the [31st Annual Conference on the Advancement of Women](#). The performance will be at 7 p.m. April 16 at the Louise H. Underwood Center for the Arts' Firehouse Theatre. It is free and open to the public and will include a talkback session with the dancers and the creators after the show.

“A primary goal of the larger project is to make space for people to engage with and talk about the ideas broached in the content,” DeCesaro said. “To that end, we are really encouraging our community members to attend.”

“The first time I saw it, I was blown away,” Sharp said. “There were two middle-aged women sitting near me and they started crying during one of the dances.”

The performance

Sharp and DeCesaro's idea was simple: create a dance performance from choreographers' analysis of data from two of Sharp's studies. DeCesaro and Sharp have classified the work as performance social science. This project is notably different from other projects, in that DeCesaro did not use Sharp's findings (i.e. Sharp's analysis of the data) to create the dance. She took Sharp's raw data and interpreted it herself.

DeCesaro didn't use a single process in analyzing the data and choreographing the dances. With one dance she relied on excerpts from the data, developing movement phrases specific to those excerpts.

"For another dance, though, I was very focused on the larger trends within the data, specifically concerning ideas of getting married and being married," she said. "I built the dance around those ideas, visually expressed, rather than integrating the text directly into the dance."

"Ordinary Wars" took about 18 months to create and used two choreographers, Kyla Olson and Ali Duffy, in addition to DeCesaro.

Each dance tells a story, though not all of the individual dances are narrative in structure. One is about weddings. Another judges what makes a "good" wife and a "good" woman. A third focuses on how some women feel as they think about having children. The final dance is about how some women experienced singlehood.

"Throughout the performance, audience members tend to experience tension, joy, angst and empowerment, and watch women move in and out of confidence," Sharp said. "Some of the single women are called old maids, other woman are sick of the relentless judgment of women."

There are some theatrics. DeCesaro uses a wedding dress in one dance, and in the final piece she has excerpts of the study read aloud as the dancers move.

Does it express Sharp's research? She paused while considering the question before returning to the idea of resonance. In any social science research there's never a perfect, one-to-one correspondence between the participants' data and the findings, she said, and "Ordinary Wars" doesn't always leave audience members with the same impressions that reading a journal article would. But the dance connects them to the work in a way reading an article never could. Sharp said as far as she knows, no one has cried reading one of her publications.

DeCesaro said she was happy with the performance as well.

"I think the concert is quite successful," she said. "What I mean by that is each individual choreography works well, and the larger concert as a whole is cohesive, engaging and challenging. We've found audiences to be very responsive."

The research



The performance is based on two qualitative data sets. The first is interviews from young women who had recently married and focused on their weddings and what made a good wife, and the second looked at women who were not married and did not want children.

Sharp noticed some interesting trends as she combed through the data. In talking to newlyweds, she found society labeled brides in one of two ways: princess and bridezilla. The princess got walked on, the bridezilla breathed fire. Often these stereotypes, particularly the latter, prevented women from speaking up or being forceful about what they wanted, afraid they'd be labeled a bridezilla for getting upset or frustrated. This fundamentally restricts women's behavior, Sharp argued.

The study of single women raised interesting questions as well. Some of these women didn't want to get married, while others did want marriage and it hadn't happened, so they were reconsidering their desires for marriage. All, however, found themselves boxed out by what social scientists call the Standard North American Family (SNAF) ideal – the reigning discourse being that having a partner followed by children is the best, most acceptable, most desirous way of life. This paints women into a restricted definition of femininity.

“Despite the growing number of single people we have, there's still daily stigma the women I talked to had to deal with,” Sharp said. “People who are not living in the position of being a single person may not realize the subtle, and not so subtle, assumptions single people have to grapple with in their everyday experiences.”

The married people may even contribute to the stigma. Several women told Sharp they disliked when grandparents, aunts, uncles, coworkers, taxi drivers and friends presumed they were not happy or not complete because they had not married. One participant explained that being a single woman reflected a flawed femininity with a society that exalts coupledness.

Single women who didn't want marriage still lack a cogent place in today's SNAF-centered society, she said. In the United States in 2015, it is still seen as odd to not want to get married.

“That's why we called the performance ‘Ordinary Wars’ – it's these everyday, mundane tensions and challenges women, married or single, contend with about how they should perform their femininity,” Sharp said. “The performance asked audience members to consider: ‘What is a good woman and who gets to set the terms?’ I love that this project is able to showcase the insidious and unrelenting pressure of conventional femininity in a nuanced way.”

The transdisciplinary process

What Sharp and DeCesaro set out to create was a project that was more than dance and more than social science. Similar projects typically involve the social scientist giving the choreographer the social scientist's analysis of the data and a dance that was created from the scientist's distilled analysis. In this case, Sharp “surrendered” her raw data to

DeCesaro, and DeCesaro analyzed the data herself and created the dances from her analysis.

It wasn't easy, both said. As an artist, DeCesaro was used to working creatively and listening to how her body responded to certain data, then focusing on the audience. Sharp, a scientist, paid close attention to facts, data and processes. They disagreed about practices, how important the message the audience received was and the role data should play. DeCesaro liked the art to be open to viewer interpretation. Sharp worried when viewers interpreted a dance in a way that seemed to contradict the data.

They met somewhere in between those points. One such example was the pilot performance in August 2012. Half of the dances were performed for an audience, after which Sharp collected data on the audience's responses. As a result of those responses, some of the presentation went through radical changes. Sharp said they needed a second pilot to get audience data about the rest of the dances.

