



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 1, 2016

CONTACT: Amanda Castro-Crist, amanda.castro-crist@ttu.edu
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Difficult Dialogues Series to Focus on the Health Care Reform

The final spring installment will feature a panel discussion
with Texas Tech faculty, staff and students.

The Texas Tech University [Cross-Cultural Academic Advancement Center](#) (CCAAC) will host a panel discussion for the final spring installment of the [Difficult Dialogues](#) series. The discussion, “Health Care Reform,” is scheduled for 6 p.m. Tuesday (April 5) in the Education Building, Room 001.

Lisa Gittner, assistant professor in the [Department of Political Science](#), will serve as moderator.

Other panel members are:

- Dr. Gilbert G. Berdine, associate professor of internal medicine in the [Texas Tech University Health Sciences Center School of Medicine](#) and faculty affiliate for the Texas Tech [Free Market Institute](#)
- Larry Fulton, assistant professor in [Health Organization Management](#) for the [Rawls College of Business](#)
- Kendra Walker, first-year medical student
- Mayank Aranke, first-year medical student
- Vinay Vaz, first-year medical student

“This event will create the opportunity for the Texas Tech community to engage in discussions regarding the current health care system and health care in America,” said Ruben Lopez, CCAAC unit coordinator. “Those in attendance will be able to gain knowledge and discuss these issues with some of the leading professionals within Texas Tech and the Texas Tech Health Sciences Center School of Medicine.”

For more information about the Difficult Dialogues Program, visit its [website](#).

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

CONTACT: Ruben Lopez, unit coordinator, Cross-Cultural Academic Advancement Center, Texas Tech University, (806) 834-7801 or ruben.a.lopez@ttu.edu

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FOR IMMEDIATE RELEASE

DATE: April 1, 2016

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Mathematics Professor Named a 2016 SIAM Fellow

Linda J. S. Allen is the first Texas Tech faculty member to receive the honor.

Linda J. S. Allen, a Paul Whitfield Horn Professor in the Texas Tech University [Department of Mathematics & Statistics](#), has been named a member of the 2016 Class of Fellows from the Society for Industrial and Applied Mathematics (SIAM).

“Dr. Allen is the first SIAM Fellow Texas Tech University has had,” said Magdalena Toda, chairwoman of the Department of Mathematics & Statistics. “This represents a great honor for Texas Tech University, and it adds to the high scientific profile and reputation of the Department of Mathematics & Statistics, and the College of Arts & Sciences.”

Allen is being recognized for her contributions to stochastic and deterministic modeling of populations and disease transmission, their applications and education in applied mathematics. Allen has previously served on the editorial board of the SIAM Journal of Applied Mathematics. She also was the 2015 AWM-SIAM [Sonia Kovalevsky Lecturer](#) and is a SIAM author.

“I am humbled to be recognized by my peers,” Allen said. “It is an honor to represent the Department of Mathematics & Statistics and Texas Tech as a SIAM Fellow. SIAM Fellows work in academia, government labs and industry around the world.”

Allen is one of 30 distinguished SIAM members nominated for their research and service to the community. Through their contributions, SIAM Fellows help to advance the fields of applied mathematics and computational science. They will be recognized during the SIAM annual meeting July 11-15 in Boston.

The 2016 Fellows are:

- Linda J. S. Allen, Texas Tech University
- Chandrajit Bajaj, University of Texas
- Egon Balas, Carnegie Mellon University
- Gang Bao, Zhejiang University
- Dwight Barkley, University of Warwick
- John J. Benedetto, University of Maryland
- Gregory Beylkin, University of Colorado
- Paul C. Bressloff, University of Utah
- Xiao-Chuan Cai, University of Colorado

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- Thomas F. Coleman, University of Waterloo
- Clint N. Dawson, University of Texas
- Maria J. Esteban, Centre national de la recherche scientifique
- Michael Hintermüller, Humboldt-Universität zu Berlin
- Michael Holst, University of California, San Diego
- Bo Kågström, Umeå University
- Andrew Knyazev, Mitsubishi Electric Research Laboratories
- Alan J. Laub, University of California Los Angeles
- Xiaoye Sherry Li, Lawrence Berkeley National Laboratory
- William M. McEneaney, University of California, San Diego
- James G. Nagy, Emory University
- Helena J. Nussenzveig Lopes, Universidade Federal do Rio de Janeiro
- Cynthia A. Phillips, Sandia National Laboratories
- Michael C. Reed, Duke University
- Arnd Scheel, University of Minnesota
- Christoph Schwab, ETH Zürich
- Endre Süli, University of Oxford
- Françoise Tisseur, University of Manchester
- Sabine Van Huffel, KU Leuven
- David P. Williamson, Cornell University
- Xunyu Zhou, Columbia University and University of Oxford

About SIAM

The Society for Industrial and Applied Mathematics, headquartered in Philadelphia, is an international society of more than 14,000 individual, academic and corporate members from 85 countries. SIAM builds cooperation between mathematics and the worlds of science and technology to solve real-world problems through publications, conferences and communities like chapters, sections and activity groups. Learn more at siam.org.

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 1, 2016

CONTACT: K'Leigh Sims, kleigh.sims@ttu.edu
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Tatyana Ali Selected as Mentor Tech's Annual Banquet Keynote Speaker
"The Fresh Prince of Bel-Air" star is a five-time NAACP Image Award winner and strong advocate for youth and education.

Tatyana Ali, notably known as Ashley Banks from "The Fresh Prince of Bel-Air," will be this year's keynote speaker for Mentor Tech's [14th Annual Celebration Banquet](#) at 7 p.m. April 22 at the Lubbock Memorial Civic Center Banquet Hall where parents, alumni and community members will celebrate program participants and graduating seniors for the 2015-16 academic year.

The five-time NAACP Image Award winner is a strong advocate for youth and education and a graduate of Harvard University with an anthropology degree in addition to her acting career.

"Each year it is our goal to select an accomplished individual to serve as our banquet speaker," said Cory Powell, [Mentor Tech](#) program director. "Ultimately, we want someone who will inspire, motivate and challenge our students and all those in attendance to reach their ultimate potential. Ms. Ali is not only an accomplished, Broadway-trained actress, but also a brilliant, Harvard-educated woman with a passion for youth and education. I am confident those in attendance will leave empowered."

Born and raised in the New York area, Ali began her acting career on the Broadway stage and performed in many shows, including "Fences" with James Earl Jones and, later, Billy Dee Williams.

When she began her television acting career, Ali appeared in "Sesame Street," "Star Search," winning twice, "Crocodile Dundee II" and "The Cosby Show."

At the age of 11, Ali moved to Los Angeles and earned her role as Will Smith's younger cousin Ashley Banks on "The Fresh Prince of Bel-Air." During the show's seven-year run, Ali grew up from a little girl to young woman in front of the camera, capturing the hearts of many viewers with her talent and her notable rendition of Aretha Franklin's "Respect."

After the end of “The Fresh Prince of Bel-Air” and a creation of a fan base, Ali continued her acting career and established a singing career. In 1998, Ali released her first album “Kiss the Sky” along with her single “Daydreamin’,” which rose into the Billboard 100 Hot Singles, reigning at No. 6 for two weeks, and was certified gold within weeks of its release. With the success of her “Kiss the Sky” album, she got the opportunity to join *NSYNC and the Backstreet Boys on their world tours. In 1999, her recording of “Precious Wings” for “The Adventures of Elmo in Grouchland” soundtrack won a Grammy Award for “Best Musical Album for Children.”

In addition to her role as Ashley Banks, Ali claimed other noteworthy television roles, including the sharp-witted assistant Maya in the BET comedy “Second Generation Wayans” and as Roxanne on the long-running CBS soap opera “The Young and the Restless.” She has appeared in numerous films, including “Kiss the Girls,” “Jawbreaker,” “The Brothers,” “Glory Road,” “Mother and Child,” “Home Again” and “November Rule.”

Ali also has made a career out of the limelight as an advocate for youth and education as a spokeswoman across the country and becoming actively involved with organizations dedicated to educating and professionally developing young people for leadership roles, such as the Millennium Momentum Foundation and Step Up Women’s Network.

During the 2008 and 2012 presidential campaigns, Ali acted as an advocate for President Barack Obama, traveling to locations across the United States and speaking to communities about the importance of voting.

In 2014, she was a host for the United Negro College Fund’s “Empower Me” tour, speaking to students, motivating and preparing them to go to and through college and inspiring them to take control of their futures by using education as the foundation for achieving their goals and dreams.

Ali also sits on the Teach for America Ambassadors Board and served as the national co-chair of the SAG-AFTRA Young Performers Committee. She has been named one of the most beautiful women in the world by People Magazine in 2011 and as the Black Girls Rock organization’s “Young, Gifted and Black” Woman of the Year for her longstanding record of youth advocacy work.

“As we approach the 14th annual Mentor Tech Celebration Banquet, I am excited Ms. Ali has agreed to serve as our speaker,” said Paul A. Frazier, associate vice president for the [Division of Institutional Diversity, Equity and Community Engagement](#). “Each year I look forward to celebrating the accomplishments of the Mentor Tech students and honoring their dedicated mentors at the banquet. Ms. Ali’s commitment to educating, developing and encouraging young people as leaders within their communities is beyond commendable.”

Mentor Tech, formally known as [The Lauro Cavazos & Ophelia Powell-Malone Mentoring Program](#), was established in 2002 and seeks to enhance the quality of the



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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.

The program has assisted more than 3,200 students with more than 1,000 of those students graduating from Texas Tech University and the Texas Tech University Health Sciences Center within the last 10 years.

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 Ali. Sponsorship opportunities also are available. Proceeds benefit the Mentor Tech scholarship fund.

The banquet has featured notable speakers, including:

- Chris Gardner, entrepreneur, motivational speaker, author and philanthropist
- Glenda Hatchett, corporate lawyer, judge, author and advocate
- Cornel West, American philosopher, professor, social activist, author and public intellectual
- Hill Harper, film, television and stage actor
- Taraji P. Henson, award-winning actress and film star
- Nia Long, award-winning actress and pop culture icon

For more information call (806) 742-8692, email mentor@ttu.edu or visit the Mentor Tech [website](#).

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](#).

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News Release

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DATE: April 1, 2016

CONTACT: George Watson, george.watson@ttu.edu
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Texas Tech University Chess Team Heads to New York City for Final 4 The Knight Raiders will compete for the crown in their third trip to nationals.

While the basketball world fixes its eyes on Houston, the collegiate chess community will be in New York City for the 2016 President's Cup, also known as the Final 4 of College Chess.

The Texas Tech University chess team, the Knight Raiders, will compete at the Final 4, scheduled for Saturday and Sunday (April 2-3) at the Marshall Chess Club, for the third straight year after winning the 2015 Pan-American Intercollegiate Chess Championship for the first time in January. The Knight Raiders, housed under the [Division of Institutional Diversity, Equity and Community Engagement](#), are one of the favorites to win the national championship after finishing third the past two years.

"We are all very proud to win this prestigious title for Texas Tech," said Alex Onischuk, coach of Texas Tech chess, after claiming the Pan-American title. "Our team has been working very hard for the past three years. We played the best chess and we had the toughest pairings among all teams. It was a well-deserved victory."

Joining the Knight Raiders at the national championships will be three-time defending champion Webster University as well as Columbia University and the University of Texas-Rio Grande Valley. All three competed against Texas Tech at the Pan-American championships, with the Knight Raiders surging to the lead on the final day.

Webster and Texas Tech are the only universities competing that were in the competition last year.

The winning Texas Tech team includes International Master Andrey Gorovets and Grandmasters Yaro Zhrebukh, Elshan Moradiabadi and Andriy Baryshpolets. Gorovets, Moradiabadi and Zhrebukh all competed in the Final 4 last year.

Texas Tech's Carla Heredia, a woman grandmaster, was named the top alternate at the championship tournament.

The chess program at Texas Tech is nationally known for its strong competition and leadership by Onischuk. An international grandmaster, Onischuk is ranked as one of the top 100 players in the world and has been for the past 19 years.

For more information on the Final 4 of College Chess, go to its [website](#). To keep up with the Knight Raiders, follow them on [Facebook](#).

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: April 4, 2016

CONTACT: George Watson, george.watson@ttu.edu
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Climate Science Center Hosting Third Interdisciplinary Seminar Series Panel

The panel discussion will focus on the relationship between energy and climate change.

WHAT: Texas Tech University Climate Science Center Interdisciplinary Seminar Series panel discussion

This panel discussion, hosted by the Texas Tech [Climate Science Center](#), will feature three expert panelists, one from Texas Tech and another a former instructor at the Texas Tech University Health Sciences Center, to discuss the effects of energy on climate.

Featured panelists are Robert Forbis, an assistant professor in the [Department of Political Science](#); Anne Epstein, an internal medicine specialist and former professor of internal medicine at the [Texas Tech University Health Sciences Center](#); and Steve Moon, Electrical Promotion Coordinator and utility specialist in energy efficiency for Lubbock Power & Light.

The panel discussion is free and open to the public but seating is limited.

WHEN: Noon Tuesday (April 5)

WHERE: Experimental Sciences Building, Room 120

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CONTACT: Jennifer Vanos, assistant professor, Department of Geosciences, College of Arts & Sciences, Texas Tech University, (806) 834-3319 or jennifer.vanos@ttu.edu



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 4, 2016

CONTACT: Cara Vandergriff, cara.vandergriff@ttu.edu
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National Ranching Heritage Center Hosts 46th Annual Ranch Day

The free event will feature family-friendly activities focused on the history and day-to-day happenings of life on the ranch.

Texas Tech University's [National Ranching Heritage Center \(NRHC\)](#) will host the 46th Annual Ranch Day event from 10 a.m. to 4 p.m. Saturday (April 9) at 3121 4th St.

Ranch Day activities, suited both for the young and the young at heart, attract more than 4,000 visitors to the NRHC event each year. The family-friendly, hands-on experiences will include living history demonstrations, hands-on ranch science activities, horseback rides, demonstrations by the [Texas Tech Equestrian Center](#), a stick horse rodeo, music, dancing and an authentic Comanche tepee on the front lawn.

Event guests may participate in historic activities such as visiting with living history Ranch Hosts to learn about life as a pioneer, leather-working, washing clothes on a washboard, churning butter, rope-making and paint cattle-branding. Science activities will include learning about wind energy, exploring animal science and investigating plants and soils.

Additionally, the Ranch Hand Experience program will allow visitors to receive work cards upon arrival and have their cards stamped as they complete each ranch-hand activity. After six activities, visitors can take their stamped work cards to the Matador Office to receive "cowboy pay" that can be spent at the Waggoner Commissary.

Admission to Ranch Day is free for all guests. More information is available at the event [Facebook page](#) or by contacting Julie Hodges at (806) 742-0498 or julie.hodges@ttu.edu.

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DATE: April 4, 2016

CONTACT: Jenae Fleming, jb.fleming@ttu.edu
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Sexism|Cinema Film Series Continues This Week

“Day of the Dead” is showing Wednesday at Alamo Drafthouse.

WHAT: Texas Tech University [Women’s Studies Program](#), [Alamo Drafthouse](#), [International Film Series](#) and [Risk Intervention & Safety Education](#) presents “Day of the Dead,” the third film in the spring 2016 Sexism|Cinema Film Series.

“Day of the Dead” is the third film in George A. Romero’s zombie series.

Andrea Wood, associate professor of media studies at Winona State University, will lead a discussion following the film.

WHEN: 7 p.m. Wednesday (April 6)

WHERE: Alamo Drafthouse Cinema, 120 W. Loop 289

WHO: The film is open to the public and admission is \$3. A complete list of the films shown in the series can be found [here](#).

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CONTACT: Elizabeth Sharp, associate professor, Human Development and Family Studies, College of Human Sciences, Texas Tech University, (806) 834-8652 or elizabeth.sharp@ttu.edu; Dana Weiser, assistant professor, Human Development and Family Studies, College of Human Sciences, Texas Tech University, (806) 834-4912 or dana.weiser@ttu.edu



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DATE: April 5, 2016

CONTACT: George Watson, george.watson@ttu.edu
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Buesseler Distinguished Lectureship Series Welcomes Grace Health System CEO

Randy Hickle founded Grace Health System and holds more than 50 patents and patent applications related to the medical marketplace.

WHAT: John Aure Buessler Distinguished Lectureship Series Luncheon featuring Grace Health System Founder and CEO Randy Hickle

Presented by the [Health Organization Management Program](#) of the [Rawls College of Business](#) at Texas Tech University, the John Aure Buessler Distinguished Lectureship Series will host Dr. Randy Hickle, founder and CEO of Grace Health System.

The lectureship series, titled “Medical Innovation as a Career,” will highlight Hickle’s innovation in the medical field, where he holds more than 50 patents and patent applications that have brought new systems to the marketplace. Hickle is a Harvard-trained anesthesiologist who has helped multidisciplinary teams deliver innovative solutions to important healthcare problems.

WHEN: 11:30 a.m. Friday (April 8)

WHERE: Lubbock Country Club, 3400 Mesa Road

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CONTACT: Ann Bertoia, program director, Health Organization Management Program, Rawls College of Business, Texas Tech University, (806) 834-0022 or ann.bertoaia@ttu.edu



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DATE: April 5, 2016

CONTACT: Heidi Toth, heidi.toth@ttu.edu
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Film, Music, Art Come Together in Unique Presentation of ‘Nosferatu’

Two music professors added an original score to the century-old horror film.

One of the few surviving copies of a 1920s vampire film will be screened in Lubbock along with an original score written by two Texas Tech University music professors.

Christopher Smith and Roger Landes worked together in 2015 to create the score for F.W. Murnau’s 1922 archetypal vampire film “Nosferatu” in collaboration with the [Flatlands Film Festival](#). Landes, a film buff as well as a musician, suggested adding the score to the silent film, which then would be performed by the [Elegant Savages Orchestra](#), which Smith conducts. It was so well-received they are reprising the performance for one night.

The screening, which the [School of Music](#), [Vernacular Music Center](#) and [Roots Music Institute](#) are co-sponsoring, will feature traditional music of the Balkan Ensemble, which Landes conducts, and the symphonic folk music of the Elegant Savages orchestra.

“In approaching the writing of the themes for the scores, we both kept in mind the juxtaposition of cultures represented in the film, which maintains the tension between Western Europe and Eastern Europe established by Bram Stoker’s novel ‘Dracula,’” Smith said. “As an alternative to the original score, which is very late Romantic and exclusively Western, we strove to integrate aspects of Balkan traditional as well as Western European music.”

The score also experiments musically, as Murnau did when he filmed “Nosferatu.” As the film plays, the orchestra will engage in a series of conducted improvisations, responding in real time to cues and pre-written music counterbalanced with a series of traditional and improvisational performances from Landes and his Balkan players. The result is a unique suite of interlocking compositions, juxtaposing and contrasting both ensembles, in moods ranging from lyric to horrific.

Additionally, assistant professor of art Ghislaine Fremaux has supplied original artwork, filtered through her artistic sensibility, which plays upon the classic imagery associated with Murnau’s film. Her original works are featured as part of the performance’s program and visual experience.

About the film

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“Nosferatu” was an unauthorized adaption of “Dracula,” with names and other details changed because the studio could not get the rights to the novel. Stoker’s heirs sued, and a judge ordered all copies of the film be destroyed. However, a few copies survived, and since then the film has come to be regarded as an influential masterpiece of cinema.

About the performance

The performance will be at 7:30 p.m. Friday (April 8) at the Louise Hopkins Underwood Center for the Arts, 511 Ave. K. Tickets are \$5 and can be purchased at the door. Costumes are encouraged, with extra points for fezzes. The movie’s running time is 92 minutes.

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DATE: April 5, 2016

CONTACT: Amanda Castro-Crist, amanda.castro-crist@ttu.edu
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Museum to Host Bed-Turning and Quilt-Documentation Days

The events give visitors a chance to view the famous Susan Robb quilt from the Civil War era and document their own quilts.

Since January, visitors to the [Museum of Texas Tech University](#) have viewed more than 40 antique quilts in the [Legacy of a Thousand Stitches](#) exhibit. Each quilt was chosen from a museum collection of more than 300 quilts.

This week, museumgoers will have a chance not only to see even more of that collection, they will also be able to document their own pieces of history.

From 7 to 9 p.m. Thursday (April 7), visitors can attend the museum's bed-turning event and examine an additional portion of the quilt collection featured in the exhibition catalog.

"The bed-turning will be a terrific opportunity to see the 56 quilts that are not on exhibit due to space constraints," said Marian Ann Montgomery, curator of clothing and textiles at the museum. "I will discuss each one and attendees will be able to see the quilts up close."

Montgomery said attendees will see the famous Susan Robb quilt, which she called the most important quilt in the Museum's collection.

"It wasn't included in the exhibit because it was in Los Angeles at the Autry Museum of Western Culture," Montgomery said. "This very important quilt is one of the very few that survives and expresses the Confederate conviction that they would win the Civil War. The quilt seldom comes out for viewing, so this will be a very special opportunity."

From 10:30 a.m. to 4 p.m. Saturday (April 9), quilt owners are invited to attend the first of two quilt documentation days at the museum. Visitors can bring up to four of their own quilts to be documented by Montgomery, who will discuss the quilt's history, date of creation, quilt pattern and name.

"Quilt documentation days are wonderful opportunities for families to visit with a quilt expert to learn more about their pieces and document the quilt maker," Montgomery said. "The museum is providing this service free of charge so families can better care for their quilted treasures."

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Those who take advantage of the service will receive a seven-page documentation form and a photograph that can be kept with the quilt and shared with future generations. Montgomery said participants also can upload their quilt to [The Quilt Index](#) where information will be preserved on an ongoing basis.

A second documentation day will be held from 10:30 a.m. to 4 p.m. May 14. All events will be in the Helen DeVitt Jones Sculpture Court at the museum.

To register for the bed-turning event, click [here](#). There is a \$5 registration fee to attend.

To register for the quilt-documentation day, click [here](#). This event is free to the public. Appraisals will not be given at the event.

For more information about museum events, visit its [website](#).

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CONTACT: Marian Ann Montgomery, curator of clothing and textiles, Museum of Texas Tech University, (806)-834-5146 or marian.ann.montgomery@ttu.edu

Expert Pitch

FOR IMMEDIATE RELEASE

DATE: April 5, 2016

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 18. 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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CONTACT: Cara Vandergriff, cara.vandergriff@ttu.edu
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Texas Tech Libraries to Host Book Signing and Discussion

Dr. Tom Hutton will discuss his book "Carrying the Black Bag: A Neurologist's Bedside Tales."

EVENT: The [Texas Tech University Libraries](#) and the [University Press](#) will host a book signing and discussion with author Dr. Tom Hutton about his book "Carrying the Black Bag: A Neurologist's Bedside Tales." The discussion will focus on Hutton's discovery that a doctor's best teachers are often his patients.

Hutton, a physician and neurologist, has practiced medicine for more than 30 years. His book is part memoir and part homage to his past and present patients who faced major illnesses with grace, grit and dignity. Through real-life patient narratives, Hutton shines light on ordinary people facing extraordinary challenges, all the while embodying the captivating drama of medicine. Readers will gain unique insight not only into the rapidly changing American healthcare system, but also into the life of a doctor who has, through his patients, gained a whole-hearted respect for the courage and resilience of the human spirit.

The event is open to the public and admission is free. Refreshments will be served.

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

WHERE: University Library, Croslin Room

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CONTACT: **John Brock, marketing manager, Texas Tech University Press, Texas Tech University**, (806) 834-5609 or john.brock@ttu.edu



News Release

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DATE: April 6, 2016

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

Cheer, Pom Squads Head to National Championship in Daytona

The top collegiate cheerleading and pom quad teams will compete in the National Cheer Association and National Dance Association championship Thursday and Friday.

The Texas Tech [cheer](#) and [pom](#) squads are on their way to Daytona Beach, Florida, to compete in the National Cheer Association (NCA) and National Dance Association (NDA) national championship of collegiate cheer and dance Thursday and Friday (April 7-8).

“I’ve never known a group who has worked harder to represent Texas Tech University the way these students have,” said Stephanie Rhode, Texas Tech Spirit Program director. “They have not only participated in 150 appearances throughout this year but they have also practiced three to four times a week while undergoing intense strength and conditioning training three times a week. The work ethic of these students is inspiring.”