DeCesaro disagreed, saying they didn't have time. The two found themselves stuck arguing in essentially two sets of practices – one art-based and one social science-based. They eventually compromised, and DeCesaro filmed the three remaining dances and showed the film to a small audience, and Sharp collected data on the audience reactions.

Sharp described it as having to argue for the processes she'd always taken for granted when working with other social scientists. For DeCesaro, it took her out of her academic comfort zone.

“Working on this project has prompted me to more carefully investigate my own disciplinary preferences and practices, something I and Elizabeth consider critical to transdisciplinary research,” DeCesaro said.

Since the show premiered, Sharp has spoken about their experience in multiple conferences nationally and internationally, including as keynote speaker for a conference in the United Kingdom, and she makes sure to emphasize the challenges they experienced. They're also co-authoring a book about the experience and the emergent methodology from the project.

“If transdisciplinary projects are going to be sustainable, I think it is important to share some of the hiccups and the missteps as a way to help others who engage in transdisciplinary work,” Sharp said. “The book exposes the messiness. It brings into focus the complicated nature of a project based on two disciplines. A project like this offers a fast track to what we have called ‘disciplinary humility.’”



Web Only

Villains and Heroes in a Modern World

Two of Texas Tech's very own have published the first scholarly study on a supervillain
by a university press.
By Matthew Matherly

In July 2008, Christopher Nolan's "The Dark Knight" was released into theatres. The movie featured the popular comic book character Batman and his most widely known villain, The Joker.

The latter is the topic of a new book from Texas Tech University professor Robert Peaslee and librarian Robert Weiner, titled "The Joker: A Serious Study of the Clown Prince of Crime."

From the Golden Age of comic books to the modern-day Marvel Cinematic Universe, superheroes and their villains have had a profound effect on modern culture. These characters have inspired TV shows, merchandise and, most recently, movies. From selling up to 8 million comics a year in the early 1950s to DC Comics' 1 billion for "The Dark Knight" or Marvel Comics' 1.5 billion for "The Avengers," comics have taken their place at the forefront of popular culture, and even among all the noise, The Joker still stands out.

Weiner, a humanities librarian who frequently teaches honors courses for Texas Tech, came up with the idea for the book eight years ago; three years later he wrote the first sketch for a proposal and began working on it with Peaslee in 2011. Peaslee, the department chairman of journalism and electronic media and communication for Texas Tech's [College of Media and Communication](#) said The Joker is more relevant than ever.

"Today, The Joker seems particularly relevant," Peaslee said. "When we were writing the introduction we had the shooting at the Aurora movie theatre, where a man committed these crimes and essentially characterized himself as The Joker. That's hard to ignore."

"From the very first Batman No. 1 in 1940, The Joker killed people, and they died with a smile on their face, and he's still doing that today. That's relevancy," Weiner said. "The Joker is the quintessential villain in popular culture."

The pair believes the character inspires a certain level of identification among audiences.

"I can only speak for myself and others I've heard from," Peaslee said, "but there's no question that in 'The Dark Knight' we're most engaged when The Joker is on screen."

Weiner sees this desire to identify with a villain as a way of people expressing their inner demons.

“It’s like we say in the book – ‘we get the monsters we need,’” Weiner said. “The Joker presents a catharsis for us. Nobody wants to meet The Joker in real life, but we certainly love to read about and watch his screen adventures.”

Despite the horrors The Joker has committed over the years, neither Peaslee nor Weiner believe the modern depiction of the character is about evil. Rather, he represents the feeling of chaos creeping into the western world.

“The Joker’s beyond good and evil,” Weiner said. “He’s just a force of nature like a hurricane.”

“He makes us conscious of things we thought were settled, such as class or political persuasion,” Peaslee said. “We can look at a cartoonishly evil character and say, ‘Oh well, we’re not them,’ but The Joker doesn’t let you do that.”

Peaslee and Weiner proposed the idea for the book to one press, which fell through, then went to the University of Mississippi press, who loved it.

“Which is the press,” Weiner said, “in terms of comic books and sequential art, so it was a blessing the first choice fell through.”

A publisher showing interest is good, but the book still needs to be made to publish. First a call is sent to various channels asking for articles from independent researchers who then send in abstracts. Based off these abstracts, Weiner and Peaslee made their choices and asked for full articles. Texas Tech associate librarian Ryan Litsey submitted one of the articles that made into the final book.

Each of the articles takes a different approach to the subject and most of the work is text analysis. They provide a deeper analysis of certain aspects of The Joker and his personality, voice and actions in film and comics alike. There are also pieces that relate to how people interact with the character and how his personality caters to society as a whole.

Once the articles are compiled, chosen and edited, the book is sent out for blind peer review, and upon return, more revisions are made. Peaslee and Weiner note the whole process adds legitimacy to the book and its subject because of the rigorous measures taken to improve the book.

“Already the response has been incredible,” Peaslee said. “We just got a note from the publisher asking us to consider doing another.”

This was not Peaslee and Weiner’s first book together. In 2012 they released “Web-Spinning Heroics: Critical Essays on the History and Meaning of Spider-Man.” Weiner also has been an author, editor or contributor to more than 25 other comic book-related or pop culture works. Weiner and Peaslee are underway on their next work about the Marvel Cinematic Universe with a third co-editor, Matthew Mceniry.

“What can we learn about our society, about our history and about where we’re going, based on the popularity of these kinds of stories?” Peaslee said.



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“This is an axe I grind in every interview I give,” Weiner said “Popular culture, whether it’s comic books, film, music, fashion or video games, is a form of social history. It tells us who we are at any given moment.”

The book is available through Amazon.com, the University Press of Mississippi, and in the [Texas Tech University Library](#).