Last year, the cheerleading squad placed second and the pom squad placed seventh in the open dance category and fourth in the hip-hop category, respectively. For nine consecutive years, Texas Tech has placed in the top five spots.

Both Texas Tech’s co-ed cheerleading team and pom squad will compete in the Division 1A categories.

In March, the two teams showcased their routines at the United Supermarkets Arena to the Lubbock community in preparations for the competition.

The results of the NCA and NDA championships will be announced Friday afternoon. Live updates will be available on the Varsity [website](#) or viewers can watch the event live on CBS Sports Network.

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

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Office of Communications and Marketing

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: April 6, 2016

CONTACT: Benjamin Robinette, benjamin.robinette@ttu.edu
(806) 834-8214

Texas Tech School of Music Presents 18th Century Opera Classic Opera Theatre will perform Mozart's *The Marriage of Figaro* April 8-9.

- WHAT:** The Texas Tech University [School of Music](#) presents its spring opera, Wolfgang Amadeus Mozart's "The Marriage of Figaro."
- WHEN:** 7:30 p.m. Friday (April 8) and Saturday (April 9)
- WHERE:** Allen Theatre, Student Union Building. Parking is available at 18th Street and Akron Avenue in front of the School of Music.
- EVENT:** "The Marriage of Figaro," an *opera buffa* (comic opera) in four acts composed by Wolfgang Amadeus Mozart in 1786, is widely acknowledged as one of the quintessential contributions to the genre. It tells the story of servants Figaro and Susanna as they succeed in marrying and thwarting advances made toward Susanna by their employer, the unfaithful husband Count Almaviva.

This particular staging of the opera is set entirely inside the White House during the presidency of John F. Kennedy, giving the production a radically contemporary look while retaining its vocal delivery in the original Italian. The familiar roles will be recast as officials such as the President and First Lady, the White House press secretary and the attorney and surgeon generals.

Tickets are \$15 for general admission and \$10 for seniors and non-Texas-Tech students. Texas Tech students receive one free ticket by showing their student ID at the door. Tickets can be purchased at the door or in advance through the School of Music [website](#) or by calling (806) 834-2623.

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

CONTACT: Gerald Dolter, director of music theatre, School of Music, Texas Tech University (806) 834-7191 or gerald.dolter@ttu.edu

Office of Communications and Marketing

An EEO/Affirmative Action Institution



News Release

FOR IMMEDIATE RELEASE

DATE: April 6, 2016

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

Texas Tech Signs Deal for Partnership with Hill College

The college, which serves more than 4,000 students in North Texas, will now offer two bachelor's degrees from Texas Tech at the Johnson County campus.

University presidents from both Texas Tech University and [Hill College](#) recently participated in a special signing ceremony to begin a partnership that will give students the opportunity to earn a bachelor's degree from Texas Tech at Hill's Johnson County campus in Cleburne.

"Partnering with Hill College further expands Texas Tech's reach across the state of Texas and provides the opportunity to earn a four-year degree for prospective students in this area," Texas Tech Interim President John Opperman said. "We are proud to collaborate with Hill College on this venture and appreciate the support and recognition of the importance of extending higher education opportunities to the citizens of Texas."

Texas Tech will begin by offering bachelor's degrees in human sciences and applied arts and sciences in leadership, adding more degree programs as the program grows.

Hill College President Pam Boehm said the proposed bachelor's degree plans are scheduled to begin as early as this fall.

"We are excited to welcome Texas Tech as one of our premiere partners in higher education," she said. "This partnership will allow students from our service area the opportunity to earn a four-year degree while remaining close to home."

Students at Hill College interested in one of the degree plans are encouraged to meet with a Texas Tech adviser between their freshman and sophomore years.

Students also will have the opportunity to earn one of many Texas Tech transfer scholarships once they become eligible with a minimum of 30 transferable hours. According to university policy, Texas Tech can take up to 72 hours in transfer credit toward a bachelor's degree.

Lewis Snell, director of [Texas Tech's Waco regional site](#), will be the director of the new partnership between Texas Tech and Hill College.

Office of Communications and Marketing

Hill College serves more than 4,000 students annually between its Hill County campus, Johnson County campus, Burlison Center, Glen Rose center and Meridian Center. Hill College also is a partner to business, government and industry, providing customized training and work force development.

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CONTACT: Melanie Hart, vice provost, Texas Tech University, (806) 742-2184 or melanie.hart@ttu.edu



News Release

FOR IMMEDIATE RELEASE

DATE: April 7, 2016

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

Cheer, Pom Squads Advance to Finals for Shot at Championship Title

The teams will compete in their respective divisions tomorrow during the final round of the national championship of collegiate cheer and dance.

After a day of preliminary rounds, Texas Tech's cheer and pom squads have advanced to the final rounds of the National Cheer Association (NCA) and National Dance Alliance (NDA) Collegiate Cheer and Dance Championship.

The two teams will compete Friday (April 8) in Daytona Beach, Florida, in hopes of winning the championship title as the best cheer and pom squads in the nation. Last year, the cheer squad placed second and the pom squad placed fourth and seventh in two separate divisions.

During the preliminary rounds, the cheer team received a _____ rating in the Division 1A category, placing _____ overall on Thursday (April 7). The pom squad received a 9.626 rating in the Division 1A Jazz category, placing second in the preliminary rounds.

The final results of the NCA and NDA championship will be announced Friday afternoon. Live updates will be available on the Varsity [website](#) or viewers can watch the event live on CBS Sports Network.

For more information and updates about the Texas Tech Spirit Program, 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 7, 2016

CONTACT: Amanda Castro-Crist, amanda.castro-crist@ttu.edu
(806) 742-2136

Climate Science Center to Host Monthly Science By the Glass Event

Faculty member Blake Grisham will lead a discussion on the “threatened” prairie-grouse.

WHAT: “Science by the Glass” is an informal discussion series hosted by the Texas Tech University [Climate Science Center](#). The series is designed to bring members of the community and Texas Tech faculty and students together to discuss topics related to science, climate and society. The latest discussion, “Schrödinger's Chicken: Ecological Facts about a ‘Threatened’ Prairie-Grouse,” will be led by Texas Tech faculty member Blake Grisham.

WHEN: 6 p.m. Tuesday (April 12)

WHERE: Fox & Hound Sports Tavern, 4210 82nd St., Ste. 240

WHO: [Blake Grisham](#) is an assistant professor in the [Department of Natural Resources Management](#). His research focuses on conservation and management of game and non-game bird species in context of a changing climate. He is a member of the Lesser Prairie-Chicken Interstate Working Group Science Team, the Western Association of Fish and Wildlife Agencies Lesser Prairie-Chicken science team, and the United States Fish and Wildlife Special Species Assessment Team for Lesser Prairie-Chickens. He is also the WAFWA Lesser Prairie-Chicken Science Advisory Committee and USFWS SSA Invited Lesser Prairie-Chicken Scientific Advisor.

The discussion is open to the public and admission is free.

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Expert Pitch

FOR IMMEDIATE RELEASE

DATE: April 7, 2016

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

Expert: Fiduciary Rule Equalizes System for Clients, Financial Advisers

With the announcement of a new rule Wednesday, U.S. financial advisers now will be required to put their clients' best interests before their own profits.

This law, known as the fiduciary rule or fiduciary standard, was announced by the U.S. Department of Labor (DOL) after a yearlong research period. That included more than 3,000 responses from members of the financial community, including Harold Evensky, a certified financial planner, professor in Texas Tech University's [Department of Personal Financial Planning](#) and chairman of Evensky & Katz/Foldes Financial Wealth Management in Miami. He has been in the financial planning industry for decades prior to his service on the Committee for the Fiduciary Standard.

Prior to this rule, brokers were not required to put their clients' financial interests first, which allowed these advisers to recommend that clients buy financial products which may have been expensive and not in the clients' best interest. According to an [April 6 release from the White House](#), these conflicts of interest cost Americans \$17 billion a year. The DOL estimated these changes will save affected investors tens of thousands of dollars in retirement savings.

Evensky is available to discuss these changes, which he sees as positive for the industry and its clients. During his decades-long career, Evensky has been chairman of the CFP Board of Governors and the International CFP Council and TIAA-CREF Institute Investment Advisory Board, in addition to writing several books and publications. In 2015 he was named to Investment Advisor's 35 for 35 list along with the likes of Ben Bernanke, Warren Buffett, and his wife, Deena Katz, also a PFP professor at Texas Tech who was one of the first financial advisers to have a fee-only business.

Expert

Harold Evensky, personal financial planning professor, (806) 392-2525 (cell) or harold@ekff.com

Talking points and quotes

- "With more than 1,000 pages there is a lot to absorb; however, I believe the DOL has done a Solomon-like job of streamlining, simplifying and clarifying the rule."
- "The actions of the Department of Labor will absolutely make the system more fair."
- The rule could have been much stronger. However, the federal government had to work within the political constraints of the day, as highlighted by Securities and Exchange Commissioner Michael Piwowar who opines that the rule "...seems to ignore the chorus

of voices that questioned whether it will restrict middle-class families' and minority communities' access to professional financial advice by making retirement advice unaffordable," or Georgia Sen. Johnny Isakson saying, "For families across the country, this rule is essentially the Obamacare for retirement planning, and I will do everything I can to overturn this rule."

- The argument that small investors will lose access to advice is balderdash, Evensky said. First, brokers don't provide advice. If they did, they would have to do so as investment advisers and would already be held to a fiduciary standard. Second, there is a large universe of fiduciary advisers who are ready, willing and able to provide substantive advice. Third, traditional commission-based platforms will quickly find a way to continue to operate under the new rule, as has already been seen.
- Although few investors and few investment professionals understand the difference between rule-based regulation and principles-based regulation, the DOL does. As it noted, "Rather than create a highly prescriptive set of transaction-specific exemptions, the department instead is publishing exemptions that flexibly accommodate a wide range of current types of compensation practices, while minimizing the harmful impact of conflicts of interest on the quality of advice."
- Rather than a checklist of rules, firms are provided significant latitude subject to the principle that the firms and their advisers act as fiduciaries.
- Under the current suitability standard, if there is a dispute, the ultimate responsibility for proving the claim rests on the client. Under a fiduciary standard the responsibility shifts to the adviser. This is a distinction not lost on compliance departments. As a consequence the enforcement of fiduciary standards will not be a result of detailed rules and micromanaging regulators but rather the actions of firm compliance departments and ultimately the results of arbitrations and court rulings.
- Investors can avoid this by having their adviser sign the Committee for the Fiduciary Standard's fiduciary oath, which commits him or her to putting the client's best interests first; acting with prudence; not misleading the clients; avoiding conflicts of interest; and fully disclosing and fairly managing any unavoidable conflicts.
- It's still a lumpy playing field. While IRAs may be subject to fiduciary standards, the old "suitability" standard with all of the potential conflicts of interest will still hold true for non-IRA accounts.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 7, 2016

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

(806) 742-2136

Texas Tech Student-Athlete Wins Goldwater Scholarship for STEM Research

Hattie Schunk is joined by three Texas Tech students who earned Honorable Mentions from the program, which was created to alleviate a shortage of qualified researchers.

A Texas Tech University student was one of 252 U.S. students selected for a Goldwater Scholarship, an award designed to encourage research careers in science, engineering and math.

Hattie Schunk, a junior from Albuquerque, New Mexico, was selected from thousands of applicants to become a Goldwater Scholar in 2016, a year after being one of about 260 students to receive an Honorable Mention for the same award. She is a [chemical engineering](#) major with plans to earn a doctorate in bioengineering and do research focused on improving medical procedures, diagnostic capabilities, target therapies and medical devices that will help improve quality of life. She also is a member of the [Honors College](#), previously played [soccer](#) for Texas Tech and now competes with the [track and field](#) and [cross country](#) programs.

It's a lot to take on all at once, but Schunk said her experiences as an athlete hone her academic work. With 30 hours a week already dedicated to practice, competition, weight-training and physical therapy, she has had to develop self-discipline to ensure her studying gets done and she has time for her research, about which she is equally passionate.

"My undergraduate research experiences along with my desire to tackle the complex engineering challenges faced by society are what reinforced my decision to pursue a career where I can make a long-term impact, and the Goldwater Scholarship has been the perfect stepping stone," she said.

Michael San Francisco, dean of the Honors College, said Schunk has distinguished herself through her research in nanomaterials from anti-cancer drug delivery to optical and electronic applications. In the summer of 2015 she interned at Sandia National Laboratories in Albuquerque and now is telecommuting with the laboratory during the school year. She will return to Sandia this summer to work in the Advanced Materials Lab. She also worked in chemistry professor Dominick Casadonte's lab before going to Sandia.

"It is a tremendous honor for her to be selected as a Goldwater Scholar," San Francisco said. "While at Sandia, Hattie made significant contributions that earned her co-authorship on a research article published by the Materials Research Society. She is a versatile and talented young lady with a bright future."

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All four Texas Tech students who applied were recognized. Max Zhelyeznyakov, Amanda Miller and Kennady Abbott were among the 256 applicants to receive an Honorable Mention.

- Kennady Abbott is a [biochemistry](#) major who plans to attend medical school and earn a doctorate in immunology, then conduct research on translational initiatives for the development of new therapies and improved treatment options for immunological diseases.
- Amanda Miller has a double major in biochemistry and [psychology](#) and is in the Honors College. She plans to go to medical school and earn a doctorate in biological chemistry prior to conducting research at the interface between nanotechnology and nanomedicine and teaching at a university. She also is a member of the Honors College at Texas Tech.
- Max Zhelyeznyakov is a [physics](#) major who plans to earn a doctorate in applied physics and pursue research in optics while teaching at a university.

Texas Tech administrators have made the Goldwater and other national scholarships a priority, said John Opperman, Texas Tech interim president.

“Congratulations to Hattie on this wonderful achievement,” Opperman said. “Having students who earn prestigious national awards like the Goldwater Scholarship speaks to the high quality of education we’re providing at Texas Tech, while the recognition of all our applicants is an even greater accomplishment. Opportunities like this give us a chance to display what our university and its students are truly capable of.”

Wendoli Flores, director of the [Office of National and International Scholarships and Fellowships](#), worked with the students throughout the arduous process of applying. Because Texas Tech can only nominate four students for the Goldwater, applicants first apply internally through Flores’ office. A selection committee made up of Flores and STEM faculty members reviewed the applications and conducted interviews to find the most qualified students.

From there students polished their applications and submitted them to the Goldwater Foundation. Flores had to submit a number of items as well. The process takes several months and requires significant communication between the applicants, recommenders and the selection committee to ensure all the paperwork is turned in.

“Attention to every detail on our end helped Hattie focus her efforts on her essays, which are a crucial part of the application,” Flores said.

Because of Texas Tech’s focus on national and international scholarships, more students are seeing success in other areas as well. Senior Elizabeth Hash was a finalist for the Rhodes Scholarship, the oldest international fellowship in the world. The Rhodes Trust provides full financial support for 32 American students to get a degree at Oxford



TEXAS TECH UNIVERSITY

University in Great Britain. Hash is graduating in May with bachelor's degrees in [English](#), psychology, and [environment and the humanities](#).

About the Goldwater Scholarship

The Barry Goldwater Scholarship and Excellence in Education Program was created to support students who are working toward careers in science, technology, engineering and math (STEM) fields. The trustees award the scholarships up to 260 students from the United States, and it pays for tuition, fees, books and room and board for winners.

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: April 8, 2016

CONTACT: George Watson, george.watson@ttu.edu
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Lynn Lyon Featured Speaker for Energy Law Lecture Series

Lyon is the president of EnergyConnects LLC,
a natural gas fueling consulting company in Dallas

- WHAT: Energy Law Lecture Series featuring EnergyConnects president Lynn Lyon
- WHEN: Noon Monday (April 11)
- WHERE: Lanier Auditorium, Texas Tech University [School of Law](#), 1802 Hartford Ave.
- EVENT: Lynn Lyon, president of EnergyConnects LLC, a natural gas fueling consulting company in Dallas, will be the featured speaker for the latest installment of the Texas Tech School of Law's Energy Law Lecture Series.

Lyon earned her master's in business administration from Southern Methodist University. She has 15 years of experience in oil and gas operations, having worked for Pioneer Natural Resources Company before taking over as president of EnergyConnects.

Lyon's expertise deals with natural gas fuels and energy technology and also innovations in alternative fuels, examining both the economic and environmental impacts for marine, mining, trains, oil and gas operations and transportation. She led the development of the Texas Clean Transportation Triangle, which established a natural gas fueling infrastructure connecting Dallas-Fort Worth, San Antonio, Austin and Houston.

A live webcast of the lecture can be seen [here](#).

Those attending the event are eligible for one hour of Continuing Legal Education (CLE) credit. Contact Corey Clem at corey.clem@ttu.edu for details.

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: April 8, 2016

CONTACT: Benjamin Robinette, benjamin.robinette@ttu.edu
(806) 742-2136

Percussion Ensembles, Steel Drum Bands to Perform 'Groovin' through Spring' Program

The concert will feature music by William Ballenger, director of the School of Music.

WHAT: The Texas Tech University [School of Music](#)'s Percussion Ensembles I & II and the Steel Drum Bands I & II will perform a program of music called "Groovin' through Spring."

Professors [Alan Shinn](#) and [Lisa Rogers](#), with graduate students James Pendell and Juan Ramirez, will direct the evening's music. Styles will range from the calypso of Rafael DeLeon and Ray Holman to the symphonic sounds of Gustav Holst, all the way to the inventive iconoclasm of Frank Zappa.

Of special interest is the composition "My Red Raider Tractor" penned by none other than [William Ballenger](#), director of the School of Music.

Program highlights by the Steel Drum Band I, named "Apocalypso Now," will be performed in a featured appearance by the band this summer at the 32nd World Conference for the International Society for Music Education in Glasgow, Scotland (July 24-29).

WHEN: 7:30 p.m. Tuesday (April 12)

WHERE: School of Music Hemmle Recital Hall

WHO: The concert is free and open to the public. Those who would like to help "Apocalypse Now" with their journey to Scotland in July, visit the School of Music [website](#) and click on the tab for "Friends of Music."

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News Release

FOR IMMEDIATE RELEASE

DATE: April 8, 2016

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

Pom Places Second, Cheer Finishes Third at Collegiate Championship

This is the 10th consecutive year Texas Tech has had a squad place in the top five.

Texas Tech University's cheer and pom squads competed in the final rounds of the National Cheerleaders Association (NCA) and National Dance Alliance (NDA) Cheer and Dance Collegiate Championship Friday (April 8) in Daytona Beach, Florida, placing a squad in the top five for the 10th consecutive year.

The pom squad placed second in the Division 1A jazz category, and the co-ed cheerleading team finished third in the Division 1A category.

"Both teams did a great job today," said Stephanie Rhode, Texas Tech Spirit Program director. "They performed so well and did everything we had asked them to do. Both teams performed their routines phenomenally. I am just so proud of our Texas Tech cheer and pom squads."

The pom squad competed in the jazz category, finishing second behind defending champion Brigham Young University. Last year, the pom squad competed in the hip-hop and open categories, placing fifth and third, respectively.

Texas Tech Cheer missed second place by less than a point, scoring 94.05 points overall behind first place Louisville (97.20) and second place Oklahoma State (94.93).

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

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

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CONTACT: Stephanie Rhode, director, Spirit Program, Texas Tech University,
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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 8, 2016

CONTACT: Amanda Castro-Crist, amanda.castro-crist@ttu.edu
(806) 742-2136

Texas Tech Hosting Recycled Art Contest

Artists on campus are invited to turn trash into treasure
at this year's Recycled Art Contest.

Texas Tech [University Student Housing](#) and the [Student Government Association](#) are calling for submissions from students, student organizations, staff and faculty members for the annual Recycled Art Contest.

The contest will be held April 27 in the Ballroom of the Student Union Building and requires entries to be at least 75 percent recyclable materials. The event serves as a precursor to Arbor Day and attendees who bring two or more plastic bottles for recycling can receive a free T-shirt from [Hospitality Services](#).

“The Recycled Art Contest is a great opportunity to engage the entire campus in recycling,” said Melanie Tatum, unit assistant director in [Sustainability and Warehouse Operations](#). “It also gives people a chance to showcase their talents and creativity, and be sustainable at the same time.”

Contest entries can take whatever form the artist prefers, including sculpture, jewelry or painting. Each piece should not be bigger than 24 inches by 36 inches.

“We have been really surprised and impressed with the art from previous years,” Tatum said. “It is amazing what people can do with what many consider trash.”

The deadline for [entry forms](#) is 5 p.m. April 25. Entries must be dropped off between 7:30 and 8:30 a.m. April 27 in the Ballroom and picked up between 2 and 3 p.m. the same day. The pieces will be on display throughout the day and voted on by visitors to the exhibit.

First, second and third-place winners will receive prizes provided by Barnes & Noble, Tatum said. Winners will be notified by email and an announcement on [Facebook](#).

For more information about sustainability and recycling efforts on campus, visit their [website](#).

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: April 8, 2016

CONTACT: Benjamin Robinette, benjamin.robinette@ttu.edu
(806) 834-8214

Texas Tech School of Music Hosts Jazz Festival and Concert

The annual concert will include performances by trombonist Bill Watrous and Texas Tech jazz ensembles.

WHAT: The Texas Tech University [School of Music](#) presents the 49th Annual Jazz Band Festival Evening Concert featuring the [Texas Tech Jazz Ensembles I](#) and II and the Jazz Combo I with guest artist Bill Watrous.

Tickets are \$12 for the general public and \$10 for seniors and non-Texas Tech students with an ID. Texas Tech students with an ID and children under 12 will be admitted for free at the door. Tickets can be purchased [online](#) or at the door one hour prior to the event.

WHEN: 7:30 p.m. April 16

WHERE: Allen Theatre, Student Union Building

WHO: A self-described “bop-oriented” player, trombonist [Bill Watrous](#) is well-known among fellow trombonists as a master technician and for his mellifluous sound. He is perhaps best known by casual fans of jazz music for his rendition of Sammy Nestico’s arrangement of the Johnny Mandel ballad, “A Time for Love,” which he recorded on a 1993 album of the same name. He has played and recorded with many jazz luminaries, including Maynard Ferguson, Woody Herman, Quincy Jones, Johnny Richards and fellow trombonist Kai Winding.

In 1971, he played with the jazz fusion group Ten Wheel Drive. Watrous also formed his own band in the 1970s, The Manhattan Wildlife Refuge Big Band, which recorded two albums for Columbia Records. He has continued to work since the 1980s as a band leader, studio musician and performer at various jazz clubs. In 1983, Watrous collaborated with Alan Raph to publish “Trombonisms,” an instructional manual covering various performance techniques for the trombone. He has recorded as a solo artist, band leader and in various small ensembles on a number of different labels. He is on the music faculty at the University of Southern California Thornton School of Music.

For more information about the School of Music, visit its [website](#).

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



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 11, 2016

CONTACT: Glenys Young, glenys.young@ttu.edu
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Bad Science Movie Night Series Highlights Spread of Deadly Epidemic

Biodefense center director Victoria Sutton will analyze the film “The Andromeda Strain.”

For the second installment in Texas Tech University’s Bad Science Movie Night series, School of Law professor [Victoria Sutton](#) will help contextualize “The Andromeda Strain.”

At 7 p.m. April 18, Sutton will introduce the 1971 Robert Wise film “The Andromeda Strain.” The movie centers around a group of scientists trying to investigate a deadly new alien virus before it can spread.

As part of the Bad Science Movie Night series, Texas Tech experts will open showings of science fiction films at Alamo Drafthouse, 120 W. Loop 289, with an expert analysis of the science in the movies: what they get right, what they get wrong and if there’s any truth to the concept. The experts promise to explore the real science behind the movie without ruining it – unless the movie really has it coming.

Sutton is a Paul Whitfield Horn Professor in the [School of Law](#) and director of the [Center for Biodefense, Law & Public Policy](#). She was the chief counsel for the Research and Innovative Technology Administration under President George W. Bush, assistant director in the White House Science Office under President George H.W. Bush and executive director of the Ronald Reagan Institute for Emergency Medicine. Former Texas Gov. Rick Perry appointed her to the Texas Council on Key Resources and the Critical Infrastructure Council for her expertise in biodefense law.

Reservations are not needed. Tickets are \$3 each.

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CONTACT: Christopher Britt, postdoctoral research fellow in astrophysics, Department of Physics, College of Arts & Sciences, Texas Tech University, (806) 742-3767 or christopher.britt@ttu.edu



News Release

FOR IMMEDIATE RELEASE

DATE: April 11, 2016

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

Global Vision Awards Concludes International Week

Hosted by the Office of International Affairs, the awards are given to faculty, staff and students whose work helps Texas Tech become a globally connected, higher education institution.

As Texas Tech University's [International Week](#) closed, the [Office of International Affairs](#) finished the weeklong celebration with its annual Global Vision Awards, where faculty, staff and students are awarded for their efforts in helping Texas Tech to become a globally connected, higher education institution.

Ambassador and Vice Provost for International Affairs Tibor Nagy and Associate Vice Provost for International Programs Sukant Misra, along with Texas Tech Interim President John Opperman and Provost and Senior Vice President Lawrence Schovanec, awarded seven recipients Friday evening (April 8) at the International Cultural Center for their works with the international community and engagement.

"This has been a great year for Texas Tech's global engagement," Nagy said. "We significantly increased the number of international students and scholars on campus, the number of Texas Tech students studying abroad and international research activities. This year's Global Vision Awards highlight some of the individuals and organizations which helped make this happen, and we congratulate them all for helping promote Texas Tech around the world as a first-rate global university."

The Global Vision Awards given were:

- **Student International Research award** – Recognizes international scholarship by a graduate student at Texas Tech. The award is based on the Graduate School poster competition that took place March 25.
- **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. As Texas Tech welcomes international students, this award thanks students who embraced the Texas Tech community and 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** – Recognizes an individual for development and implementation of study abroad programs that support Texas Tech’s commitment to providing high quality international educational opportunities.
- **Faculty International Scholarship award** – Recognizes a tenure-track faculty member for 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 or 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.

The recipients are:

- **Keelyn Hanlon**, a master’s student in the [Department of Animal and Food Sciences](#), received the Student International Research award for her poster on food safety research that investigated pathogen presence in sheep and goats, small ruminants that are of particular importance within the global community as they provide both food and fiber.
- **Museum of Texas Tech University**, the recipient of the Global Engagement Community award, was founded in 1929 as a cooperative venture between Texas Technological College and 47 surrounding counties. Formerly known as the West Texas Museum, it has created a special bridge between Texas Tech, the greater Lubbock community and the international community at large. The [museum](#) reaches more than 150,000 people each year through its exhibits, outreach programs and international research.
- **James Young** received the Texas Tech International Alumni award for turning a taco stand he and his wife started into the well-known restaurant, Abuelo’s. Young, an [electrical engineering](#) graduate student in the 1970s, noticed that many of his friends were getting engineering jobs only to be laid off because of the recession. He decided to take a risk and do something outside of electrical engineering. He and his wife rented a small taco stand on 34th Street and turned it into a restaurant called Chinese Kitchen. The work he and his wife put into the restaurant paid off in 1988 when they opened the first Abuelo’s restaurant in Amarillo. Today, Abuelo’s has grown into a chain of 40 restaurants stretching across 14 states and employing 3,000 people. He continues to reside in Lubbock, the city that welcomed him when he arrived as a young graduate student from Taiwan.
- **Comfort Pratt**, an associate professor of [bilingual education](#), received the Donald R. Haragan Study Abroad award for her efforts in establishing study abroad programs for Texas Tech students. One of Pratt’s most innovative study abroad programs focused on the blend of Spanish and American cultural and linguistic features and traditions in the countries of the Caribbean. In 2009, Pratt recruited a group of Red Raiders to the Dominican Republic for a language-based course,



- which included the history of the land as well as features of their dialect of Spanish and where the influences came from.
- **Yuan Shu**, an associate professor of [English](#) and comparative literature, has contributed to international academic exchange between Asia and North America, engaging in academic collaboration with partners around the nation and the world, producing scholarship with national and international implications, and lecturing and presenting at national and international conferences and institutions of higher education. Shu also co-sponsored two symposiums on transnational American studies and co-edited the volume “American Studies as Transnational Practice,” proposing a paradigm shift in American studies from transnational to transpacific. He also has been involved with international projects and lectured and presented at international conferences and universities.
 - **Gary Elbow**, the winner of the Global Vision Lifetime Achievement award and professor of geography in the [Department of Geosciences](#), has gone outside of the classroom to chair Texas Tech’s Fulbright Scholar committee for 12 years, serve on the Rhodes scholarship committee for three years and the National Fulbright Senior Scholar screening committee for three years. He was the recipient of two faculty Fulbright awards, the first for his research in Costa Rica and the second for his teaching in Ecuador. Elbow has dedicated his life’s work to making West Texas and Texas Tech part of a larger global discourse.
 - **The College of Agricultural Sciences and Natural Resources (CASNR)** is the winner of the Campus Internationalization award. The college’s diversity has grown substantively in the last 10-15 years, and today one of every five students in [CASNR](#)’s graduate programs is from a foreign country. CASNR’s faculty has engaged with others around the world in research, study abroad opportunities, outreach and program development. Faculty members also have sought out international grants to support their work abroad and have been rewarded with international acclaim for their efforts. To date, CASNR has four Fulbright Scholars on its faculty and has been successful in securing nine Borlaug Higher Education for Agricultural Research and Development scholars.

The Global Vision Awards were first given in 2003 and have expanded since then. The ceremony is a part of International Week, which is a weeklong celebration of different cultures from around the world.

For more information about the Global Vision Awards, International Week or the Office of International Affairs, visit the office’s [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 11, 2016

CONTACT: Jenae Fleming, jb.fleming@ttu.edu

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Student Media Awarded Recognition from State

The Daily Toreador and La Ventana received 27 awards at the 2016 Texas Intercollegiate Press Association convention.

Texas Tech University's student-run publications, [the Daily Toreador](#) and [La Ventana](#), were recognized at the [Texas Intercollegiate Press Association \(TIPA\)](#) convention this spring and took home several honors.

The convention was held in Dallas, March 31-April 2. The two publications won a combined total of 27 awards. Both the newspaper and yearbook are student-run media publications.

Susan Peterson, director of [Student Media](#), said the students have the authority to make all content decisions, from story ideas to final production.

"They had an outstanding year of news coverage and it's nice to see our students recognized for their hard work and dedication," Peterson said.

The Daily Toreador, Texas Tech's student newspaper, was awarded an honorable mention in overall excellence from TIPA.

Additional awards given to the newspaper include:

- News story, first place: Amy Cunningham
- News photo, first place: Emily de Santos
- Photo illustrations, first place: Duncan Stanley, Emily de Santos and Kirby Crumpler
- Page-one design, first place: Anthony Estolano
- Sports page design, first place: Anthony Estolano
- In-depth reporting, second place: Amy Cunningham
- Sports feature story, third place: Everett Corder
- Opinion/editorial page design, third place: Daily Toreador Staff
- Single-subject presentation design, third place: Daily Toreador Staff
- News story, honorable mention: Diego Gaytan
- Editorial cartoon, honorable mention: Nate Wells

La Ventana, Texas Tech's yearbook, received third place in overall excellence from TIPA.

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Additional awards given to the yearbook include:

- Sports feature photo, first place: Emily de Santos
- Feature photo, first place: Duncan Stanley
- Feature/student life, first place: Molly Fisher
- Organizations, first place: Molly Fisher
- Organizations copy, first place: Davian Hopkins
- End sheets, second place: Kymbre Kupatt and Brooke Hurley
- Information graphic, second place: Brooke Hurley
- Sports copy, third place: Jeremy Krakosky
- Sports, honorable mention: Molly Fisher
- Sports action photo, honorable mention: Duncan Stanley
- Sports feature photo, honorable mention: Jacob Snow
- Academic copy, honorable mention: Kymbre Kupatt
- Information graphic, honorable mention: Brooke Hurley

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 12, 2016

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

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Center for Financial Responsibility to Define New Standard Regarding ‘Best Interest’

The Department of Labor rules require financial advisers to act in their clients’ best interest but don’t define best interest or explain best practices.

The [Center for Financial Responsibility](#) at Texas Tech University has formed an initiative to answer the key question that faces financial advisers in light of the U.S. Department of Labor’s (DOL) fiduciary rule issued last week requiring financial advisers to act in the “best interest” of their clients. The rules provided much in the way of regulation, but little in the way of definition or guidance about what constitutes acting in the best interest.

To answer that question, the Center for Financial Responsibility and personal financial planning professor John Gilliam created the Best Interest Initiative. The initiative will allow researchers in the [Department of Personal Financial Planning](#) to study what best interest means and how advisers can practice under these rules, plus begin to help the industry formulate and define “best practices” under these important new parameters on financial advisers.

“No one has defined best interest,” Gilliam said. “The Department of Labor rule uses the term but doesn’t specify what the terms mean.”

Texas Tech’s Personal Financial Planning program, regarded as one of the key academic thought leaders in the industry, is a natural fit to undertake this important research, which Gilliam believes will be vital to protect consumers and help the industry become stronger.

The Center for Financial Responsibility seeks strategic partners interested in meaningful research that will explore the parameters of the “Best Interest” rule announced by the DOL last week.

For more information contact [Gilliam](#). He is looking for organizations and individuals with interest in the financial planning community and protecting consumers to partner with and fund the research.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 12, 2016

CONTACT: Heidi Toth, heidi.toth@ttu.edu
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Community Invited to 11th Annual Burkhart Walk for Autism Awareness

The annual walk is the culmination of Autism Awareness Month.

Registration for the 11th annual Burkhart Walk for Autism Awareness is now open, and organizers are encouraging members of the Lubbock and Texas Tech University communities to show their support.

The free event, which is organized by the [Burkhart Center for Autism Education & Research](#) at Texas Tech, takes place from 2-4 p.m. April 24 at the [John Walker Soccer Complex](#). Participants can register [here](#).

Burkhart Enterprises, KLBK-TV, KAMC-TV, Parkview Pediatric Dentistry, the Blue Star Foundation and the S.S. Foundation are the leadership sponsors for the event. Walk sponsorships are still available. Contact Susan Voland at (806) 834-1331 or susan.voland@ttu.edu for additional information.

The Burkhart Center is dedicated to helping people with autism spectrum disorder (ASD) and their families live full lives. The center offers education for teachers, research opportunities and events and resources for the ASD community. The Transition Academy, the center's flagship program, has about 16 area students learning life and job skills. Project CASE is part of a five-year grant to assist students with ASD in earning a college degree.

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News Release

FOR IMMEDIATE RELEASE

DATE: April 12, 2016

CONTACT: George Watson, george.watson@ttu.edu

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Distinguished Law School Alum Mark Lanier to Speak at Spring Commencement

Lanier is a 1984 graduate of the Texas Tech School of Law and one of the most influential civil trial lawyers in the country.

W. Mark Lanier, a graduate of the Texas Tech University [School of Law](#), will be the featured speaker at the Spring 2016 commencement May 20-21 at United Supermarkets Arena.

Lanier earned his law degree from Texas Tech in 1984 and has been a staunch supporter of his alma mater since. Thanks to a \$6 million gift, the [Mark and Becky Lanier Professional Development Center](#) opened in 2008, providing prospective law students a trial courtroom and the latest technology in order to produce some of the finest lawyers in the country.

“We are proud of Mark Lanier, his achievements and his contributions to Texas Tech University,” Texas Tech interim president John Opperman said. “The university appreciates his appearance at this momentous occasion for our graduates.”

Lanier serves on the Law School’s Foundation Board and was honored as a 2016 Distinguished Alumni of Texas Tech University, which recognizes and honors alumni who have made a significant contribution to further Texas Tech through accomplishments, careers and extraordinary service.

Lanier has been recognized as one of the top oralists by the American Bar Association. Twice he has been named by the National Law Journal as one of the top 100 most influential lawyers in America and one of the top 10 trial lawyers in the nation.

He founded the Lanier Law Firm in 1990 in Houston and has since expanded to New York City and Los Angeles.

Just a few years out of law school in 1993, Lanier won a \$473 million verdict for a small oil company in a business fraud case against one of the nation’s top oil providers. Later, he earned a \$253 million verdict for a client in the first Vioxx trial, Ernst v. Merck, which led to numerous other decisions regarding the drug.

He also secured a large settlement for syringe manufacturer Retractable Technologies in an antitrust suit against Becton Dickson and Company that served as the basis for the movie “Puncture”, then won a \$118.3 million verdict on behalf of 21 asbestos victims in 1998, considered one of the largest asbestos verdicts in U.S. history.

He has been described by The New York Times as “one of the top civil trial lawyers in America” and in 2012 was given the Clarence Darrow Award. He has been on the U.S. News and World Report’s best lawyers in America list for 10 consecutive years. Texas Monthly named him a Texas Super Lawyer from 2003 to 2014, and in 2015 he earned the Ronald D. Secrest Outstanding Trial Lawyer Award.

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: April 12, 2016

CONTACT: K'Leigh Sims, kleigh.sims@ttu.edu
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New Masked Rider to Take Reins

The new Masked Rider for the 2016-17 year will be unveiled.

WHAT: Texas Tech University Transfer of Reins

WHEN: 2 p.m. Friday (April 15)

WHERE: McKenzie-Merket Alumni Center, Texas Tech campus
17th Street and University Avenue

EVENT: The Masked Rider Program's 55th rider will take the reins of Fearless Champion from 2015-16 Masked Rider Rachel McLelland for the 2016-17 year.

For more information about Texas Tech's mascots, visit the Spirit Program [website](#).

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News Release

FOR IMMEDIATE RELEASE

DATE: April 13, 2016

CONTACT: George Watson, george.watson@ttu.edu
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Agricultural Communications Project Aims to Develop Critical Thinkers

Professor Courtney Meyers is part of a USDA project with two other universities that will utilize case studies to increase students' critical thinking skills.

More and more, employers are seeking job candidates who possess critical-thinking skills, giving them the ability to process large amounts of information and apply it to solutions that best address a company's problem.

Critical-thinking skills are becoming increasingly important in the field of communication. One Texas Tech University professor in the [Department of Agricultural Education and Communications](#) is part of a study funded by the United States Department of Agriculture that will examine increasing critical-thinking skills through the use of case studies.

Courtney Meyers, an associate professor of agricultural communications in the [College of Agricultural Sciences and Natural Resources](#), is partnering with colleagues at the University of Florida and Colorado State University for research aimed at getting students to improve their problem-solving skills in complex situations through examples laid out in geographically relevant case studies.

“We want to write these case studies with the unique context of communicating about agricultural topics,” Meyers said. “Critical thinking is one of those soft skills everyone wants, but it’s really hard to wrap your mind around what it looks like. If nothing else, we’re trying to help students understand that we’re not going to be able to teach them everything they need to know by the time they leave, but we will educate them how to learn, evaluate, synthesize the facts and make good decisions.”

Making a case

In the study, which received a \$267,000, three-year grant from the Higher Education Challenge (HEC) program administered by the USDA's National Institute of Food and Agriculture, five case studies will be created, developed and used to evaluate and increase students' critical-thinking skills. The case studies also will be geographically relevant to the universities using them.

At Texas Tech, Meyers will use two case studies. The first centers around the Texas Alliance for Water Conservation (TAWC), which hopes to extend the life of the Ogallala Aquifer by researching production practices and technology that improves farm productivity and increases water use efficiency. Meyers said the case study will look at the use of more

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informal educational opportunities and interpersonal communication networks to communicate about the research being done by the TAWC.

The second case at Texas Tech will center on the recent struggles of the Blue Bell Ice Cream company in the wake of its shutdown due to listeria in its production plants. Meyers' students will examine the company's branding and reputation management in the wake of its shutdown and recent return.

"It was able to bounce back from that recall because it had such a strong brand and managed its reputation well leading into that, through that and coming out of it," Meyers said.

Two case studies in Florida will examine citrus greening, which Meyers said could be applied to south Texas in the future, and the coastal health along Apalachicola, Florida, and how the delicate and complicated ecosystem has recovered from man-made and natural disasters. The case study at Colorado State has yet to be finalized but will deal with animal welfare and health.

"The goal of these case studies is to throw students into situations where it's not clear what the right answer is and help them talk about what they would do in those situations," Meyers said. "Critical thinking, to me, is one of those underlying traits every employer is looking for in an employee."

Meyers said some case studies will allow students to view multimedia presentations on those topics where they can discuss what the key message would be, practice writing statements and then view videos of company representatives delivering key statements so students can see how close they were.

Also, students will be administered an assessment called the University of Florida Critical Thinking Instrument (UFCTI) that will measure, both before and after the class, students' self-reported critical-thinking skills. Students also will write and reflect on what they have learned, giving the test both qualitative and quantitative approaches.

"Critical thinking requires emotional maturity and intelligence," Meyers said. "Employers want students who not only know the subject matter but also know how to take lots of information and come up with good decisions and recommendations based on that."

The design of the study is to include both graduate students and undergraduate. Meyers said while critical thinking doesn't have an all-encompassing definition, employers are looking for students who are mature, knowledgeable, can manage their time well and can handle multiple tasks, and those are the underlying characteristics that help develop critical thinkers.

Faculty component

The research project won't be just for students. The hope is by the end of the project the case studies can be implemented into a curriculum used by other professors, not just at Texas Tech but elsewhere around the country.

The timeline for the project, Meyers said, is to have the case studies fully developed through the summer and implement them into one of her classes in the fall while her colleague at



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Florida does the same. That way they can judge whether using the case studies is an efficient way to spend time in the classroom, whether they need to be expanded or if the students struggle at certain points. The process will repeat in the spring semester.

Hopefully, she said, researchers can promote the case studies to other universities in the summer of 2017 to promote the research and have other professors use it as well. Meyers said she has colleagues at five other universities who have expressed an interest in testing the case studies that are developed, and that having them tried in classes will be the true test of their success.

“People who are not project developers can understand the curriculum and developments and how it works for them, and we can continue to refine it as it is implemented more fully,” Meyers said. “We also will be developing a website where all the materials and links to videos can be found, making it more accessible for others.”

Eventually, Meyers would like to see Texas Tech become the epicenter for critical thinking and case study development when it comes to agricultural communication. It would help the farmers and ranchers in the fields be better equipped to deal with the changes agriculture faces today and in the future.

“There are bigger issues at play here where we have fewer people directly engaged in production agriculture, and now we’re four or five generations removed from the farm in some cases,” Meyers said. “We also have a number of students who come to us who do not have traditional production-agriculture backgrounds. So these case studies will be a nice way to expose them to the system-based approach to agriculture and how to communicate with people on these topics.”

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: April 13, 2016

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Annual GEAR Challenge Set for April 16

The competition, which will feature more than 700 students from over 50 schools, will be held at the Texas Tech Student Recreation Center.

- WHAT: GEAR – Get Excited About Robotics Competition Day
- WHEN: 9 a.m.-5 p.m. Saturday (April 16). Elementary schools, 9 a.m.-1 p.m.; Middle schools, 1-5 p.m.
- WHERE: Basketball courts, [Robert H. Ewalt Student Recreation Center](#), Texas Tech University
- EVENT: [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 EV 3 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 freshmen students in the [Whitacre College of Engineering](#) mentor the elementary and middle school students and assist with robot programming.

During the last six years, Texas Tech has 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 over 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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News Release

FOR IMMEDIATE RELEASE

DATE: April 13, 2016

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Cross-Cultural Academic Advancement Center Hosts Native American Celebration

The event will include performances by members of the Kiowa, Apache and Cheyenne tribes.

The Texas Tech University [Cross-Cultural Academic Advancement Center](#) will host its first Native American Celebration at 7 p.m. Thursday (April 14) at the North Plaza of the Student Union Building.

The event is free and open to the public. Michael P. Jordan, an assistant professor of cultural anthropology in the [Department of Sociology, Anthropology and Social Work](#), said the celebration will include intertribal songs and dances performed by members of the Kiowa, Apache and Cheyenne tribes, natives of the Southern Plains and the Texas Panhandle.

“I am very excited about the upcoming Native American Celebration,” Jordan said. “These are amazingly talented individuals who will be showcasing a variety of dance styles, including the round dance, jingle dance and hoop dance.”

The dances are rarely seen outside of powwows, he added.

“In short, this is a wonderful opportunity to learn about the cultures of three tribes with historic ties to the area,” Jordan said. “I think the public is in for a real treat.”

Native American fine art also will be on display at the event. Food and beverages will be available to attendees at no cost.

For more information about the CCAAC, visit its [website](#).

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News Release

FOR IMMEDIATE RELEASE

DATE: April 13, 2016

CONTACT: K'Leigh Sims, kleigh.sims@ttu.edu
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Peace Corps Director to Visit Texas Tech for Women's Studies Conference
The director will be the keynote speaker for the 32nd Annual Conference on the Advancement of Women, hosted by Texas Tech's Women's Studies Program.

Peace Corps Director Carrie Hessler-Radelet will visit Texas Tech University's campus Friday (April 15) as the keynote speaker for the 32nd Annual Conference on the Advancement of Women.

The conference, which was started in 1984 by the [Women's Studies Program](#), focuses on all things women, including cultural and social construction of gender, exploring history, experiences, contributions of women to society, and studying the influences of gender on the lives of women and men.

"We are honored this year to have the director of the Peace Corps as our keynote speaker," said Charlotte Dunham, director of the Women's Studies Program and associate professor in the [Department of Sociology, Anthropology and Social Work](#). "She is a role model for our students for ways to serve the global community, and we are excited she has agreed to come to Texas Tech."

Coming from a four-generation Peace Corps family, Hessler-Radelet said Peace Corps service has been in her DNA since she was born. She was sworn in as the director of the Peace Corps in 2014, serving as the 19th director for the agency.

When she began her career in international development in 1981, Hessler-Radelet was a Peace Corps volunteer in Western Samoa, teaching secondary school with her husband, Steve Radelet. She continued her career in international development and focused for more than two decades on working in public health, specifically with HIV/AIDS and maternal child health.

"One of the greatest aspects of Peace Corps service is the lasting impact it has on the lives of volunteers, and that was certainly true for me," Hessler-Radelet said. "As a volunteer in Western Samoa, I found my passion for service and international development, and it was there my career in public health was born. My Peace Corps service led me to my career in health and now back to the agency in my current role as director."

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During her service, she has led historic reforms to modernize and strengthen the Peace Corps to meet the challenges and opportunities of the 21st century. Her dedication to the agency has led to a revitalized effort of recruitment, application and selection processes, resulting in a record-breaking number of applicants in 2015.

“This past year, Peace Corps received nearly 23,000 applications from Americans who want to make a difference through service overseas – a 40-year high in application numbers,” she said.

The Peace Corps was established in 1961 and still serves today as the preeminent international service organization of the United States to tackle the most pressing needs of people around the world. Hessler-Radelet said she is constantly inspired by the work of the Peace Corps volunteers and their community members.

“There really is no typical day as the Peace Corps director, but I do spend time each day working on initiatives that are important to me, such as promoting girls’ education through the Let Girls Learn initiative,” she said. “Every single day I meet someone whose life was changed because of the Peace Corps. Today, the agency’s legacy continues to be exemplified in countless incredible stories of communities lifted, friendships forged and lives changed forever, including the lives of the Peace Corps volunteers. It is these stories that keep me inspired and fulfilled.”

While Hessler-Radelet is visiting Texas Tech for the conference, she will speak about the work of the Peace Corps’ support of the [Let Girls Learn](#) initiative, a government-wide effort spearheaded by the Barack Obama Administration to expand access to education for girls around the world.

Hessler-Radelet said through the Let Girls Learn initiative, Peace Corps volunteers are helping to address the range of challenges preventing girls around the world from attending and completing school and realizing their full potential.

When it comes the Peace Corps, she said the agency is so important to our world today because of the development progress it has made in the past 30 years for areas stricken by heart-wrenching poverty, social injustice, political and economical instability and conditions that foster hopelessness and spark conflict.

“Creating a culture of peace begins with creating the conditions for peace,” she said. “People ask me sometimes, when I talk to them about the Peace Corps, why it is that I have so much faith in the impact of our volunteers’ service. ‘How much of a difference can one person really make?’ they ask. It’s simple. Peace Corps volunteers are immersed in their communities, living their projects, day in and day out. They are uniquely positioned to identify windows of opportunity, secure buy-in from community leaders, and work with their communities to find and implement sustainable solutions.



“What their experience shows us is that our greatest potential for impact comes from a foundation built on strong, personal relationships. Our volunteers are most successful when they have earned the trust of the people around them; when there is mutual appreciation and respect for what each partner brings to the relationship.”

For those who want to get involved in the Peace Corps, Hessler-Radelet said the greatest way to make an application stand out is to begin volunteering now.

“I encourage everyone interested in the Peace Corps to get involved on campus and find ways to engage in service right here at home,” she said. “Those experiences will enhance not only your Peace Corps application, but also your campus community. I also encourage interested applicants to attend Peace Corps events and get in touch with their local Peace Corps recruiter.”

One way for Texas Tech students to begin their involvement with the Peace Corps is through the recently-launched [Peace Corps Prep program](#) on campus, offered through the Women’s Studies Program.

Students of all backgrounds can register for the 15-hour certificate program. Courses include social sciences like anthropology, sociology or political science, language courses and classes that cover a student’s area of emphasis: education, agriculture, health or technology.

Dunham and Annette Sobel, associate professor in the Texas Tech Health Sciences Center Department of Medical Education, proposed the program in 2014 and it launched last summer.

The prep program will prepare students who are considering joining the Peace Corps but will benefit students with an interest in international affairs or public health.

“I am very excited about the launch of the Peace Corps Prep program at Texas Tech and appreciate the hard work of Dr. Dunham, Dr. Sobel and other partners who helped make this a reality,” Hessler-Radelet said. “The Peace Corps Prep program offers students a unique combination of undergraduate coursework and community service that prepares them for a career in international development. Students who successfully complete the program make competitive Peace Corps applicants.”

The program concludes with a final project where students will spend time in another country, performing a service-learning project that will give them experience working cooperatively in the field with people of other cultures.

“Red Raiders enrolled in the Peace Corps Prep program will build hands-on experience and leadership skills while completing courses focused on intercultural competence and foreign language,” Hessler-Radelet continued. “After completing the program, students receive a signed certificate of completion from the Peace Corps. At Texas Tech, you say, ‘From here, it’s possible.’ With this Peace Corps Prep partnership, students can see yet

another avenue of what's possible and how they can make a lasting difference in the world.”

Hessler-Radelet's other piece of advice for those interested in the Peace Corps is to “never doubt yourself and be confident in your skills, abilities and what you have to offer the world.”

The conference begins Thursday (April 14) with a film screening of “Get Together Girls,” an award-winning documentary about the community project that has transformed the lives of a group of Kenyan girls.

On Friday (April 15), the conference will continue with a continental breakfast on the upper level of the Student Union Building. Concurrent sessions will be conducted throughout the day, from 9 a.m. to 5 p.m.

Hessler-Radelet will speak at 1 p.m. in the Matador Room of the Student Union Building.

Women's Studies also will host a scholarship awards luncheon from noon to 1 p.m. and will recognize the 2016-17 Women's Studies Scholarship Awards recipients in the Matador Room.

For more information about the conference, including the conference program and schedule of events, visit the Women's Studies [website](#).

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

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



News Release

FOR IMMEDIATE RELEASE

DATE: April 13, 2016

CONTACT: George Watson, george.watson@ttu.edu
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Texas Tech's Livestock, Wool Judging Teams Wrap up Spring Season

The livestock judging team has won the Houston Stock Show event four of the last five years.

The Texas Tech Livestock and Wool Judging teams wrapped up a strong spring season with solid performances at the Houston and San Antonio stock shows.

The livestock team took first place at the Houston Livestock Show and Rodeo Intercollegiate Livestock Judging Contest on March 14. Texas Tech outpaced Big 12 Conference rivals Oklahoma State University (second) and Kansas State University (fourth) as well as former conference foe Texas A&M University (third).

“We had a very strong spring winning both Fort Worth and Houston,” said Ryan Rathmann, the team’s coach and an associate professor in [the Department of Animal and Food Sciences](#). “I am extremely proud of the young men and women on the team. They have worked extremely hard and represented Texas Tech with class.”

Individually, Zane Webster, a junior from San Simon, Arizona, led four Texas Tech competitors who finished in the top 10. Webster took second with 939 points; followed by Jonathan Nieman, a junior from New Home, in third (936); Chama Martin, a junior from Mason, in fourth (933); and Brody Halfmann, a junior from Garden City, in seventh (927).

Halfmann also took first place in cattle judging while Nieman captured top honors in swine judging.

The livestock team also had a strong showing at the San Antonio Livestock Exposition Collegiate Livestock Contest, coming in third with 4,603 points.

Gabe Jennings, a junior from Fredonia, led the Texas Tech contingent with a first-place finish, racking up 952 points and followed closely by Martin in second place with 949. MacLaine Shults, a junior from Meeker, Colorado, finished seventh with 945 points.

Webster also finished first in goat judging, and Jennings took first in swine.

Other members of the livestock judging team are:

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- Dakota Crissman, a junior from Bells
- L.J. Young, a junior from Pendleton, Indiana
- Austin Adams, a junior from Hedley

The livestock team is assisted by doctoral student Jon DeClerck.

“We have had a pretty good run in Texas contests winning 10 out of the last 11 contests over the last several years,” Rathmann said. “Specifically we have won Houston the last four consecutive years and five out of the last six. I look forward to the fall and fully expect them to be in the hunt for a national championship.”

The Texas Tech Wool Judging team also had a strong showing in the spring, winning two of the three contests in which it competed.

The wool team finished the semester with five of its eight team members being named All-American – Brooke Blum, a freshman from Howe; Ivie-Kate Mynatt, a freshman from Eldorado; April Molitor, a freshman from Hondo; Clay Braden, a freshman from Wall; and Ben Mills, a freshman from Shallowater.

Other team members include:

- Kaylee Martin, a freshman from Roscoe
- Dean Chapman, a freshman from Sweetwater
- Cole Bradford, a freshman from Shallowater
- DeLaney Hanagan, a freshman from Artesia, New Mexico
- Sam Spradlin, a freshman from Granbury
- Ryder Mata, a freshman from Seminole
- Matthew Huston, a sophomore from Gainesville
- Kyle Mahagan, a sophomore from Plainview

Sam Jackson, an associate professor in the Texas Tech University [Department of Animal and Food Sciences](#), serves as the wool judging team’s adviser.

The team is coached by graduate student Dan Crownover from Italy; Colton Fritz, a senior from Fredericksburg; Gabe Jennings, a junior from Mason; Bryce Winfrey, a junior from Seminole; and Breanne Burner, a sophomore from Grape Creek.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 13, 2016

CONTACT: Glenys Young, glenys.young@ttu.edu
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Undergraduate Research Project Chosen for Prestigious Posters on the Hill Conference

Cody Tucker is studying two factors that may indicate a predisposition toward dementia.

A Texas Tech University student's research project on dementia has been chosen for the prestigious 20th annual Posters on the Hill research conference Tuesday and Wednesday (April 19-20) in Washington, D.C.

Cody Tucker, a senior [cell and molecular biology](#) major with a minor in [chemistry](#), is investigating two factors that could indicate a person's predisposition to dementia, such as Alzheimer's disease.

The first is a bodily hormone called cortisol, which is released during stress. Previous research has shown it negatively impacts cognitive ability over time, so Tucker measured cortisol levels in 193 participants in the long-term [Project FRONTIER](#) epidemiological study at the [Texas Tech University Health Sciences Center](#) and compared those levels to scores on two cognitive examinations at two appointments three years apart.

"Unfortunately we found their cortisol levels didn't change over time, contrary to our predictions," Tucker said. "In general, as people age their cortisol levels are expected to increase. We also found cortisol levels don't relate to any cognitive exams, so we've hit a little bit of a dead end there.

"The second possible marker, which I am working on this year, is a gene called FKBP5," he said. "A specific variation of this gene has been shown to increase the amount of cortisol released during stress. So we predict it may be causing stronger decline in patients' cognitive function over time. I am processing each patient's DNA to look for that specific cortisol-increasing variation and will have that work completed for Posters on the Hill."

Tucker is passionate about the research because he has a personal connection to it.

"My great-grandmother was diagnosed with Alzheimer's and so, as a child, I got to visit her in a nursing home, but even at that age, I never actually met her because of how advanced her disease was," he said. "So part of my research and the big impact we're hoping to have is whether the things we're looking at can be markers for dementias like Alzheimer's disease."

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Tucker has been working for nearly two years in the lab of Breanna N. Harris, a research assistant professor in the [Department of Biological Sciences](#) who earned her doctorate in evolution, ecology and organismal biology.

“Cody has been an incredibly hard-working, determined and studious lab student,” Harris said. “In many ways, Cody has surpassed my expectations of an undergraduate researcher. His work ethic, initiative and maturity make him more like a graduate student, and I treat him as such. I have noticed marked increases in Cody’s analytical skills, critical thinking skills, self-reliance and confidence over the past year. I feel comfortable giving him a task as I know that he will complete it correctly, carefully and efficiently. Cody has been an excellent addition to my research program and has contributed greatly to our research progress.”

About Posters on the Hill

Posters on the Hill is an annual conference hosted by the [Council on Undergraduate Research](#). It helps raise awareness of the high-quality research undergraduate students undertake, the impact of this research on students’ professional preparation and the importance of continued investment in and expansion of undergraduate research support. Out of hundreds of applications from throughout the nation, only 60 projects were accepted for presentation at the 2016 event.

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News Release

FOR IMMEDIATE RELEASE

DATE: April 14, 2016

CONTACT: George Watson, george.watson@ttu.edu
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Engineering Hosts 50th Annual Distinguished Engineer Awards Luncheon

The luncheon will recognize some of the university's top alumni.

Seven accomplished engineering alumni will be honored Friday (April 15) at the Texas Tech University [Whitacre College of Engineering](#) 50th Annual Distinguished Engineer Awards Luncheon.

The luncheon is scheduled for 11:30 a.m. in the Red Raider Ballroom at the Student Union Building.

Those being honored are Chris Burchett, Class of 1990; Dale Cherry, Class of 1978; David King, Class of 1974; Fred David "Dave" Martin, Class of 1960; Keith McAuliffe, Class of 1981; Mark Ramsey, Class of 1979; and Gary C. Thomas, Class of 1980.

The Distinguished Engineer Awards were created by former dean John R. Bradford in 1966 to honor former engineering students who have made significant contributions to society and whose accomplishments have brought great honor to the college, Texas Tech and the profession.

To be eligible for the award, individuals must have been a student in the Whitacre College of Engineering and have distinguished themselves in their work, life or other endeavors and been recognized by contemporaries. Individuals must also demonstrate integrity, stature and ability, have inspired others and demonstrated interest in areas outside the profession that brought honor to the profession.

Among this year's honorees:

- Burchett, who earned a bachelor's degree in computer science in 1990, is the executive director for client security software engineering for Dell Computers. He is responsible for innovation, engineering and delivery of Dell's Enterprise Endpoint Security business, which he founded and later sold to Dell.
- Cherry is the retired vice president and client director for Black & Veatch. A 1978 graduate with a degree in civil engineering, Cherry began working for Black & Veatch after graduation and worked his way up to being named partner of the company in 1996 and vice president in 1999 before retiring in 2013. He currently serves on the Whitacre College of Engineering Dean's Council.

- King earned his bachelor's degree in mechanical engineering in 1974 and is the president and chief executive officer of Primoris Services Corporation, one of the largest construction infrastructure service enterprises in the U.S. He joined Primoris after almost 35 years with Howe-Baker Engineers, which was acquired by Chicago Bridge & Iron in 2000.
- Martin graduated with a bachelor's degree in chemical engineering in 1960 and serves as a cabinet secretary for the New Mexico Energy, Minerals and Natural Resources Department. He has more than 50 years of experience both in the industry and academia in both field applications and research related to the oil and gas industry.
- McAuliffe is the vice president and chief technologist for HPE Servers Global Business Unit of Hewlett-Packard Enterprise. A 1981 graduate with a bachelor's degree in electrical engineering, he is in charge of guiding the long-term technology and intellectual property strategies of HP to ensure it delivers industry- and market-leading products aligned with customer needs.
- Ramsey is the president of Texas Drilling Associates, a consulting engineering company he founded in 1992 that focuses on trouble prevention and institutes programs he pioneered to save operators hundreds of millions of dollars in reduced trouble costs. He earned his bachelor's degree in mechanical engineering in 1979.
- Thomas is the president and executive director of the Dallas Area Rapid Transit (DART) system. A double-bachelor's degree graduate in 1980 in civil engineering and architecture structure, Thomas oversees a 13-city transit system that covers 700 square miles with bus, light rail, commuter rail and paratransit services. DART's light rail system is the nation's longest at 90 miles.

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News Release

FOR IMMEDIATE RELEASE

DATE: April 14, 2016

CONTACT: K'Leigh Sims, kleigh.sims@ttu.edu
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Osher Lifelong Learning Institute Names New Director

Shelby Crews recently was hired for the unique educational program at Texas Tech.

Shelby Crews, a native of Dumas, recently was named the director for Texas Tech University's [Osher Lifelong Learning Institute](#) (OLLI), located at the McKenzie-Market Alumni Center.

The unique educational program is designed for adults ages 50 years and older who are still working, semi-retired or fully retired. It offers numerous courses and events taught primarily by Texas Tech faculty or local professionals.

Crews accepted the position at Texas Tech after working in community relations for five years with United Supermarkets.

"I am just so excited to be a part of OLLI and Texas Tech," Crews said. "They're both amazing organizations."

As the director, Crews works with volunteers that are involved with OLLI to put together curriculum and provide information about the program. Texas Tech's OLLI serves the South Plains, Fredericksburg, Junction and Marble Falls.

Classes cover a variety of topics, including:

- Cooking
- History
- Robotics
- Health
- Art
- Dance
- Music
- Technology
- Current events
- Gardening
- Finances and more

Some recent classes included skin care for men and women, “Why do we care about Iran? A geographer’s perspective,” and a class about meal pairings with specific drinks.

Crews said OLLI is important because it gives people the opportunity to be involved with others who are close in age, learn together and keep their minds active.

“I remember my grandmother doing crossword puzzles every day,” she said. “The opportunity to keep your mind active is so important because you can always learn new things. At OLLI, people can learn about things they want without homework, tests or grades. They’re just learning because it’s fun and it’s a neat thing to be a part of.”

The Osher Lifelong Learning Institute was founded by the [Bernard Osher Foundation](#) in San Francisco, which seeks to improve the quality of life through support for higher education and the arts. Through the support of founder Bernard Osher, philanthropy was created to support OLLI across the country. Texas Tech’s OLLI is one of 119 lifelong learning institutes on a university or college campus across the country. Texas Tech’s OLLI was founded in 2008.

Participants who wish to take classes at OLLI are required to purchase an individual membership of \$35 plus the costs of classes, which is about \$15 per class. Those interested in taking classes also can purchase a platinum membership, which costs \$350 and includes classes for the fall and spring semesters except for classes that require food, supplies or transportation.

Participants can join OLLI [online](#), by [email](#), phone or mail.

Crews said they are always looking for great instructors to teach classes for a range of topics.

For more information about OLLI, visit its [website](#) or its [online catalog](#).

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: April 14, 2016

CONTACT: Jenae Fleming, jb.fleming@ttu.edu
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Phi Beta Kappa Welcomes New Initiates

The induction ceremony is Monday (April 18).

WHAT: The [Phi Beta Kappa](#) honor society will have its spring induction ceremony Monday (April 18). The Lambda chapter at Texas Tech will add 63 new members.

Former Sen. Bob Krueger, will be the keynote speaker for the ceremony. There will be a reception following the program.

WHEN: 4-4:45 p.m. Monday (April 18)

WHERE: [Texas Tech School of Law](#) auditorium

WHO: Students, faculty and staff are welcome to attend the ceremony and reception.

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: April 14, 2016

CONTACT: Heidi Toth, heidi.toth@ttu.edu
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Students with Autism Take Stage, Director's Chair in Latest Performance

The BurkTech Players is a collaboration between students with autism and students from the School of Theatre & Dance.

WHAT: The BurkTech Players' East Coast Stories will perform two one-act plays directed by Reese Thompson and Sam Shreffler and three original short places written by Sharai Bohannon, Tom Laney and Texas Tech University alumnus Jaston Williams. There also will be an original dance piece conceived by the BurkTech Players.

Admission is free, but seating is limited. Reservations are recommended; people with reserved seats should arrive at least 15 minutes early to ensure seating. People can make reservations [here](#).

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

WHERE: Lab theatre of the Maedgen Theatre Building, 3032 18th Street (The lab theatre is on the west side of the building.)

WHO: The BurkTech Players, composed of graduates from the [Burkhart Center for Autism Education & Research](#) and students from the [School of Theatre & Dance](#), was created in 2014 after a community theatre class brought the groups together. At its helm are Clay Martin, a graduate student in fine arts who wanted to work with students with autism, and Shreffler, a Burkhart graduate who performed a freeform routine on a national stage when he auditioned for "[So You Think You Can Dance](#)."

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News Release

FOR IMMEDIATE RELEASE

DATE: April 15, 2016

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Alison Bryant Scheduled to Speak at Annual Morris Distinguished Lecture Series

Bryant is the chief executive officer for PlayScience, which develops innovation and experiences in play, learning and entertainment.

The [College of Media & Communication](#) at Texas Tech University will host the annual William S. Morris III Distinguished Lecturer series featuring Alison Bryant, CEO of PlayScience, at 6:30 p.m. April 25 in the Frazier Alumni Pavilion.

Erik Bucy, the Marshall and Sharleen Formby Regents Professor of Strategic Communication in the [Department of Advertising](#), said he is looking forward to hearing from Bryant because her experience with PlayScience shows her wealth of knowledge and insight into the way children engage with media.

“As the chief executive officer for PlayScience, Dr. Bryant developed her custom research company from the ground up and built it into a research powerhouse, shaping the future of play and learning in the area of children’s media,” Bucy said.

Glenn Cummins, associate dean for research in the College of Media & Communication, said Bryant has been requested by some of the world’s largest corporations to help them understand children and how they use media, and it is an honor to have her speak at Texas Tech.

“Dr. Bryant is, hands down, one of the most dynamic and passionate speakers you’ll ever hear on the subject of children and how media is a constant part of their lives,” Cummins said. “She’s always in demand, both by academics and the industry.”

Bucy noted that as a dynamic and electric speaker, Bryant was unanimously selected to be this year’s Morris Lecturer.

“Dr. Bryant is highly qualified as both a researcher and industry practitioner,” Bucy said. “Before starting PlayScience, she was on the faculty at Indiana University and then worked for Nickelodeon. She can speak to both an academic and industry audience.”

Cummins described the Morris Lecturer series as the perfect event to bring together academic researchers and professionals in the media.

"The Morris Lecture is an ideal venue for bringing together experts who are actively working in the media and academics teaching and studying communication," Cummins said. "We're very fortunate to have events like this at Texas Tech, and it's part of what makes our college unique."

To RSVP for the event, go to comc.ttu.edu/events and use the password: morris2016. The RSVP deadline is Monday (April 18), and those wishing to attend are encouraged to indicate any special meal accommodations required on their RSVP.

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News Release

FOR IMMEDIATE RELEASE

DATE: April 15, 2016

CONTACT: K'Leigh Sims, kleigh.sims@ttu.edu
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New Masked Rider Unveiled for 2016-17 at Transfer of Reins Ceremony Charlie Snider from Corinth was named the 55th Masked Rider for the upcoming academic year.

At the Transfer of Reins ceremony Friday (April 15) at the McKenzie-Merket Alumni Center on the Texas Tech University campus, the 54th Masked Rider, Rachel McLelland, transferred the reins of horse Fearless Champion to Charlie Snider, a junior from Corinth, where he will serve as the mascot for the 2016-17 academic year.

Texas Tech's [Spirit Program](#) director Stephanie Rhode said both students have gone above and beyond to serve the university.

"I am so grateful for the fearless service of these two students, who represent this university at the highest level," Rhode said. "Their efforts and standard of excellence displayed will be remembered for years to come."

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

During her time as the Masked Rider, McLelland logged a record-breaking 300 appearances and traveled 13,000 miles. She traveled to events across the state and nation, including the Big 12 Men's Basketball Tournament in Kansas City, Missouri, to support the Red Raiders. From school appearances to rodeos to sporting events, parades, horse shows and even a wedding reception, McLelland was constantly on the go during her time as the Masked Rider.

The last Masked Rider to hold the record of the most appearances was the 52nd Masked Rider, Corey Waggoner (2013-14), with 250 appearances.

"This year has been unforgettable," McLelland said. "I truly have few words to describe this year because the experience has blown me away. I knew if I were selected as the Masked Rider it would be the ride of a lifetime, and it has been that and more. I am truly honored to have served Texas Tech in such a way. It is something I will cherish forever."

McLelland is a pre-med student also majoring in anthropology. After serving as the 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.

Snider, a junior studying animal sciences with a focus on equine science, began riding horses at age 13 and later worked as a horse exerciser for a small barn in his hometown. Soon after he began working at the barn, he purchased his own horse to begin riding.

During his freshman year at Texas Tech, Snider joined the [equestrian team](#) in 2013 where he showed both Western and Hunt Seat against colleges and universities in Zone 7, Region 2 of the Intercollegiate Horse Show Association. That region includes universities such as the University of North Texas, the University of Oklahoma, the University of Texas-Austin, West Texas A&M University, Tarleton State University and other schools in the South.

From 2014 to 2016, he served as one of the Masked Rider's assistants for McLelland and the 53rd Masked Rider, Mackenzie White.

Snider said his experience with horses in the past eight years has taught him how to handle many different situations, and being an assistant to the Masked Rider has given him a lot of insight into the program and what it means to be the most iconic symbol for the university.

“It really does mean a lot to me to represent the university in this capacity,” he said. “I’m just excited to see where we will go, what we will do, and make sure everyone who comes in contact with the Masked Rider and Fearless Champion has the best experience possible.”

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 15, 2016

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

(806) 742-2136

Texas Tech Debuts Financial Planning Academy for Teens Interested in Financial Advisory Careers

Sponsored by Charles Schwab Foundation, the first-of-its-kind program will feature curriculum from college students, professors and independent financial advisers.

LUBBOCK AND SAN FRANCISCO – Texas Tech University has announced its inaugural Financial Planning Academy, a summer program for high school students interested in learning about careers in financial planning and wealth management.

Supported by a grant from the Charles Schwab Foundation, the academy will host 100 students on the Texas Tech campus June 12-17 and is designed to sharpen money management skills and generate early interest among the students in careers as registered investment advisers (RIA).

Curriculum for the academy, created by Texas Tech personal financial planning professors Deena Katz and Chris Browning, will provide hands-on, immersive instruction in financial literacy and professional development. Program participants will take part in a wide array of financial planning-related activities, including real-world learning opportunities in areas of personal finance and wealth planning. Working in teams with a professional adviser and a college student adviser, students will compete to create the best financial plan for a chance to win scholarships and other prizes.

“We are proud to collaborate with advisers and educators alike to inspire young minds and foster the next generation of talent,” said Bernie Clark, executive vice president and head of Schwab Advisor Services. “It is never too soon to start raising awareness of what a career as an independent investment adviser entails. More than ever before, developing a diverse talent pipeline, with a team who can ultimately become the next generation of leadership, is crucial to firms’ success.”

“Financial planning is both an important skill and a growing professional opportunity,” Katz said. “We wanted to host a program that conveys this message to high school students at a time when they are starting to consider college majors and make decisions that will impact their career paths.”

The financial advisory industry has grown from \$1.6 trillion to \$4 trillion in assets under management in the past decade, studies show. Identifying and developing talent is critically important as the industry continues to expand and advisers tap into the estimated \$23 trillion in affluent assets outside the independent advice channel. In fact, talent is one

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of the top three forces driving change inside today's RIA firms, according to Schwab's latest [Independent Advisor Outlook Study](#).

"The Financial Planning Academy is an important step for an industry that must continue to attract and grow a new generation of talent," Browning said. "Not only will it expose teens to financial concepts that will benefit them for a lifetime, it also gives independent RIAs in the industry a chance to contribute to the future of their profession."

The deadline to apply to the Financial Planning Academy is May 2. To download an application and to learn more about the program, click [here](#). For ongoing updates, follow the Financial Planning Academy on Twitter at [@TTUFinPlanAca](#).

About Texas Tech University, Department of Personal Financial Planning

The [Department of Personal Financial Planning](#) in the [College of Human Sciences](#) educates students on the need to focus financial knowledge on families and the achievement of their goals. Undergraduate and graduate degree programs in personal financial planning are registered by the CFP Board. Students graduating from a CFP Board-Registered Program are eligible to sit for the CFP® Certification Examination.

Find the department on [Twitter](#), [Facebook](#) and [LinkedIn](#).

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TEXAS TECH UNIVERSITY

Office of Communications and Marketing

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: April 15, 2016

CONTACT: Jenae Fleming, jb.fleming@ttu.edu
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Texas Tech Participates in Agriculture Awareness Week Events Guest speaker and film showing will begin Monday.

WHAT: The [College of Agricultural Sciences & Natural Resources](#) (CASNR) is hosting an event Monday (April 18) for Agriculture Awareness Week.

CASNR welcomes [Katharine Hayhoe](#), director of the Texas Tech [Climate Science Center](#), to speak at the Student Union Building (SUB). She will discuss how to tackle tough conversations in science.

The Climate Science Center and [KTTZ-TV](#) will host a screening of “Thin Ice: The Inside Story of Climate Science.” The award-winning documentary follows climate scientists and features scenes drilling in the Antarctic for climate history.

WHEN: Monday (April 18): Presentation: 6 p.m.
Film: 7:30 p.m.

WHERE: Presentation, SUB Matador Room
Film, Fox & Hound, 4210 82nd St. suite 240

EVENT: The presentation and film showing are free and open to the public.

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

CONTACT: Breanna Allen, communication and outreach coordinator, Climate Science Center, Texas Tech University, (806) 742-2011 or breanna.allen@ttu.edu



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 15, 2016

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Texas Tech to Host Small Business Expo

The expo provides an opportunity to meet and network with 60 business and government agency vendors.

Texas Tech University will host the Small Business Expo from 8 a.m. to noon Wednesday (April 20) at the McKenzie-Merket Alumni Center. The expo provides business owners with a forum for building strategic partnerships through a mutual exchange of information with government agencies and business representatives.

“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,” said Pat Simmons, section manager for [HUB](#) Reporting and Compliance from [Texas Tech Procurement Services](#). “I believe attendees will leave with a better understanding of how to build strategic business partnerships.”

The expo will include door prizes, exhibitor samples and special guest appearances after the Lubbock Chamber of Commerce kicks off the event with a ribbon cutting at 8 a.m. Both parking and event admission are free to the public.

The Small Business Expo provides an opportunity to meet and network with 60 business and government agency representatives. Business owners and individuals are encouraged to attend presentations provided by representatives from the Texas Comptroller of Public Accounts, Northwest Texas Procurement Assistance Center and the U.S. Small Business Administration to learn about small and disadvantaged business programs with state and federal agencies.

More information is available at the event [website](#).

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News Release

FOR IMMEDIATE RELEASE

DATE: April 18, 2016

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CASNR Launches New Distance-Delivered Master's Degree in Agricultural Communications

The new program also promotes cooperation
with the College of Media & Communication.

Texas Tech University's [Department of Agricultural Education and Communications](#) has launched a new agricultural communications master's level graduate program aimed at distance learning students.

The online degree track provides cutting-edge development of professional communications skills for related careers in agribusiness, government service, education and extension from one of the nation's best agricultural communications programs.

"This is the next step in expanding our program for students desiring to attain a master's degree in agricultural communications from a nationally-ranked program," said Steven Frazee, chairman of the department inside the [College of Agricultural Sciences & Natural Resources](#).

The advanced degree is designed to prepare graduates for entry into or advancement in a variety of mass media, marketing and public relations positions, Frazee said.

Separately, Frazee said, the master's degree program in agricultural communications is flexible and can be tailored to meet each student's unique situation. Specialization areas, such as marketing, mass media and public relations, are available through cooperation with Texas Tech's [College of Media and Communication](#).

The new degree program is intended primarily for students who enter with a bachelor's degree in agricultural communications, journalism, agricultural communications/journalism, advertising, broadcasting, public relations or related field. However, students with an undergraduate degree outside of these areas may still pursue the degree.

The new master of science in agricultural communications requires a minimum of 36 hours of graduate course work and has a thesis or non-thesis option. The non-thesis option requires completion of six additional credit hours and successful completion of an

examination over their completed course work at the end of the degree program, or the student may complete a high-level communications project.

“Our new master’s of agricultural communications degree at a distance gives us an amazing opportunity to take a degree program delivered by one of the top-ranked agricultural communications programs in the nation and make it available to anyone, regardless of where they’re located,” said Scott Burris, associate professor and graduate studies coordinator with the Department of Agricultural Education and Communications.

In 2014, the agricultural communications undergraduate program offered by Texas Tech’s Department of Agricultural Education and Communications was ranked as the best in the nation, according to a University of Arkansas study. Forty programs across the country were identified in the study, titled, “Characteristics of U.S. Agricultural Communications Undergraduate Program.”

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News Release

FOR IMMEDIATE RELEASE

DATE: April 18, 2016

CONTACT: Sally Post, sally.post@ttu.edu
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Gramm Named Director of Innovation Hub at Research Park

The new director previously worked to foster technology startup companies at Florida Atlantic University.

Robert V. Duncan, Texas Tech University senior vice president for research, announced today (April 18) that Kimberly Gramm has been appointed managing director of the [Innovation Hub at Research Park](#) effective immediately.

Gramm comes to Texas Tech from Florida Atlantic University, where she was associate vice president of the university's Tech Runway program, a public-private partnership formed to foster technology start-up companies.

"I am delighted Kimberly Gramm is taking over as managing director of Texas Tech's Research Park," Duncan said. "The future prosperity of all regions today depends on translating new discoveries into major new market opportunities, and Kimberly has demonstrated her success at leading this process in South Florida. She will be a huge asset for Texas Tech, Lubbock and our West Texas region."

Gramm will oversee the day-to-day operations of the Texas Tech Innovation Hub at Research Park, including tenant relations and attracting new businesses. She also will serve in the leadership of the Texas Tech Entrepreneurial Cluster, helping build successful commercialization strategies and collaborative efforts and attracting high-tech industries from all over the world to join in profitable public-private partnerships in areas of great technical strength within the region.

"The innovation and research at Texas Tech will support strong strategic public-private partnerships, and the Lubbock economy will benefit greatly over time," Gramm said. "I am thrilled to lead such an incredible opportunity supported by passionate leaders at Texas Tech and its business community."

Texas Tech's Innovation Hub at Research Park is a major center for innovation and entrepreneurialism. The 40,000-square-foot facility, which [opened in June](#), provides office, research and laboratory space for start-up businesses based on Texas Tech intellectual property and for industry partners working on cutting-edge research with Texas Tech faculty and students.

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Gramm joined Florida Atlantic in 2008 as director of the Adams Center for Entrepreneurship in the College of Business, one of the 10 largest business schools in the country. She started numerous programs, including the FAU Business Plan Competition, in which more than 700 entrepreneurs gained access to start-up funding and mentoring.

During her time as director, \$1.2 million in cash and prizes was awarded to students and local entrepreneurs to provide start-up funding. In 2010, in addition to her role as director, she became assistant dean of community relations overseeing key strategic College of Business initiatives in business development. In 2014, she co-founded FAU Tech Runway, securing \$4.5 million to establish a new public-private-funded accelerator program to identify, grow and launch companies. To date it has received annual funding of \$750,000 from the state of Florida to provide \$25,000 grants to start-ups. A total of 15 companies have launched since the inception of the program with more than \$3 million in revenue, 73 employees and more than \$8 million in funding.

Prior to joining FAU, Gramm worked in the areas of entrepreneurship, business development, strategic marketing, government relations and global corporate strategy for Fortune 100 companies. She earned her bachelor's degree at the University of South Florida and her master's degree in business administration at the University of Tampa.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 19, 2016

CONTACT: Chris Cook, chris.cook@ttu.edu
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Duncan Named Vice President for Strategic Research Initiatives

University research funding, status has elevated during his tenure.

Robert V. Duncan has been named vice president for strategic research initiatives, Texas Tech University Interim President John Opperman announced today. Duncan, the current vice president for research, will assume the role April 20.

Duncan's focus in his new role will be identifying and developing new research partnerships with external industries and national labs while also focusing more time on his extensive research portfolio.

"I appreciate Dr. Duncan's commitment to our research initiatives and congratulate him on this new opportunity that could produce tremendous benefits for the university," Opperman said. "Our profile as a national research university has grown steadily over the last several years under Dr. Duncan's leadership, including a 15 percent increase in total research expenditures over the last two years."

Research awards increased 39 percent the last two years under Duncan's direction while restricted research expenditures experienced a 20 percent growth during the same period. New laboratory spaces and an elevation in research proposals by university faculty have contributed to the recent growth.

Additionally, the university recently achieved Tier One status by The Carnegie Classification of Institutions of Higher Education. Texas Tech University is among 115 public and private research universities nationwide in the highest research category, which is due in part to a university's national research profile.

A national search will begin immediately for Duncan's replacement. Guy Loneragan, professor of food safety and public health in the [College of Agricultural Sciences and Natural Resources](#), will serve as interim.

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Office of Communications and Marketing

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News Release

FOR IMMEDIATE RELEASE

DATE: April 19, 2016

CONTACT: Aleesa Ross, aleesa.ross@ttu.edu

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Marvel Comics' Adaptation to Film Explored in New Book

Texas Tech faculty and staff were responsible for editing the publication.

The book "Marvel Comics into Film: Essays on Adaptions Since the 1940s," edited by Texas Tech University faculty members Robert Peaslee, Matthew McEniry and Robert Weiner, is now available for purchase.

Peaslee, chairman of the [Department of Journalism & Electronic Media](#) in the [College of Media & Communication](#), said the book was the result of trying to trace the early development of what has become the "Marvel Cinematic Universe."

"This book came out of a fascination with the rise of Marvel Studios as a filmmaking force in American cinema, something one takes for granted today, but for decades prior to the late 2000s was more or less unimaginable," Peaslee said.

McEniry, an assistant metadata librarian at Texas Tech, said the project that launched the book began in September 2014 and, when the editors submitted the draft, it was a total of 570 pages.

"The volume itself is a unique look into the historical machinations of what worked and what failed before the Marvel Cinematic Universe began with 2008's Iron Man," McEniry said. "While some modern films appear in the chapters, most are focused on what has transpired between the 1940s and early 2000s in film, television and other Marvel-themed media."

Weiner, a popular culture/humanities librarian at Texas Tech, called the Marvel Universe "one of the most vast and complicated networks in the history of graphic narrative storytelling," and he said with more than 3,000 characters to work with, it is natural many of them would have film iterations.

"We included essays on animated films such as the Japanese Tomb of Dracula, Black Panther, Ultimate Avengers and Planet Hulk," Weiner said. "In addition, we have essays on films that were licensed properties at the time the films were made during the 1980s like 'Conan,' 'Transformers,' 'My Little Pony' and 'G.I. Joe.'"

Peaslee noted most of the book explores lesser-known Marvel properties, their adaptation into feature film properties, their relationship to the television industry and the way their histories underpin the phenomenon they have become today.

“We hope the book provides useful perspective on the Marvel Cinematic Universe as something long in gestation, a product of countless fits and starts, and as a network of international affiliations and relationships that go back to the earliest days of the superhero phenomenon,” Peaslee said.

McEniry said the intent of the editors was to create a book that gives the most historical context of Marvel productions and includes international influences, balanced by enough theory to keep it interesting.

“If you’ve always wanted to know more about the Japanese and Toei influence on Marvel, the rock-and-roll adventure in ‘Transformers: the Movie’ (1988), critical and post feminism commentary of the superheroine Elektra, Captain America’s journey to the silver screen, or why ‘Howard the Duck’ (1986) was a really bad movie, then this book has something in it that will be sure to grab your attention,” McEniry said.

Weiner said he has had the idea for the book for years and hopes readers can appreciate how much Marvel has grown and changed over the years and how that change relates to society.

“We hope readers will come away with a greater understanding of how sequential art characters are translated to film throughout history and come away with just how important these characters are to the collective consciousness of our global society,” Weiner said.

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: April 19, 2016

CONTACT: K'Leigh Sims, kleigh.sims@ttu.edu
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Raider Reds to Reveal Identities at Passing of the Guns Ceremony

Two students will end their roles as the university's mascot and will transfer their roles to new students for 2016-17.

- WHAT: Passing of the Guns
- WHEN: 3 p.m. Friday (April 22)
- WHERE: McKenzie-Merket Alumni Center, Texas Tech campus
17th Street and University Avenue
- EVENT: Two students who have served as Raider Red during the 2015-16 academic year will be revealed as they pass the mascot's guns to new students who will serve as Raider Red for the upcoming academic year.

For more information about Texas Tech's mascots, visit the Spirit Program [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 19, 2016

CONTACT: George Watson, george.watson@ttu.edu
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Rawls College of Business Master's Program Accounting Earns Top 50 Ranking The rating by College Choice lauds the university for its research focus.

The master of science program in accounting inside the Texas Tech University [Rawls College of Business](#) was ranked in the top 50 programs among universities nationwide in a recent study by College Choice.

Texas Tech ranked No. 37 on the list for its master's degree, which is offered to students with a bachelor's degree in finance or accounting.

“The [School of Accounting](#) in the Rawls College of Business is proud to once again be identified by College Choice as one of the 40 best accounting programs in the country,” said Robert Ricketts, director of the School of Accounting. “We have collected an outstanding group of faculty, each of whom is dedicated to our students and our program, and our students have consistently demonstrated they are among the smartest and hardest-working grads on the market. Most importantly, our alumni have established a Texas Tech brand that stands for quality, integrity and success that, ultimately, is the secret to our success. So if you see a Texas Tech accounting alumnus today, please tell them congratulations and thank you. Every day, they are out there proving that ‘From here, it’s possible.’”

College Choice lauded Texas Tech and the Rawls College of Business for its focus on research, noting Texas Tech as the only school in Texas with an undergraduate, law school and medical school all on the same campus. College Choice also noted [The Carnegie Foundation's](#) recognition of Texas Tech for its high research activity and emphasis on engineering and science.

The Rawls College of Business, which serves more than 4,000 undergraduate, 850 masters and 66 doctoral students, offers degrees in accounting; energy, economics and law; finance; health organization management; information systems and quantitative sciences; management; and marketing. The faculty consists of 74 professors, including two Horn professors, 37 instructors and four visiting faculty members.

College Choice is an online publication that helps students and families find the right college through the publishing of rankings and reviews plus providing resources to help students get into, pay for and succeed in college.

To view the full rankings, go to the College Choice [website](#).

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News Release

FOR IMMEDIATE RELEASE

DATE: April 19, 2016

CONTACT: K'Leigh Sims, kleigh.sims@ttu.edu
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Texas Tech Faculty, Staff Recognized at Local Celebrity Luncheon

Hosted by the Lubbock chapter of the Association for Women in Communications, four Texas Tech faculty and staff were recognized at the annual luncheon.

Four Texas Tech University faculty and staff were recognized at the annual Celebrity Luncheon Tuesday (April 19), hosted by the Lubbock chapter of the Association for Women in Communications (AWC). The honorees were Dr. Nikhil Dhurandhar, Rob Weiner, Tom Stone and Chris Cook.

The Celebrity Luncheon is an annual awards ceremony that honors members of the Lubbock and surrounding community who have dedicated their lives to service or brought positive media attention to the community.

[Dr. Nikhil Dhurandhar](#), chairman of the [Department of Nutritional Sciences](#) in the [College of Human Sciences](#) and the father of the infectobesity movement, was one of five Headliner winners, an award honoring people or groups who have received widespread media attention.

A physician and nutritional biochemist, Dhurandhar has received widespread media attention for his innovative research in obesity treatment and coined the term “infectobesity” to describe obesity of infectious origin.

“We need many partners for successful development and dissemination of scientific knowledge,” Dhurandhar said. “I gratefully recognize the vital role of media and communication in taking our findings to the people. I really appreciate this honor.”

In recent years, Dhurandhar and other researchers received a [seven-figure grant](#) from Vital Health Interventions of almost \$3 million to research human adenovirus 36, a virus shown to cause obesity that has a protein that could potentially be used as a drug to change the way diabetes is treated.

He has received research funding from the National Institute of Health, American Diabetes Association, Federal Emergency Management Agency and other nonprofit or commercial funding sources. Dhurandhar also has published more than 100 scientific

articles and book chapters and has served as a mentor and adviser for students and postdoctoral fellows.

[Rob Weiner](#), a pop culture expert from Texas Tech, also received a Headliner award at this year's luncheon due to his knowledge and research of pop culture. Weiner is a humanities librarian and integrated scholar at the [Texas Tech Libraries](#) and has been quoted in dozens of national publications discussing movies, TV shows, Hollywood culture and comic books.

"I am truly grateful and honored to win this prestigious award from AWC," Weiner said. "It takes people who believe your work is worthwhile to put you out there in a positive way. It is not easy to be recognized in our ever-changing transmedia world. I give thanks to Chris Cook and Karin Slyker in the Texas Tech Office of Communications and Marketing, and Kaley Daniel and Julie Barnett in the Texas Tech Libraries Office of Communications and Marketing for their support of my work."

Weiner teaches classes related to pop culture for the [Honors College](#) and has edited or co-edited more than 10 books, written a book about Marvel comics titled "Marvel Graphic Novels: An Annotated Guide" and also has been in a number of films and documentaries.

[Tom Stone](#), Texas Tech [women's soccer](#) coach, led his team to its first Big 12 Conference Championship title and advanced to the NCAA Tournament for the fourth consecutive year. Beginning his 10th season with the women's soccer team, Stone has helped send numerous players on to play professionally and for national teams. Stone led the 2014 Red Raiders to a Sweet 16 appearance, the best finish for a Texas Tech soccer team in school history.

Stone is the only Texas Tech coach to lead the soccer team to the NCAA Tournament, compiling a .622 winning percentage, the highest of any coach in the program's history.

[Chris Cook](#), managing director for Texas Tech's [Office of Communications and Marketing](#) and Texas Tech [Public Media](#), won the Mary Ann Edwards Professional Communicator award, which recognizes an individual working in the communications industry whose attention to the creation, management, distribution and consumption of ideas and information makes significant contributions to the disciplines and positively impacted the community.

He has been involved in communications at Texas Tech and [Texas Tech Athletics](#) for almost 20 years, coordinating strategic public relations and media efforts for the university president, provost and vice presidents. Serving as the spokesman for Texas Tech, he also is the public information officer for the emergency response team for the university.

"This is a humbling honor and I thank the Association for Women in Communications for recognizing me with this wonderful award," Cook said. "I am a firm believer that



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achievement is accomplished as part of a team and I have been fortunate to be surrounded by so many talented co-workers who have been instrumental throughout my career.”

Cook became the managing director of Texas Tech Public Broadcasting in 2015 and later created a series titled “[Communicators in a Cart](#),” in which he interviews Texas Tech communicators while driving around campus in the president’s golf cart and chatting over coffee.

With his communications career and experience in sports communication, Cook also teaches classes in the [College of Media and Communication](#).

The [Association for Women in Communications](#) is a professional organization dedicated to the advancement of women across all communications disciplines by recognizing excellence, promoting leadership and positioning its members at the forefront of the ever evolving communications field.

The Lubbock chapter of AWC was founded in 1955 by the late Louise Allen, a widely known journalism instructor at Texas Tech, and provides professional development and networking for members and enhances the lives of local communications students through scholarships.

For more information about the Celebrity Luncheon or the Lubbock chapter of the AWC, visit its [website](#).

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: April 20, 2016

CONTACT: K'Leigh Sims, kleigh.sims@ttu.edu
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Actress Tatyana Ali to Visit Texas Tech Campus Friday

Ali is the keynote speaker for Mentor Tech's annual celebration banquet.

- WHAT: Media availability for actress Tatyana Ali
- WHEN: 2 p.m. Friday (April 22)
- WHERE: Talkington School for Young Women Leaders, 415 N. Ivory Ave.
- WHAT: Actress Tatyana Ali will visit the Lubbock community Friday for [Mentor Tech](#)'s 14th Annual Celebration Banquet as its keynote speaker 7 p.m. Friday (April 22) at the Lubbock Memorial Civic Center, located at 1501 Mac Davis Lane.

Ali will visit the Talkington School for Young Women Leaders the afternoon before the banquet to speak to the students, faculty and staff at the school.

Media are invited to attend Ali's appearance at the Talkington School for Young Women Leaders to hear her speech and ask questions.

Ali is a Broadway-trained actress, Harvard graduate, singer, and a youth and education advocate. Most notably known as Ashley Banks from the television series "The Fresh Prince of Bel-Air," Ali has made a career out of the limelight as a spokeswoman and activist dedicated to educating and professionally developing young people for leadership roles, such as the Millennium Momentum Foundation and Step Up Women's Network.

For more information about the media availability or the celebration banquet, email Mentor Tech director [Cory Powell](#).

Mentor Tech is part of Texas Tech's [Division of Institutional Diversity, Equity and Community Engagement](#).

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: April 20, 2016

CONTACT: Cara Vandergriff, cara.vandergriff@ttu.edu
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**Human Sciences Departments Team Up to Host Fundraising Event
for Texas Tech Student Battling Leukemia**

Proceeds from the event will benefit McDaniel Ubi, a Texas Tech graduate student who was diagnosed with leukemia for the second time.

EVENT: The Department of [Hospitality and Retail Management \(HRM\)](#) in the [College of Human Sciences](#) at Texas Tech University will host a reception called Ubi Strong to raise funds for graduate student McDaniel Ubi, who is battling leukemia for the second time. The HRM Department will pair up with a [Restaurant, Hotel and Institutional Management \(RHIM\)](#) service learning class in the College of Human Sciences, several RHIM student clubs, graduate students and faculty to host the fundraising event benefiting their fellow Red Raider.

The event will include food, drinks and activities including a raffle for prizes and a “pie in the face” portion where participants can throw pies at faculty members for donations. Funds raised from the event will allow the department to make a sizable contribution to Ubi as he continues his fight against leukemia.

WHEN: 6:30-8:30 p.m. Thursday (April 21)

WHERE: Skyview’s Restaurant, 1901 University Ave.

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: April 20, 2016

CONTACT: Cara Vandergriff, cara.vandergriff@ttu.edu
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Law School to Host Biosecurity Law Symposium on Zika Virus

The symposium will consist of two one-hour panels focusing on the Zika virus as well as issues related to disease transmission and public health concerns.

EVENT: The [Lubbock Area Bar](#), in conjunction with the Journal of [Biosecurity, Biosafety and Biodefense Law](#) is hosting a Continued Legal Education (CLE) panel at the [Texas Tech University School of Law](#) titled “Zika Threat: Legal Issues and Public Health.” The seminar, offered to local attorneys as well as open to the public, will consist of two one-hour panels and is worth a CLE credit of two hours, including one hour of ethics.

Both one-hour panels will be open for questions and moderated by Annette Sobel, the executive for critical infrastructure protection and health security initiatives for Texas Tech and the [Texas Tech University Health Sciences Center](#). The first panel will focus on issues related to both the legal and ethical operations of Texas’ [Task Force on Infectious Disease Preparedness and Response](#) as well as disease transmission and community public health concerns. Seminar participants will include Cheryl Erwin, director of the [Center for Ethics, Humanities and Spirituality](#) at the Texas Tech Health Sciences Center; Victoria Sutton, director of the [Center for Biodefense, Law and Public Policy](#) at the Texas Tech School of Law; Steven Presley, professor of Immunotoxicology, Countermeasures to Biological and Chemical Threats at the [Institute of Environmental and Human Health](#); and keynote speaker Ron Cook, physician and chairman of [Family and Community Medicine](#) at the Texas Tech Health Sciences Center.

A 15-minute presentation by Cook will introduce the second panel, which will more specifically address the threat and health issues of the Zika virus. Participants will include Cassie Kruczek, postdoctoral fellow of Immunology and Molecular Microbiology at the Texas Tech Health Sciences Center, and Ruth Serra-Moreno, assistant professor in the [Department of Biological Sciences](#) at Texas Tech.

WHEN: Friday (April 22) first panel: 3–4 p.m., second panel: 4–5 p.m.

WHERE: Lanier Auditorium, Texas Tech University School of Law, 1802 Hartford Ave.

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News Release

FOR IMMEDIATE RELEASE

DATE: April 20, 2016

CONTACT: K'Leigh Sims, kleigh.sims@ttu.edu
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Texas Tech Cheerleader Selected for National Team

Hunter Thompson will compete with the USA cheerleading team Saturday (April 23) and is the fourth all-time member of Texas Tech Cheer to be selected.

Hunter Thompson, a senior [kinesiology](#) major from Leander, was selected for the national cheerleading team to compete in the 2016 World Cheerleading Championship this weekend (April 23-25) at the Walt Disney World Resort in Orlando, Florida. He is the fourth [Texas Tech University Cheer](#) all-time member to be selected for the United States team.

“Having Texas Tech cheerleaders on the national squad is very beneficial for the university and the program,” said Bruce Bills, head cheer coach for Texas Tech. “It speaks highly of the talent levels our athletes have as they are selected with the best of the best to represent this country and our program. I take honor in that these athletes are so skilled and are good representatives of the program when they compete.”

Thompson began cheerleading during his senior year of high school, competing with an all-star squad after a girl invited him to practice. He fell in love with the sport and tried out for the Texas Tech Co-Ed cheer team when he came to Texas Tech.

“My parents and older sisters came here, so I’ve always been a Red Raider,” Thompson said. “Being out there representing the Double T is awesome.”

In January, he tried out for the national team in Florida. Once he received the call that he was selected, he was excited to begin working with the team.

“Hunter is very skilled in cheerleading,” Bills said. “He is very disciplined and knowledgeable in the world of cheerleading. He takes his stunts seriously, and he’s committed to improving himself as well as other team members.”

Thompson said the USA team is the pinnacle of cheerleading and has always been one of the best teams in the world. Although the tryout process was one of the most nerve-wracking tryouts he had been through, he said it is such an honor to be on the team.

“There’s a lot of talented people out there,” he said. “The USA team has won the World Cheerleading Championship every year, except for last year. Talking with the other team members, they always say how badly they want to win this year after the loss last year. I’m nervous to compete but really excited and honored.”

Thompson has been in Florida the last few weeks, competing with the Texas Tech Co-Ed cheer team at the collegiate championships, finishing third, and preparing for the world championship.

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

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 20, 2016

CONTACT: Amanda Castro-Crist, amanda.castro-crist@ttu.edu
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Texas Tech Hosting Monsanto Technology Officer and Team During Lubbock and Campus Visit

The visit will include meetings with faculty, staff and students who will have a chance to engage in discussions about sustainable agriculture.

Several Monsanto representatives, including Chief Technology Officer Robert Fraley, will spend Wednesday (April 27) touring Texas Tech University and meeting with faculty, staff and students from several departments and colleges to engage in discussions about the challenges facing agriculture and the importance of innovation in bringing sustainable solutions to farmers.

Joining Fraley will be Amanda McClerren, global breeding product strategy lead; Danielle Fuchs, technology communication manager; Meray Gleit, bee health platform lead; Eric Best, Monsanto agronomist for West Texas and Rachel Hurley, director of state and local government affairs. Monsanto, an international sustainable agricultural company, will be hosted by Robert V. Duncan, Texas Tech vice president for strategic research initiatives.

“We want to broaden the conversation about food and agriculture, bringing diverse viewpoints together for dialogue,” Fraley said. “We’re also looking to cultivate a spirit of collaboration across the public and private sectors and encourage students to foster their interest in all science, technology, engineering and math disciplines, including agriculture.”

The visit will begin with a tour of the location of a future \$140 million, 500,000-square-foot cotton seed production facility that Monsanto announced in January. The facility is expected to bring approximately 50 high-skilled jobs to the region and be completed in the summer of 2017, becoming the company’s primary hub for all commercial cotton seed processing operations.

“We are all very fortunate Monsanto has decided to build the cottonseed production facility here in Lubbock. The Lubbock Economic Development Alliance and our civic leadership deserve great praise for achieving this important outcome,” Duncan said. “Our region is now recognized as a national center for research in this area, since Monsanto and other major corporations have placed a substantial part of their research and development activities here.”

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The visit will also include meetings with Texas Tech Interim President John Opperman, Interim Senior Vice President for Research Guy Loneragan, and faculty and students from the [Whitacre College of Engineering](#), the [College of Agricultural Sciences & Natural Resources](#), the [Rawls College of Business](#) and the [Computer Science](#), [Biological Sciences](#), [Chemistry](#) and [Environmental Toxicology](#) departments.

The visit will conclude with a question-and-answer session with faculty and students at the College of Business Administration's McCoy Atrium, followed by a tour of the business college.

“These kinds of collaborations provide great opportunities to expand plant and soil research opportunities at Texas Tech and to advance experiential learning opportunities for our students,” Duncan said. “If you are interested in being at the forefront of agricultural technology innovation, then you want to join us here in Lubbock.”

About Robert T. Fraley

Robert Fraley is the executive vice president and chief technology officer at Monsanto. He has been with the company for more than 30 years and oversees the company's global technology division, which includes plant breeding, plant biotechnology, ag biologicals, ag microbials, precision agriculture and crop protection.

Fraley is recognized as the father of agricultural biotechnology and has been involved in ag research since the early 1980s. He has authored more than 100 publications and patent applications. His discoveries and applications of science are routinely recognized for their impact in supporting farmers and the agriculture demands of the planet.

Fraley's honors include a 2013 World Food Prize Laureate, the National Medal of Technology from President Bill Clinton in 1998 and the National Academy of Sciences Award for the Industrial Application of Science for his work on crop improvement in 2008.

For more information about Monsanto, visit their [website](#).

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 21, 2016

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

(806) 742-2136

MEDIA: Kristopher J. Childs is available in D.C. via email. He will be live-tweeting the symposium.

Education Professor Attending White House Symposium on STEM Education

The symposium brings together government, education and nonprofit leaders from throughout the country to highlight successful STEM initiatives.

A Texas Tech University education professor is in Washington, D.C., today (April 21) to participate in the White House Early Learning STEM Symposium.

Kristopher J. Childs, an assistant professor of science, technology, engineering and math (STEM) in the [College of Education](#), was approached by the president of the National Council of Supervisors of Mathematics (NSCM), of which he is a board member, to create a proposal on behalf of NSCM. His recommendations included partnering with Texas Tech to focus on increasing teacher content knowledge.

That proposal led him to Washington for this event, which is intended to promote active STEM learning for the youngest students in the nation and highlight the range of public and private sector leaders committed to promoting STEM learning. More than 200 groups submitted examples of innovative STEM work representing government entities, foundations, nonprofits, media, technology companies, research institutions and museums.

Presenters at the symposium include the [Department of Education](#) on new research grants, an update on President Barack Obama's My Brother's Keeper initiative, Girl Scouts of the USA, the Lawrence Hall of Science, Nickelodeon and the LEGO Foundation. All will discuss the various ways they are expanding access to STEM education and how other organizations can duplicate their activities.

"The goal is to impact and engage students in the early grade levels to provide them with a solid foundation for future academic courses," Childs said. "This will be accomplished through conducting school-based events at schools serving underrepresented students in STEM."

Follow Childs' updates from the symposium on [Twitter](#) and [Instagram](#). Watch the symposium live [here](#).

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CONTACT: Kristopher J. Childs, assistant professor, College of Education, Texas Tech University, kristopher.childs@ttu.edu

Expert Pitch

FOR IMMEDIATE RELEASE

DATE: April 21, 2016

CONTACT: Heidi Toth, Heidi.toth@ttu.edu
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Prince's Influence on Music On Par with Duke Ellington, Miles Davis

[Christopher Smith](#), a professor of musicology at the Texas Tech University [School of Music](#), is available to discuss Prince's life and the great influence he had on popular music throughout the world. Smith is director of the [Vernacular Music Center](#) and has taught musicology throughout the United States, Ireland and Great Britain. He researches American and African-American music, ethnomusicology topics and 20th-century music.

Christopher Smith, music professor and director of the Vernacular Music Center, (806) 438-5067 (cell), (806) 834-2775 (office) or christopher.smith@ttu.edu

Quotes

- “Prince Rogers Nelson is the most influential African-American contemporary musician since James Brown and Miles Davis, two of his significant influences and from whom he took a great view of musical influence. Along with George Clinton and Parliament-Funkadelic, Prince transformed the sound of contemporary African-American popular music and as a result the sound of global pop.”
- “He is one of the authentic geniuses in American musical tradition.”
- “He is the virtuoso, multi-instrumental, legitimate heir of guitar hero Jimi Hendrix, and again as a band leader he transformed the lives, careers and sound of American popular music. His death is an enormous, tragic, irreplaceable loss.”
- “In my opinion Prince stands on a par with Duke Ellington and Miles Davis as authentic geniuses in music.”

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 21, 2016

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

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Ramkumar Wins 2016 President's Excellence in Commercialization Award

The award was presented at the Faculty Honors Convocation on Thursday.

Texas Tech University professor Seshadri Ramkumar has been selected as the recipient of the 2016 President's Excellence in Commercialization Award.

Ramkumar, a professor of technical textiles and countermeasures to chemical threats in Texas Tech's [Department of Environmental Toxicology](#) and [The Institute of Environmental and Human Health \(TIEHH\)](#), is being recognized for his revolutionary contributions to nonwoven materials.

"I am humbled by this honor as it recognizes translational efforts," Ramkumar said. "Texas Tech has to be applauded for creating many programs to support 'mind to market research' and help young students to be entrepreneurs. The next phase of research is all about technology transfer, and Texas Tech is rightfully investing in this effort by involving in programs such as [3 Day Startup](#), the National Science Foundation's [I-Corps](#), [1 Million Cups](#) and more."

Ramkumar's research focuses on developing value-added materials using nonwovens and nanotechnology. He created [FiberTect](#), a nonwoven decontamination wipe capable of cleaning chemical threat agents, and supervises the [Nonwoven and Advanced Materials Laboratory](#) within TIEHH. He is an associate editor for the AATCC Journal of Research published by the American Association of Textile Chemists and Colorists. He serves on the editorial boards of many international peer-reviewed journals, such as the Journal of Engineered Fibers and Fabrics.

He has successfully organized many international conferences on advances in fibrous materials in India, promoting bilateral relations in the field of technical textiles between the United States and India. He received an honorary fellowship from the world's largest textile professional society, Textile Association (India), which has more than 22,000 members.

"In an institution the size of Texas Tech, it can be difficult to choose just one person to honor for his or her contributions, but Dr. Ramkumar's work in nonwoven technology has brought a wealth of positive attention to Texas Tech for the varied research and commercialization efforts being undertaken here," said John Opperman, interim president of the university. "I am proud to have his level of expertise on our faculty."

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“I am delighted to see professor Ramkumar win the President’s Excellence in Commercialization Award,” said Robert V. Duncan, Texas Tech’s vice president for strategic research initiatives. “Recently he [was selected](#) internationally to receive TAPPI’s NET (Nonwovens Engineers and Technologists) Division Technical Achievement Award and the Mark Hollingsworth Prize. The TAPPI NET Division is the world’s leading professional group in the field of nonwoven technology, and the Technical Achievement Award is deemed the highest technical award for the field’s researchers. We are very fortunate to have Dr. Ramkumar on our faculty, and he is very deserving of this Presidential award of excellence.”

Ramkumar received his award during the 2016 Faculty Honors Convocation Thursday (April 21) in Ballroom B of the Student Union Building.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 21, 2016

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Texas Supreme Court Justice to Speak at Law School Hooding Ceremony

Justice Don Willett has served as a justice since 2005
and is the first Tweeter Laureate of Texas.

Texas Supreme Court Justice [Don Willett](#) will be the featured speaker at the Spring 2016 [School of Law](#) Hooding Ceremony at 6 p.m. May 21 at United Supermarkets Arena.

In addition to serving as a justice since 2005, Willett was named the [Tweeter Laureate](#) of Texas in 2015. The position is the first of its kind in the country, with Willett tweeting multiple times a day to more than 33,000 followers. His tweets are an often humorous mix of his life as a native Texan, pop culture references and what The New York Times calls “oblique political commentary.” Willett often mentions his wife, Tiffany, who has worked in the Texas Senate and for the Texas Court Appointed Special Advocates Association, and his three children, whom they call “wee Willetts.”

“We are honored to have Justice Willett address our graduates,” said Texas Tech School of Law Dean Darby Dickerson. “His compelling personal story is an inspiration, and his success in the legal profession will help graduates understand the impact one individual can have.”

Prior to his time on the bench, Willett was a deputy Texas attorney general and chief legal counsel to then-Attorney General Greg Abbott. He also served as deputy assistant attorney general for legal policy at the U.S. Department of Justice, where he led President George W. Bush’s judicial selection and nominations process.

Willett also served as special assistant to the president in the White House from 2001 to 2002, director of research and special projects for then-Gov. Bush from 1996 to 2000, and as adviser to the 2000 Bush-Cheney presidential campaign and transition team. He served as a clerk for Judge Jerre S. Williams of the U.S. Court of Appeals for the Fifth Circuit and practiced employment law at Haynes and Boone, LLP while litigating pro bono cases for nonprofit legal foundations.

A former rodeo bull rider and professional drummer, Willett earned a triple-major bachelor of business administration degree at Baylor University before completing his master’s degrees in political science and judicial studies, along with a J.D. degree with honors from Duke University. He has served on several state and national boards, including the Texas Commission on Volunteerism & Community Service, National

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Fatherhood Initiative, Big Brothers Big Sisters, SafePlace, ConSource, Baylor University's Honors College, the Harlan Institute and the Texas Lyceum.

His writing has appeared in the Harvard Journal of Law and Public Policy, the Stanford Law and Policy Review and the Texas Review of Law and Politics. Willett has worked as Senior Fellow with the Texas Public Policy Foundation and as a non-resident fellow with the Program for Research on Religion and Urban Civil Society at the University of Pennsylvania. He is an elected member of the American Law Institute, a member of the Forney Hall of Honor and a Life Fellow of the American, Texas and Austin bar foundations.

Willett has received several professional honors, including Jurist of the Year from the Texas Review of Law and Politics, Outstanding Young Alumnus of Baylor University, the Price Daniel Distinguished Public Service Award, the Faith and Integrity in Legal Services Award, and the Austin Under 40 Award.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 21, 2016

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

Texas Tech Experts, Research Highlighted for Earth Day 2016

Climate Science Center and agricultural authorities will participate in celebrations.

Earth Day is Friday (April 22) and Texas Tech University experts will be participating in various events or showcasing work related to Earth Day.

Earth Day was created in 1970 to demonstrate support worldwide for environmental protection. It originally occurred every 10 years until it was made an annual event after the 1990 Earth Day celebration.

In accordance with Earth Day, several Texas Tech experts will be participating in events to celebrate the 46th anniversary of Earth Day.

Climate Science Center

Members of the Texas Tech [Climate Science Center](#) (CSC) and other associated faculty will participate in [Earth Day Texas](#) at Fair Park in Dallas, April 22-24. CSC director Katharine Hayhoe, a professor in the [Department of Political Science](#), and Jennifer Vanos, an assistant professor of atmospheric science in the [Department of Geosciences](#), will give presentations on climate and sustainability to a group of 400 students.

After the presentation, students will be able to visit the Climate Science Center workshop including an air monitoring system that will tell how much pollution is in the air.

Hayhoe also will speak with Karena Gore, the daughter of former U.S. vice president Al Gore, at the keynote event Friday evening to discuss the intersection of ethics, faith and environmental stewardship.

On Saturday (April 23), Vanos and her graduate students, Grant McKercher and Alexandria Herdt, along with Breanna Allen, communication and outreach coordinator for the Climate Science Center, will be in the Texas Tech booth equipped with the air monitoring system as well as information about the Climate Science Center.

“Between Earth and Sky”

A professor in the [College of Agricultural Sciences & Natural Resources](#) (CASNR) and the general manager of [KTTZ-TV, Texas Tech Public Media](#), have collaborated on the film, “Between Earth and Sky.”

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David Weindorf, the associate dean for research in CASNR and the B.L. Allen Endowed Chair of Pedology in the [Department of Plant and Soil Science](#), and Paul Allen Hunton, a two-time Emmy Award-winning director, have combined to tell the story of Alaska's permafrost and the effect climate change is having on one of the last regions on the planet untouched by humans.

Scientists estimate by the end of the century, 20 percent of the carbon on the planet will transfer from the ground to the atmosphere. This film is the first of its kind to tell that story through the camera lens of soil science on the Alaskan frontier.

Also working on the project was Emmy Award-winning co-director Jonathan Seaborn, a production director for KTTZ-TV and director of the PBS Digital Series' "24 Frames." Seaborn also collaborated with Hayhoe for an upcoming feature called "Global Weirding"

The second trailer for the movie will be released on the film's [website](#) on Friday to coincide with Earth Day. Production of the film will wrap up this summer and should be available on local PBS stations sometime in 2017.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 21, 2016

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

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Texas Tech Researcher Wins National Science Foundation CAREER Grant

Michael Findlater is working to develop new sustainable catalysts.

[Michael Findlater](#), an assistant professor in the Texas Tech University [Department of Chemistry & Biochemistry](#), has been awarded a five-year, \$500,000 grant through the National Science Foundation's Faculty Early Career Development (CAREER) Program.

Findlater's research project is intended to develop new sustainable catalysts based upon Earth-abundant metals, specifically iron. The funding will go into effect Sept. 1.

"Some chemical reactions are slow; chemists can speed these up using catalysts," Findlater said. "Catalysts are chemicals that speed up reactions but are not consumed by those reactions, so catalysts can be used over and over again. Thus, catalysts can make industrial processes cheaper and more environmentally friendly."

One of the most common examples of catalysis occurs every time people drive their cars. The catalytic converter in a vehicle uses expensive metals like platinum, palladium and rhodium to catalyze the conversion of waste exhaust gases into less toxic chemicals. Using less expensive metals, in general, may help to decrease the cost of materials used on a daily basis, but scientists don't yet know what cheap metals will catalyze those reactions in the same way.

"Adoption of base-metal catalysts, like the ones we are working on, will provide economic benefits to almost every facet of modern life," he said. "Soda bottles, textiles and fuels are just some of the products used in our everyday lives that rely on catalysis at some stage of their manufacturing process."

Findlater said chemical catalysis drives economies both in the United States and worldwide, with about 35 percent of the world's gross domestic product arising from industrial processes involving catalysis.

"The National Science Foundation's CAREER award is a significant achievement for Michael and is a testament to the importance of the research program he has established at Texas Tech," said Louisa Hope-Weeks, chairwoman of the Department of Chemistry & Biochemistry. "With this award, Michael will be able to expand his research program in an area which is of critical importance to the nation."

The CAREER Program is a foundation-wide activity that offers the National Science Foundation's most prestigious awards in support of junior faculty members who exemplify the role of teacher-scholars.

“These five-year awards are given as a testament to outstanding research and to support activities that integrate research and education,” said W. Brent Lindquist, dean of the [College of Arts & Sciences](#). “The growing number of CAREER awards received by junior faculty at Texas Tech reflects our progress towards the goal of becoming a university nationally recognized for research and education.”

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News Release

FOR IMMEDIATE RELEASE

DATE: April 21, 2016

CONTACT: George Watson, george.watson@ttu.edu

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Whitacre College of Engineering Earns High Marks for Return on Investment

The college is ranked eighth in terms of best value and earnings 20 years after graduation.

The [Whitacre College of Engineering](#) at Texas Tech University earned a national ranking from PayScale in terms of the best return on investment for graduates 20 years after earning their degree.

Texas Tech ranked eighth on the list for in-state students with a listed 20-year return on investment of \$958,000 when compared to a four-year cost of attendance of \$86,300. PayScale also listed the average loan amount for a Texas Tech engineering student at \$30,000.

For out-of-state students, Texas Tech ranked 18th on the list with a listed 20-year return on investment of \$925,000 when compared to a four-year cost of attendance of \$119,000.

“This is again an example of the outstanding students the Texas Tech Whitacre College of Engineering produces,” Dean Al Sacco Jr., said. “We are proud of all our alums and believe they are second to none.”

Among the median salary by jobs listed in the report, petroleum engineering had the highest average salary at just less than \$115,000 per year. Mechanical engineers could expect an average salary of about \$74,000 two decades after leaving school.

In the report, mechanical engineering also was listed as one of the more popular degrees, where graduates with a bachelor of science earned from \$63,000 to \$121,000. A graduate with a bachelor of science degree in civil engineering could expect to make between \$47,000 and \$100,000.

In addition to mechanical and petroleum engineering, the Whitacre College of Engineering offers undergraduate degrees in chemical engineering, civil, environmental and construction engineering, computer science, electrical and computer engineering and industrial engineering.

The complete list of rankings can be found at the PayScale [website](#).

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News Release

FOR IMMEDIATE RELEASE

DATE: April 22, 2016

CONTACT: K'Leigh Sims, kleigh.sims@ttu.edu
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Raider Reds Revealed at Passing of the Guns Ceremony Seniors Jeremy Garcia and Mario Flores served as the beloved mascot for the 2015-16 academic year.

Texas Tech University seniors Jeremy Garcia and Mario Flores were revealed Friday (April 22) afternoon as the students who served as the [Raider Red](#) mascot for the 2015-16 academic year. The two were revealed at the annual Passing of the Guns ceremony in the McKenzie-Market Alumni Center.

“Jeremy and Mario have been wonderful ambassadors for Texas Tech and the Raider Red program,” said Bruce Bills, head cheer and mascot coach. “Each one has given everything he could to enhance Raider Red’s image and visibility at Texas Tech athletics events and public appearances. Together they have made lasting memories on the program and it’s been a pleasure working with them.”

The students combined made 331 appearances this past year, attending schools, fundraisers, civic events in the Lubbock community, events on campus and Texas Tech athletics events, including the Big 12 Men’s Basketball Tournament in Kansas City, Missouri, the AdvoCare Texas Bowl in Houston and the National Cheer and Dance Collegiate Championship in Daytona, Florida.

Garcia, a senior [chemistry](#) student from Alvin, said his favorite part about being Raider Red was realizing how important Raider Red is to the Texas Tech community.

“When you are in that suit, you become someone else entirely,” he said. “You become so engrossed in portraying the character of Raider Red that there are moments when you legitimately believe you are Raider Red. Everyone wants to come up to you, interact and take pictures with you. It is definitely a huge ego-booster.”

In addition to being Raider Red, Garcia is a part of the male spirit organization [Saddle Tramps](#) and an inorganic chemistry research group for professor Louisa J. Hope-Weeks.

He said before he became Raider Red he already had a deep love for Texas Tech by being a part of Saddle Tramps, but being “the man behind the mustache” has given him a greater appreciation for the tradition that is Raider Red.

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His favorite moments this year were when Raider Red crowd surfed at the Jones AT&T Stadium after the Texas Tech vs. University of Texas-El Paso game and when he rode around on a hover board at United Supermarkets Arena during the memorable Texas Tech, 65-63, upset victory over then third-ranked University of Oklahoma.

“Ultimately, I just want to tell the Texas Tech community ‘thank you,’” Garcia said. “Thank you for giving me the opportunity to represent an amazing school such as Texas Tech. Being Raider Red this last year has completely changed my life. It has made me a better person and taught me skills, values and lessons I will never forget.”

Flores, a senior [sports management](#) student from Houston, said his favorite part about being Raider Red was contributing to the great spirit of the Texas Tech community.

“Being a Red Raider, I’m familiar with the hype and excitement that comes with Texas Tech and the community,” he said. “But by being Raider Red I was able to contribute to that excitement by being energetic and involving myself with the community. It was definitely a neat experience.”

In addition to being Raider Red, Flores is a part of Saddle Tramps.

Flores said seeing Texas Tech through Raider Red’s eyes has been incomparable to his past experiences as a Red Raider.

“I love my school,” he said. “But there is no comparison to the love for this university I felt as Raider Red. Students, faculty, members of the community and all who I have ever interacted with during this role were always so excited and accepting of Raider Red, which allowed me to truly see the impact Raider Red has and the impact it’s had on me.”

Flores said his favorite moment while serving as Raider Red was the AdvoCare Texas Bowl game in Houston because he had the opportunity to be Raider Red in his hometown and in the same stadium where his favorite professional football team, the Houston Texans, plays. He said the energy and vibe during the game was incredible that day.

“I just want to say thank you to both the Texas Tech and Lubbock communities for accepting Raider Red and the positivity that surrounds him,” Flores said. “It was such an honor for me to be in this role and serve as an icon for my school. I’ll never forget this experience.”

Texas Tech’s costumed mascot was born in the early 1970s when the Southwest Conference passed a rule which prohibited live animal mascots at out-of-town games. With the Masked Rider as the official mascot, Jim Gaspard, a then-member of Saddle Tramps, created the Raider Red character from drawings by cartoonist Dirk West to represent the university at road football games.



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Raider Red is a public relations mascot who interacts with the crowds at athletics events and poses for pictures. In 2012, Raider Red was the Capital One National Mascot of the Year, winning a \$20,000 scholarship to help fund the university's mascot program.

To be Raider Red, students must be members of either the Saddle Tramps or the [High Riders](#), a female spirit organization on campus.

For more information about Raider Red, visit the Texas Tech Spirit Program [website](#).

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: April 22, 2016

CONTACT: Glenys Young, glenys.young@ttu.edu
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Texas Tech Hosts Caltech Professor for Bucy Distinguished Lecture

Speech will show cosmic events' role in making life possible.

- WHAT:** The Texas Tech University [Department of Physics](#) will host California Institute of Technology professor S.R. Kulkarni for the Bucy Distinguished Lecture on Astronomy entitled "Cosmic Fireworks (The Dynamic Universe)"
- WHEN:** 7:30 p.m. Tuesday (April 26)
- WHERE:** McKenzie-Merket Alumni Center
- EVENT:** The Caltech-led Palomar Transient Factory (PTF), an innovative robotic two-telescope system, was designed to explicitly chart the sky with a particular focus on events that lie in the nova-supernova gap. Kulkarni will talk about the great returns and surprises from this project: super-luminous supernovae, new classes of transients, diagnosing the origin of supernovae, detection of gamma-ray bursts by purely optical techniques and troves of pulsating stars and binary stars.

"Professor Kulkarni's lecture is a unique opportunity for anyone who is interested in learning what astronomers are discovering about the transient and dynamic aspects of the cosmos," said Alessandra Corsi, an assistant professor in the Department of Physics. "It will be a fascinating journey aimed at showing how our universe is adorned by cosmic fireworks: booms, burps and bumps that play a central role in making life as we know it possible."

The event is open to the public and admission is free.

- WHO:** Kulkarni is the McArthur Professor of Astronomy and a professor of planetary sciences at the California Institute of Technology. Since 2006, he has been the director of the Caltech Optical Observatories. He also is the director of NASA Exoplanet Science Institute. His awards include the National Science Foundation's Alan T. Waterman Prize and Presidential Young Investigator award, a fellowship from the David and Lucile

Packard Foundation, the American Astronomical Society's Helen B. Warner award and the Karl Jansky Prize of Associated Universities Inc.

He is a fellow of the American Academy of Arts and Sciences, the Royal Society of London and the National Academy of Sciences, and an honorary fellow of the Indian Academy of Sciences.

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News Release

FOR IMMEDIATE RELEASE

DATE: April 25, 2016

CONTACT: George Watson, george.watson@ttu.edu
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Annette Sobel Named Recipient of Henry L. Taylor Founder's Award

The Texas Tech researcher is being honored for her career work in understanding and implementing policies to ensure protection from bioterrorism.

Dr. Annette Sobel, the Executive for Critical Infrastructure Protection and Health Security Initiatives for Texas Tech University, will be honored Tuesday (April 26) with the 2015 Henry L. Taylor Founder's Award at a luncheon in Atlantic City, New Jersey.

The award, presented by the Aerospace Human Factors Association (AsHFA), recognizes the work of outstanding individuals in the field of aerospace human factors. Criteria for the award include achievements in research and publications, developments or contributions such as equipment, techniques or procedures, and leadership in the field.

Sobel, a former major general in the Arizona Air National Guard, is an associate professor in the [Department of Medical Education](#) and [Graduate School of Biomedical Sciences](#) at the [Texas Tech University Health Sciences Center](#) as well as an adjunct professor in the [Department of Electrical and Computer Engineering](#). She joined Texas Tech in 2014.

“Dr. Sobel has an impressive background in medicine and research of the human condition, which lends to her credibility in receiving this honor,” Texas Tech interim president John Opperman said. “The diversity of her experiences has been a wonderful asset to Texas Tech University and the Health Sciences Center, and I congratulate her on achieving this award.”

In her current role at Texas Tech, Sobel helps facilitate research and educational collaborations between Texas Tech University and the Texas Tech University Health Sciences Center. She has extensive experience in developing and executing protocols on bioterrorism preparedness and safety procedures both nationally and internationally.

Her research deals with human performance in a variety of extreme environments and the human factor on systems engineering platforms, such as radar systems for advanced tactical fighters, virtual reality and robot training and algorithms that help with making decisions when dealing with emerging infectious diseases and medical diagnostics.

Sobel has an extensive career in both the medical and engineering communities as well as an adviser in the government. She was a senior advisor to the Defense Advanced Research Projects Agency (DARPA), the Defense Threat Reduction Agency (DTRA) and was a senior adviser for biosecurity engagement in the Office of the Assistant Secretary of Defense/Nuclear, Chemical and Biological Defense Program. A trained military and civilian flight surgeon, she currently serves as the chair for the permanent monitoring panel for mitigation of acts of terrorism of the World Federation of Scientists. She has been recognized by NATO for her lifelong devotion to understanding the science of weapons of mass destruction.

Sobel is also active in the community, serving on the national board of directors for the Girl Scouts of the USA and the South Plains council for Boy Scouts of America. She also is the vice president-elect of the Lubbock chapter of the Susan G. Komen Foundation and has earned the New Mexico Anti-Defamation League's Distinguished Public Service Award.

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News Release

FOR IMMEDIATE RELEASE

DATE: April 25, 2016

CONTACT: K'Leigh Sims, kleigh.sims@ttu.edu
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Red Raiders to Help Beautify Campus for Annual Arbor Day Event

The Texas Tech community annually sets aside a time each spring to plant trees and shrubs around campus.

Every spring the Texas Tech University community lends a hand in planting trees and shrubs throughout campus to create a little oasis in West Texas. On Friday (April 29), the annual tradition will continue from 11 a.m. to 3 p.m. at Memorial Circle, where students, faculty and staff will join to help beautify the campus and build a sense of community in Raiderland.

“Arbor Day is an annual event the Texas Tech community truly looks forward to participating in each spring,” said Claire Maginness, assistant director of [Student Union and Activities](#). “Our grounds maintenance department, students, faculty and staff work so hard during this time to improve our campus, and we appreciate all of their help and hard work. We are so fortunate to have a grounds maintenance department that puts in a lot of time and effort throughout the year to make our campus look as beautiful as it does.”

The tradition was created in 1938 by Texas Tech President Bradford Knapp when he was saddened by the bareness of the campus. He proclaimed to the university that one day every spring Texas Tech faculty, students and anyone who could help would join in beautifying the campus.

Whenever the tradition began it was carried out in true West Texas fashion as 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 while home economics students in long dresses and sunbonnets rode in covered wagons to hand out coffee and doughnuts to the volunteers.

The tradition became difficult to continue, ending in 1948, because taking care of the trees and shrubs was difficult for the other 364 days out of the year due to the inadequate water supply. Most of the plants died, leaving the campus as it was before the tradition began.

The tradition was resurrected in the late 1990s by former Texas Tech Chancellor John T. Montford and wife Debbie Montford, who 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 tradition and reinvigorated the Arbor Day event as it is known today.

The tradition has grown exponentially since its beginning in 1938 with more than 2,000 students, faculty and staff registered to volunteer for the special day.

The event will begin at Memorial Circle with activities, live music, free food and T-shirts (while supplies last) followed by a student organization awards ceremony. Planting around campus will begin at 1:20 p.m.

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

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: April 25, 2016

CONTACT: Heidi Toth, heidi.toth@ttu.edu
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Research Lab to Unveil Liquid Nitrogen Freezers Paid for by NSF Grant

The Natural Science Research Laboratory has a valuable collection of genetic material from thousands of different species.

WHAT: The [Natural Science Research Laboratory](#) (NSRL) at the [Museum of Texas Tech University](#) is unveiling a number of enhancements to its collections, including a state-of-the-art liquid nitrogen storage system funded by the National Science Foundation.

The liquid nitrogen freezers are used to house the frozen tissues of the genetic resources collection, which contains more than 300,000 tissue samples from more than 90,000 individuals representing approximately 1,100 species of mammals. Researchers from throughout the world use these samples to study global biodiversity, the impact of humans on the natural world and how disease is transmitted between humans and nature.

Until the freezers were installed, the collection was stored in mechanical freezers at negative 80 degrees Celsius, but these freezers have a short life span and are subject to frequent mechanical failure and power outages, which puts the collection at risk. Liquid nitrogen has become the gold standard for preservation of tissue because it reaches a temperature near negative 200 degrees Celsius and provides better protection for DNA, RNA and genomic samples.

The process of transferring the collection is expected to take about three years. Additional improvements include greater storage capacity, better public access to the information, a public exhibit highlighting the significance of genetic collections to society and reduced energy consumption.

The NSRL also will introduce two mechanical storage units that will be used in the fluid specimen collection and the library. Those units were installed with funds from The [CH](#) Foundation.

WHEN: 5:30 p.m. Wednesday (April 27)

WHERE: The Natural Science Research Laboratory at the Museum of Texas Tech University, 3301 4th St. Enter from 7th Street, at the southeast corner of the museum complex.

About the Natural Science Research Laboratory

The NSRL is a division of the Museum of Texas Tech University that on building and preserving Earth's natural heritage for education and research purposes. In addition to the genetic resources collection, the NSRL houses collections of mammals, invertebrates and birds, as well as a collection of more than 3,000 mammal specimens that are radioactive because of environmental exposure, most of which came from Chernobyl, Ukraine.

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: April 25, 2016

CONTACT: Amanda Castro-Crist, amanda.castro-crist@ttu.edu
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Texas Tech Hosting Monsanto Technology Officer and Team

The visit will include meetings with faculty, staff and students, who will have a chance to engage in discussions about sustainable agriculture.

WHAT: Media availability for Monsanto Chief Technology Officer Robert Fraley, Texas Tech University Vice President for Strategic Research Initiatives Robert V. Duncan and Interim Senior Vice President for Research Guy Loneragan.

WHEN: 1:40 - 2 p.m. Wednesday (April 27)

WHERE: Room 129, Holden Hall, Texas Tech University, Memorial Circle and Boston Avenue.

Parking will be available and marked by cones west of Holden Hall on Boston Avenue.

WHO: Several Monsanto representatives will spend Wednesday (April 27) touring Texas Tech and engaging in discussions about the challenges facing agriculture and the importance of innovation in bringing sustainable solutions to farmers.

Fraley is the executive vice president and chief technology officer at Monsanto. He has been with the company for more than 30 years and oversees the company's global technology division, which includes plant breeding, plant biotechnology, ag biologicals, ag microbials, precision agriculture and crop protection.

Duncan is the vice president for strategic research initiatives at Texas Tech. He previously served as senior vice president for research.

Loneragan was named interim senior vice president for research at Texas Tech earlier this month. He is a veterinary epidemiologist and professor of food safety and public health.

For more information about Monsanto, visit its [website](#).

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: April 25, 2016

CONTACT: Amanda Castro-Crist, amanda.castro-crist@ttu.edu
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Texas Tech Hosting Recycled Art Contest

Visitors are invited to visit the exhibit and vote on their favorite art created from recyclables.

WHAT: Students, student organizations, staff and faculty members will display art created from recyclable materials during the Recycled Art Contest, hosted by Texas Tech [University Student Housing](#), the [Student Government Association](#) and Barnes & Noble. The exhibit will be open and available for photos and video.

The event is one of several the department hosts throughout the year to promote recycling and sustainability. Melanie Tatum, unit assistant director in [Sustainability and Warehouse Operations](#), said the contest gives participants a chance to display their creativity while creating dialogue about sustainability and recycling.

The pieces will be on display throughout the day and voted on by visitors to the exhibit. First-, second- and third-place winners will receive prizes provided by Barnes & Noble.

WHEN: 8:30 a.m. to 2 p.m., Wednesday (April 27)

WHERE: Ballroom, Student Union Building

For more information about sustainability and recycling efforts on campus, visit their [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 26, 2016

CONTACT: Aleesa Ross, aleesa.ross@ttu.edu

(806) 834-0348

Media & Communication Hosting Second Annual Lone Startup

The competition allows students to pitch ideas on a wide range of media topics.

The [College of Media & Communication](#) is hosting its second annual student startup competition, Lone Startup, an entrepreneurial competition open to all undergraduate students at Texas Tech University, on Thursday (April 28).

Inspired by the ABC series “Shark Tank,” Lone Startup allows students who applied for the competition earlier in the semester to pitch ideas on the topics of sports media, gaming, social media, digital entertainment, news and information, public advocacy and activism or innovative e-commerce.

The competition’s coordinator, assistant professor of public relations Geoffrey Graybeal in the [Department of Media Strategies](#), said he encouraged students to sign up for Lone Startup if they had an idea for an innovative concept or a media product and were looking to develop it.

“One of the things that is unique about this competition is the mentoring aspect,” Graybeal said. “The deadline for submitting applications and pitch videos was Feb. 19, but the final pitch isn’t until Thursday, so the chosen finalists had about two months to work with alumni mentors.”

Graybeal said mentors were selected based on their expertise in the area of the products finalists are pitching, and the mentors assisted the students in developing business plans and critiqued their final pitches.

“The competition is all about, first and foremost, having a good idea for something that is innovative for a media product and then pitching it and acquiring skills in business model development,” Graybeal said.

The Lone Startup competition will take place from 2-3:30 p.m. in Room 359 in the College of Media & Communication. A live stream of the event can be viewed [here](#).

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 26, 2016

CONTACT: Cara Vandergriff, cara.vandergriff@ttu.edu

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Nutritional Science Faculty, Students Win National Conference Awards

In addition to two faculty presentations, eight undergraduate and graduate students from Texas Tech won awards at the American Society for Nutrition's conference.

A group of [Nutritional Sciences](#) faculty, postdoctoral, graduate and undergraduate students from Texas Tech University recently attended the 80th annual [Scientific Sessions and Annual Meeting](#) conference in San Diego, hosted by the [American Society for Nutrition](#) in conjunction with [Experimental Biology](#). The conference, an interdisciplinary meeting focused on bringing together various societies for lectures, oral and poster sessions, career services and exhibits, is the largest meeting held for nutrition research and is open to all universities with graduate-level nutrition programs.

Three of the four Texas Tech undergraduate students who attended the conference were awarded travel awards from the Texas Tech [Center for Active Learning and Undergraduate Engagement](#) for their presentations on their research. These students were London Allen, Sara Alhaj and Brianna George. Two students, George and Brandon Stewart, also were awarded [Federation of American Societies for Experimental Biology](#) Minority Access to Research Careers program travel awards for their presentations. Alhaj won the highest awards of all the undergraduate students, being elected to participate in the Emerging Leaders in Nutrition Science Poster Competition and taking home a second place prize for her research on how breast cancer cells are affected by fat cells and nutrients such as omega-3 fatty acids. This presentation was co-authored by graduate student Arwa Aljawadi.

Of the nine graduate students who attended the conference, four received awards for their research presentations. Erin Yen was selected to participate in the Emerging Leaders in Nutrition Science Poster Competition and was one of 12 finalists out of 500 national entries in the Graduate Student Research Award Oral Competition for her presentation on micro RNAs as novel mediators of the effects of omega 3 fatty acids in adipocytes and obesity. This presentation was also coauthored by two other graduate students, Mandana Pahlavani and Nadeeja Wijayatunga, who also won [American Society for Biochemistry and Molecular Biology](#) graduate/postdoctoral travel awards for their presentations. Graduate student Jie Liu was a finalist for the [North America Chinese Society for Nutrition](#) travel award.

One postdoctoral student, Abu Brenda Ariba Zarhari, was sponsored by the AGS Net to participate in the conference and hosted a discussion at the American Society for Nutrition

International Forum on harnessing capacity building opportunities for young African nutritionists.

In addition, Naima Moustaid-Moussa hosted a United States Department of Agriculture National Institute for Food and Agriculture (USDA NIFA) Project Director's research meeting, sponsored by ASN and funded by USDA.

The nutritional sciences department's research, which focuses on identifying dietary or genetic means to reduce obesity-associated inflammation as well as clinical and community interventions to improve health and reduce chronic disease, includes work done by undergraduate, graduate and postdoctoral students – many of whom presented their research at the conference.

Moustaid-Moussa said the number of Texas Tech students specializing in nutritional sciences along with the record-breaking number who won competitive awards at the conference speaks volumes about the quality of the nutritional sciences department and the research being done at Texas Tech.

“Having this many students attend Texas Tech to study nutritional sciences and receiving a record-breaking number of national awards is amazing,” Moustaid-Moussa said. “Many of these awards are highly competitive with very few students being selected, and the competition is very tough. This speaks of the quality of research we do and this gives great visibility to Texas Tech.”

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 26, 2016

CONTACT: Jenae Fleming, jb.fleming@ttu.edu

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TTUISD Nationally Ranked for Online High School Program

The program received a No. 4 national ranking by Best College Reviews.

[Texas Tech University Independent School District](#) (TTUISD) was ranked as one of the [best online high school](#) programs in the nation by [Best College Reviews](#). While 25 schools were recognized, TTUISD was ranked No. 4 overall and was the highest ranked program in Texas.

The programs were ranked based on affordability, courses offered and a range of support services.

“TTUISDs current No. 4 ranking is evidence of our efforts to continually raise the bar in our programs and offerings to students,” said Sam Oswald, executive director of TTUISD. “We are honored to be recognized.”

Laurel Springs School received the top spot in the rankings, followed by Brigham Young University Independent Study, University of Nebraska High School and TTUISD.

TTUISD is a flexible online educational program that allows elementary, middle school and high school students to earn their credits at their own pace, while meeting the same rigorous standards as traditional brick and mortar schools. The only difference is when and where students learn.

Jim Taliaferro, TTUISD superintendent, said the rigorous online curriculum and qualified teachers are some of the greatest strengths the program has to offer.

“That combination provides our students the opportunities to excel and to confidently pursue either university or workplace endeavors,” Taliaferro said.

With more than 100 high school courses offered, the program allows for students to earn their diploma online. The program offers a full-time and supplementary program, as well as testing services.

“Our students and educators have worked hard to achieve this honor,” Taliaferro said.

In [2014](#), TTUISD was ranked as one of the best online schools in the nation by [The Best Schools](#), coming in at No. 18.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 27, 2016

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Texas Tech Researchers Win Funding for Collaborative Projects from São Paulo Research Foundation

The SPRINT – Third Edition proposal competition encourages collaboration on projects between researchers from Texas Tech and the state of São Paulo, Brazil.

Six researchers from Texas Tech University recently won funding from the [São Paulo Research Foundation](#) (FAPESP) for research proposals submitted to the [SPRINT – Third Edition 2015](#) competition. The annual contest signifies a cooperation agreement between Texas Tech and the FAPESP, which aims to implement scientific and technological cooperation between researchers in Lubbock and the state of São Paulo, Brazil, through the funding of joint research projects.

Texas Tech researchers Elizabeth Trejos-Castillo, Ann Mastergeorge, David Klein, Reynaldo Patiño, Naima Moustaid-Moussa and Kameswara Rao Kottapalli were selected by the FAPESP and Texas Tech to receive \$10,000 per proposal each year in funding for the research proposals submitted to the SPRINT – Third Edition call for proposals.

The call for proposals invited research in many fields of knowledge, emphasizing science, technology, engineering and math, as long as the duration of the projects would not exceed 24 months. Winners from Texas Tech will pair with winners from the São Paulo area in exchange activities while completing the selected projects.

Texas Tech’s winning research proposals included projects on the effects of toxic stress on adolescents, the efficiency of removal by wastewater treatment in Lubbock and São Paulo, global warming and reproductive health in fishes, the effects of Omega-3 acids in metabolic disorders and the regulation of stress tolerance in sugarcane.

Gad Perry, senior director of the [Division of International Research and Development](#) at Texas Tech, said internationalizing the campus by enhancing transnational research collaborations is a strategic priority for Texas Tech.

“Texas Tech faculty are involved in research in dozens of countries around the globe,” Perry said. “We are very excited about the opportunity to collaborate with Brazilian scientists on FAPESP-supported projects. Our winners have been working hard on their research, and they’re looking forward to their projects being in full swing soon.”

The Division of International Research and Development is planning a joint symposium with FAPESP for early September at Texas Tech. The event will launch the next competition cycle.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 27, 2016

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Texas Tech-led Community Initiative Recognized for Efforts in East Lubbock
The Center for the Study of Social Policy profiled East Lubbock Promise Neighborhood for their work in Lubbock schools.

[East Lubbock Promise Neighborhood](#) recently was recognized for its impact on the residents of Lubbock. As part of its "Pipeline Profiles" series, The Center for the Study of Social Policy [highlights](#) how ELPN, along with two other neighborhoods in Berea, Kentucky, and Chula Vista, California, is making progress in its community.

In 2012, the program was named as one of seven initiatives across the country to be awarded a Promise Neighborhood grant. With Texas Tech University serving as the anchor institution, ELPN aims to support the children and families in East Lubbock with programs and resources designed to ensure success.

"We are delighted the center chose to profile our work and our partnership with Lubbock Independent School District," said Scott Ridley, dean of the Texas Tech [College of Education](#). "It's my hope that when people see what's being done by Promise Neighborhoods nationwide, they will realize what an impact we can have on the future of our communities."

In the video, Ridley speaks about efforts to combat factors that can contribute to a lack of performance in schools – absences, behavior problems and course grades. Administrators have focused on these factors using the Granger Turnaround Model, implementing programs like the Opportunity Room at Joan Y. Ervin Elementary, where students who are struggling behaviorally in class can be pulled out and redirected and then put back in class as soon as possible.

Other initiatives at the school include the Academic Enrichment program, where students get to work on homework, and an after-school program that gives students a chance to learn about music, cooking, theater and dance.

"This year, the data shows teachers at Joan Y. Ervin are in the top 25 percent of value added for Lubbock," said Ervin principal Joshlyn Cotton. "Our reading scores jumped by double digits. We are no longer last. Our success has really given everyone the opportunity and the motivation to keep pushing."

Changes also are evident at Estacado High School. After the implementation of ELPN, Texas Tech entered into an articulation agreement to create an early college high school.

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That means students have the potential to graduate from high school with enough college hours to classify them as juniors at the university.

“If you would have told me that kids would have an opportunity to have 60 hours of credit from Texas Tech by the time they graduated from high school, I wouldn’t have believed it,” Estacado principal Jimmy Moore said. “With Promise Neighborhood being able to bring us all to the table, it’s making all these dreams a reality.”

The students and those residents in the ELPN area have the same potential as anyone else, Ridley said, but they haven’t had the same kind of opportunity. ELPN is giving them those opportunities which will benefit not only them, but the entire community.

“We are building our tomorrow as we educate our students,” said Lubbock Independent School District deputy superintendent Theresa Williams. “If they’re not able to obtain their ultimate success, it’s our job, our calling, to clear a path and provide them the necessary support to achieve a prosperous future.”

To learn more about East Lubbock Promise Neighborhood, visit its [website](#).

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 28, 2016

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

(806) 742-2136

MEDIA: John Gilliam will be available for interviews in New York City on May 1-2. Contact him at (806) 255-3932.

Best Interest Initiative Announces Strategic Partnership with Society of Financial Service Professionals

The initiative aims to define “best interest” according to the Department of Labor’s recently announced fiduciary standard for retirement planners.

The Best Interest Initiative, led by Texas Tech University professor John Gilliam, announced its first strategic partner in a nationwide research initiative intended to help financial advisers interpret a new federal rule.

Gilliam, an associate professor in the [Department of Personal Financial Planning](#), is the lead researcher on the initiative, which will ask the crucial question: what does it mean to put the clients’ best interest first? Although most planners say they do so, a rule released by the Department of Labor (DOL) in early April known as the fiduciary rule, now requires all retirement planners to act in their clients’ best interests. It does not, however, define best interest or instruct planners how they can do so.

The movement is in keeping with the mission of the [Society of Financial Service Professionals](#) (FSP), which signed on to the initiative shortly after it was announced. FSP, whose membership encompasses many disciplines across the financial spectrum, has a long-standing commitment to leadership in ethics and education and sees the initiative as a vital means of both protecting consumers and empowering the industry.

“FSP is in total agreement with this initiative and very excited about the opportunity to work with Texas Tech University in an effort of essential importance to both the public and advisers,” said Joseph Frack, the CEO of FSP. “The prospect of bringing clarity to this key issue within the new DOL regulations is directly in keeping with FSP’s Code of Professional Responsibility.”

Gilliam is continuing to reach out to other potential strategic partners for the research, which he said is critical to helping advisers know how to best serve their clients’ needs.

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: April 28, 2016

CONTACT: Benjamin Robinette, benjamin.robinette@ttu.edu

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School of Music to Host Renowned American Composer Frank Ticheli

Ticheli will be in residency at Texas Tech May 2-4.

EVENT: To conclude the celebration of the 90th anniversary of the Texas Tech University bands, renowned American composer Frank Ticheli will be in residency at the [School of Music](#) for three days of rehearsals and lectures with the [University Bands](#) and the department of [Music Theory and Composition](#).

Ticheli, who is highly acknowledged for his works for wind band, will spend his time at Texas Tech in rehearsal with the University Bands, Concert Band, Symphonic Band and Symphonic Wind Ensemble, who will perform his works in concert during the residency. All concerts are open to the public and admission is free.

The culminating concert for this celebration, performed by the Symphonic Wind Ensemble, will feature Texas Tech faculty voice artists Rebecca Wascoe Hays and Quinn Patrick Ankrum in several of Ticheli's works, including "Songs of Love and Life" and "Angels in the Architecture."

Other concerts honoring Ticheli will include performances by the Concert Band, who will play wind band works "Shenandoah" and "Vesuvius," and the Symphonic Band, who will play a wind band adaptation of "Rest" in addition to Ticheli's Symphony No. 2.

In addition to Ticheli's residency, the Texas Tech bands are also celebrating the contributions of Pulitzer Prize-winning American composer Michael Colgrass, who will be working in rehearsal with the Symphonic Wind Ensemble via Skype for their concert performance of his highly acclaimed work "Winds of Nagual."

WHEN: Residency: Monday-Wednesday (May 2-4)
Symphonic Wind Ensemble concert: 7:30 p.m. Wednesday (May 4)
Concert Band concert: 7:30 p.m. Monday (May 2)
Symphonic Band concert: 7:30 p.m. Thursday (May 5)

WHERE: Hemmle Recital Hall, School of Music

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News Release

FOR IMMEDIATE RELEASE

DATE: April 28, 2016

CONTACT: George Watson, george.watson@ttu.edu
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Technology Invented at Texas Tech Wins Student Startup Competition The technology was licensed to a company out of College Station.

Technology developed by a group of Texas Tech University inventors was used by the student startup company TriFusion in College Station to win the annual Rice Alliance Business Plan Competition.

The technology, developed by Mohammed Saed, associate professor in the [Department of Electrical & Computer Engineering](#) in the [Whitacre College of Engineering](#), along with former faculty member Micah Green and graduate student Charles Sweeney in the [Department of Chemical Engineering](#), improves the strength and mechanical properties of parts created using 3-D printers.

“We are really pleased that the disruptive technology that won this year’s Rice Alliance competition came from a team of researchers working at Texas Tech,” said David McClure, managing director for licensing in the Texas Tech [Office of Research Commercialization](#). “It demonstrates the high quality of translational research taking place in the College of Engineering and the effectiveness of the Office of Research Commercialization in the assessment and protection of the technology and identification of a license partner with the resources and the initiative to bring this technology to market.”

The strength of the final product is enhanced through a post-printing treatment process using carbon nanotubes and microwave irradiation. This process eliminates the fragility of the 3-D-printed part and allows for a rapid diffuse bonding of polymer chains between beads and improves the mechanical properties of these thermoplastic parts.

“TriFusion winning first place in the prestigious Rice Business Plan Competition is a significant achievement and a testimony to the potential of the technology that was developed at Texas Tech,” Saed said. “This success is a result of the interdisciplinary research that began a few years ago between Dr. Green’s group in chemical engineering and my group in electrical and computer engineering. Winning the competition gives our technology a great deal of exposure to the business and research communities. It will help us pursue additional funding to improve the technology and broaden this high impact

research for applications in defense, aerospace and automotive industries where the mechanical strength of 3-D printed thermoplastic parts is of paramount importance.”

The Office of Research Commercialization licensed this technology to Essentium Materials in College Station, which makes the filament used in these 3-D printing techniques. TriFusion Devices, an operating company owned by Essentium Materials, won the competition with almost \$400,000 in cash and prizes, beating 41 other companies from some of the top universities in the world in what is billed as the world’s richest and largest student startup competition.

TriFusion offers 3-D-printed products developed for the health care and sports equipment industries.

The Rice Alliance Business Plan Competition (RBPC) is hosted by the Rice Alliance for Technology and Entrepreneurship in the Rice University Jones Graduate School of Business.

To see the full list of winners, go to the RBPC [website](#).

CONTACT: David McClure, managing director for licensing, Office of Research Commercialization, Texas Tech University, (806) 834-5899 or david.mcclure@ttu.edu



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: April 29, 2016

CONTACT: Jenae Fleming, jb.fleming@ttu.edu
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Climate Science Center Hosts Final Interdisciplinary Seminar of the Semester
Invasive species is the topic of the last discussion panel.

WHAT: The Texas Tech University [Climate Science Center](#) will host its final interdisciplinary seminar series panel. The event is sponsored by the [Department of Environmental Toxicology](#).

Three panel experts will discuss invasive species and its relevance to climate science.

The panelists include [Steve Presley](#), a professor in the Department of Environmental Toxicology; [Samantha Kahl](#) and [Matthew Barnes](#), assistant professors in the [Department of Natural Resources Management](#).

The discussion is free and open to the public.

WHEN: Noon Tuesday (May 3)

WHERE: Experimental Sciences Building, Room 120

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CONTACT: Jennifer Vanos, assistant professor, Department of Geosciences, College of Arts and Sciences, Texas Tech University, (806) 834-3319 or jennifer.vanos@ttu.edu



News Release

FOR IMMEDIATE RELEASE

DATE: April 29, 2016

CONTACT: George Watson, george.watson@ttu.edu
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Matthews Honored with Herman W. Lay Memorial Award for Philanthropy
The San Angelo rancher and businessman was instrumental in helping Texas Tech establish the Free Market Institute in 2013.

John A. “Matt” Matthews, whose philanthropy helped establish the [Free Market Institute](#) (FMI) at Texas Tech University, was honored with the Herman W. Lay Memorial Award by the Association of Private Enterprise Education (APEE).

Matthews, from Abilene, was instrumental in establishing the Free Market Institute in 2013. The FMI exists to advance the teaching and research related to free market enterprise through interdisciplinary scholarships, provide a forum to encourage those values through debate regarding free markets, and help create programs that bring Texas Tech and Lubbock together with public and scholarly entities around the world.

“I am honored and flattered to receive such a prestigious award,” Matthews said. “But what I am most proud of is the hard work the scholars at the Free Market Institute have done to make Texas Tech one of the leading universities in the United States in the teaching of free enterprise.”

The FMI brings together experts from a vast array of disciplines to participate in its endeavor, both academically and from private business.

Matthews started as a bulldozer operator at the Merrick-Davis Ranch before taking over ranching operations and eventually buying the ranch. At age 28, he purchased the Coors and Miller beer distributorships in San Angelo before developing the Matthews Land & Cattle Company, of which he became president. The company owns the historic Lamshead Ranch, which was settled by Matthews’ grandparents in the 1800s.

He remains president of the company while also working on his private ranch, the Kickapoo Springs Ranch near San Angelo.

“This award was a well-deserved honor for Matt Matthews’ generosity and vision,” said Benjamin Powell, a professor in the [Department of Energy, Economics and Law](#) at the [Rawls College of Business](#) and director of the Free Market Institute. “Matt’s acceptance of the award, and the support shown from Chancellor Robert L. Duncan, Provost Lawrence

Schovanec and other university officials through their attendance at the ceremony, sent a strong message to the national and international network of scholars that Texas Tech is committed to continuing to build a first-rate program dedicated to the study of the free enterprise system.”

When he was presented the award earlier this month, Matthews was praised for not just his efforts to start the FMI, but for being more interested in the results of the gift than just making the gift itself. He also gathered the right expertise and models that makes free enterprise successful and instituted them into the FMI.

The Herman W. Lay Memorial Award recognizes a person who represents successful philanthropy through either his or her personal or business life. It is named after Herman Lay, who went from a single snack food truck to become the chief executive officer of Pepsi Co. but whose philanthropy was widely known. He provided the key gift that allowed for the formation of the APEE.

“Each year, APEE searches for individuals who, in their business and public lives, have emulated the pattern of success and philanthropy that Herman Lay lived,” said APEE secretary/treasurer J.R. Clark said at the ceremony for Matthews. “Recipients of the Herman W. Lay Memorial Award are selected because they are representative of the best that the free enterprise system produces. By calling attention to their lives and to their actions, APEE hopes to stimulate other individuals to be equally supportive of free enterprise.”

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News Release

FOR IMMEDIATE RELEASE

DATE: April 29, 2016

CONTACT: Aleesa Ross, aleesa.ross@ttu.edu
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Media & Communication Dean Serves as Editor of Book Examining Gender, Work
Miglena Sternadori and a professor from South Dakota compiled contributions that look at how society defines the concepts of work and having everything else.

Miglena Sternadori, the assistant dean for undergraduate affairs in the [College of Media & Communication](#), served as co-editor of the book “Gender and Work: Exploring Intersectionality Resistance and Identity,” which examines how society defines the concepts of work and having it all.

The book, scheduled for release on Monday (May 1), also was edited by Carolyn Prentice, an associate professor of communication studies at the University of South Dakota.

“The book’s most important element, to me, is that no assumptions are to be left unchallenged and nothing is to be taken for granted,” Sternadori said. “This is a theme that runs across the book’s 16 chapters, which come from a variety of contributors and teams.”

Sternadori said the idea for the book came from a proposal she wrote for a Gender and Work conference where she had the opportunity to hear insights from professors and administrators who studied implicit bias against female faculty in the workplace.

“The project took about two years, starting from the time I wrote the call for proposals for the Gender and Work conference, which became the foundation for this book,” Sternadori said. “The idea for the book was fully formed in the spring of 2015, after the conference, where many of the presentations were so outstanding that they clearly deserved to be shared with a wider audience.”

Robert Peaslee, chairman of the [Department of Journalism & Electronic Media](#), called Sternadori’s work in gender and media studies “vital and timely.”

“We are very fortunate to have her as a colleague and a leader in our college,” Peaslee said. “This volume will be useful to scholars and students across a variety of disciplines and further demonstrates the quality, rigor and diversity of research being conducted by our faculty.”

Sternadori said the book is a widely interdisciplinary collection that appeals to a scholarly audience.

“It sends the message there is no single way to investigate and define individual fulfillment and social justice,” Sternadori said. “I hope any reader who leafs through the book would be willing to check out a chapter that is outside of his or her area of expertise. As Einstein said, ‘If we knew what we were doing, it wouldn’t be called research.’”

“Gender and Work: Exploring Intersectionality, Resistance and Identity” can be purchased from Cambridge Scholars’ website and will be available for purchase on Amazon and as an e-book in the near future.

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 29, 2016

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Students and Faculty Recognized at Prestigious Scholarship Reception

Applicants, faculty and staff work for months
to secure awards to support educational and research endeavors.

Each year, Texas Tech University students spend many months writing and revising essays and requesting letters of recommendation with the hope of securing scholarships and fellowships. Faculty and staff dedicate their time as well, writing letters and serving on selection committees and mock interview panels.

That work was recognized on April 13 at the first Prestigious Scholarship Reception. The ceremony was hosted by the [Office of National and International Scholarships and Fellowships](#) and the [Honors College](#).

The scholarships featured in the ceremony are highly competitive and include the Rhodes Scholarship, George J. Mitchell Scholarship, Marshall Scholarship, Fulbright U.S. Student Program, Barry Goldwater Scholarship, Udall Scholarship and Truman Scholarship. The process of securing one of these awards is lengthy and requires a significant time and effort from students, faculty and staff at Texas Tech.

“Students must request letters of recommendation that can attest to their academic potential, leadership qualities and ambassadorial potential, among other things,” said Wendoli Flores, director of NISF. “These letters require a lot of thought and can be quite time-consuming, but can make a significant impact on a student’s application dossier.”

Flores said faculty and staff conduct several meetings with the student applicants before the students apply to the scholarships. In-person interviews and a review of each individual dossier are required. Mock interviews also are performed by faculty and staff in an effort to better prepare students who have made it to the final round.

The reception, which Flores hopes will become an annual event, is a way to recognize the applicants, faculty and staff who work so hard to put forth the most competitive application for these prestigious awards.

Award winners recognized this year include 2016 Goldwater Scholarship Recipient Hattie Schunk, and Kennady Abbott, Max Zhelyeznyakov and Amanda Miller who each received Goldwater Honorable Mention Awards. Other students who made it to finalist rounds include Elizabeth Hash, who applied for the Rhodes Scholarship, David Johnson,

Office of Communications and Marketing

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an applicant to the Fulbright U.S. Student Program and Ben Sharp, who applied to the Truman Scholarship.

“Although several students did not earn awards, they were recognized with a certificate of appreciation, as these scholarship competitions require an immense amount of time and preparation, and it is important to recognize their efforts,” Flores said.

For more information about the Office of National and International Scholarships and Fellowships, visit 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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Web Only

30 Years Later: Amazing Adaptation in Chernobyl

This corner of Ukraine is not the predicted nuclear desert, but resembles a pristine, untouched wilderness.

By Heidi Toth

Editor's note: This story was originally published in 2011 for the 25-year anniversary of the Chernobyl disaster. It is written by John Davis.

Swans bob on the gentle waves of Glyboke Lake in Ukraine.

As a cool breeze blows, green trees and marsh grasses sway, making the spot look like an ideal place for a picnic. It's not unusual to find moose, endangered horses and other large wild animals drinking from these waters. Only the crackling reminder of a Geiger counter attests to the fact that this is still the second hottest radioactive site in the area after the meltdown of reactor No. 4 on April 26, 1986, at Chernobyl.

Three decades later, this corner of Ukraine reminds Robert Baker, former director of the Natural Science Research Laboratory at the [Museum of Texas Tech University](#), of a pristine, untouched wilderness. Only Chernobyl's ruined reactor, now encased in concrete, and abandoned buildings from neighboring villages and the city of Pripyat testify that humans ever lived in the area.

The 20-mile radiation exclusion zone around the reactor is still too dangerous for permanent human habitation. But all species of plants and animals that should be there, are there, said this Texas Tech Horn Professor of [Biology](#). No species were wiped out completely. All decided to return.

That fact begged an important question to Texas Tech biologists as to why plants and animals are so prolific here. After all, the site of the world's worst environmental disaster was slated to become a nuclear desert, according to the May 12, 1986, issue of TIME. And yet, that's not the case.

Birch trees climb toward the sky in the hottest zones, replacing their dead pine brethren. Deer bring their young to graze in lush green pastures. Wolves stalk prey and raise their cubs. Birds and waterfowl nest in the Red Forest and Glyboke Lake. The area is thriving.

"The countryside is beautiful," Baker says. "The animals and plants are in greater numbers now than if the reactor had not gone down. The ecosystem is as it was before humans started living out there – except for the radiation. It seems as though normal human activities associated with agrarian society are more destructive than the world's worst nuclear meltdown."

Insult to nature

At 1:20 a.m. on April 26, 1986, workers at the nuclear power plant near Chernobyl lost control of the No. 4 reactor during a test. An explosion sent the first plume of radiation to the west of the reactor, which traversed just a mile south of Pripyat – considered at the time a model Soviet city.

Rising heat from the reactor on April 27 sent aerosolized radiation into the air. Worried by this, Soviet officials attempted a brave containment approach by dumping sand from helicopters onto the exposed reactor core. Just like throwing a log onto a fire, this sent a second plume of radiation into the atmosphere that coiled north and east around Pripyat, catching it in a deadly vice. In all, the tragedy contaminated a 93,000-square-mile area in Belarus, Russia and Ukraine, according to the International Atomic Energy Agency.

Ron Chesser, director of Texas Tech's [Center for Radiation Studies](#), was the first American scientist allowed full access to the exclusion zone. After studying the plumes, he estimated about 13,230 pounds of radioactive material containing about 150 different isotopes launched into the air from the reactor, which burned for 10 days.

With radiation, it's always a "good news, bad news" scenario, Chesser said. For example, 98 to 99 percent of the radiation released is now decayed – good news. The 1 or 2 percent left has long decay rates and will be there for decades yet to come – bad news.

Some areas around Chernobyl are still too radioactive for safe human habitation – bad news. But the good news is once out of the initial high-concentration radiation zones from the plumes, the radiation intensity diminishes almost exponentially over distance, Chesser said.

"One thing that's very important to understand about Chernobyl, because it really affects people's preconceived ideas, is that proximity to the reactor has very little to do with how much radiation dose an organism is experiencing," he said. "You can come to the reactor from the east and actually not experience a huge change in the radiation background. However, if you approach it from the west as you start to cross where the first plume of nuclear fuel was released, then you'll see a very dramatic increase in radiation background."

All of Texas Tech's Chernobyl researchers admit when they first began looking to see how radiation affected animals in areas with the highest radiation, they expected to find gross mutations in the DNA of any of the animals they studied.

What they found shocked them.

"The first time I went over there I was quite naïve," Chesser said. "I thought some of these biological effects would be quite obvious. You'd think with the high radiation released by Chernobyl that you would easily see some type of genetic change, you may see some morphological variance, and you might see some species that are gone. But over the years, we've learned that nature is much more resilient than we first thought. What we would call high radiation in biological terms as causing damage, is really low-dose. It's hard to convince people that Chernobyl is low dose, because everywhere you look there's



radiation. The amount of radiation that's imparted into biological tissues is still not sufficient to cause a great degree of genetic damage.”

Most surprising mice

When designing experiments, Baker and Chesser chose to study the bank vole, *Myodes glareolus*, both because it lived in a wide range of areas in Ukraine and Europe and also because the animal was living, breeding and dying in the most radioactive areas.

Of greatest concern was these animals' exposure to cesium-137 and strontium-90. Unlike other radioactive isotopes that are slowly going down into the soil, these elements were recycling through the environment inside animals. Bodies mistake strontium-90 for calcium and build it into bone material. Cesium-137 mimics potassium, and gets taken up into muscle tissues.

Baker said the team calculated this particular animal's radiation dose and found it to be the highest of any animals in the area. If any mammal would show signs of mutation or genetic disruption, the bank vole would be the one.

Brenda Rodgers was a doctoral student who began working on Chernobyl in 1997. Now an assistant professor of biology, she said she remembers running the tests.

“We started with a species of vole and collected them in the exclusion zone and in uncontaminated regions to look to see if we could detect genetic differences between the two populations,” Rodgers said. “They came from similar habitats – the primary difference being radiation exposure. We looked at markers for chromosomal damage. This was a blinded study. I didn't know what the outcome was going to be. After analysis, decoding and comparing results, I was rather surprised to find no difference in the DNA damage between those animals living in the clean area and those living in the exclusion zone. Of course you start to wonder what's at the root of this. And so we began more focused studies to see if we could determine what biological differences were between these two groups.”

In some of the work, Baker said researchers did find an elevated chromosomal fragment in red blood cells. Though they couldn't prove that was detrimental to the animals, the researchers found it was an effect of living in that environment.

“Does that change life expectancy or fitness of individuals living there? We certainly don't know that,” he said.

Because the bank vole isn't genetically profiled like a lab specimen, the team decided to test Chernobyl's radiation on lab mice.

In 2005, Texas Tech and West Texas A&M University researchers completed a study on mice for the U.S. Department of Energy. Thanks to new technological advances in cell biology, they found the mice exposed to radiation began an amazing adaptation. As expected, the radiation affected the gene expression in their cells.

Baker, a co-investigator on the project, says the results changed his mind completely about radiation's impact on living things.

“In the experiment, we took lab mice known to be sensitive to radioactivity and put them in that environment to find out what genes got turned on and what genes got turned off. We found evidence that certain amounts of radiation are better than having no radiation at all.”

After researchers placed mice in Chernobyl's radioactive area, their cells formed greater amounts of protection against radioactivity. Researchers found the mice produced more amounts of proteins and enzymes that repaired DNA broken by the radiation and countered the ill effects of radiation-created oxygen radicals, which can cause cell damage and disease.

Baker admitted the findings caused controversy.

Currently, two schools of thought exist on what radiation exposure does to living things. One thinks as a plant or animal receives a certain level of radiation over a lifetime, it will die from the exposure. The other camp, to which Baker now belongs, believes while certain high doses of radiation will kill living things, regular exposure to radiation helps plants or animal cells respond to a radioactive environment in a positive way.

This response is called hormesis.

“We joke that everyone should have a ‘Ronco’ radiation device under their bed to improve their health,” he says. “I now believe there are benefits, and there is a positive response to low levels of radiation that creates DNA repair mechanisms and proteins that protect your cells.”



Web Only

Alum Makes Most When Opportunities Present Themselves

Jay McAuley recently was named chairman of the Cotton Bowl Athletic Association.

By George Watson

For Jay McAuley, life has been about taking full advantage of opportunities when they arise.

It was that way during his playing days with the Texas Tech University football team. It was that way when he left the oil business in the early 1990s to become a high school football coach. It was that way when he got out of coaching.

Most recently, the opportunity presented itself to be a part of a historic and visible organization that, in a way, ties his life together. In March, the 1986 Texas Tech graduate was named chairman of the Cotton Bowl Athletic Association (CBAA), the sponsoring agency for the Goodyear Cotton Bowl Classic held each January at AT&T Stadium in Arlington.

“It is a really humbling thing with the history of the Cotton Bowl and all the great people who have led it through the years to one day be a part of that list,” McAuley said. “It’s pretty special for me.”

As chairman of the CBAA, McAuley, who is the president of the Texas Health Resources Foundation in Arlington, will coordinate all facets of business affairs for the Goodyear Cotton Bowl Classic, scheduled for Jan. 2. He also will manage the game’s activities as a member of the College Football Playoff.

“There’s been a lot of great work done by the folks here in the past,” McAuley said. “I just want to build on that reputation.”

Finding his way

Reputation is something McAuley has built in the past 30 years based on the relationships he’s made, whether it was in the oil business, coaching or fundraising, which is how he became involved with Texas Health Presbyterian Foundation in 2004, now called Texas Health Resources Foundation.

It’s a skill he credits to his time at Texas Tech, whether it was in the classroom as he earned his bachelor’s degree in petroleum engineering or on the football field as a member of the Red Raiders’ special teams from 1981 to 1984.

“In everything out there in Lubbock, it’s a group of people who are genuine and know how to relate to each other,” McAuley said. “Texas Tech teaches you that and watches the way you are and how you handle things.”

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After graduating in 1986, McAuley entered the oil business while earning his master's degree from Southern Methodist University, but was soon affected by the downturn in the business, leaving him unemployed. A friend asked if McAuley would be interested in giving coaching a try.

He just happened to be at his high school alma mater, St. Mark's School of Texas in North Dallas.

"At that time I would have jumped at being a dishwasher because I needed the income," McAuley said. "Certainly, I knew the environment and knew a lot of the people there. That definitely attracted me to the job.

"I jumped in there and had 12 great years doing it."

Along the way, McAuley learned a great deal about an aspect of life at a private school that would lead him to his next career path – fundraising. He said when he came to St. Mark's the school was just finishing a major capital campaign, and he coached through the entirety of another, holding the additional title of director of major gifts and director of development at the school.

At the end of that second campaign, McAuley felt the tug to try something else, to leave coaching. It just so happened that less than five miles away, Texas Health Presbyterian Hospital of Dallas was beginning a major capital campaign and needed someone to run it. Timing and opportunity, again, came together for McAuley.

Today, as president of Texas Health Resources Foundation, he manages a staff of 32 that raises money to ensure long-term fiscal sustainability for 14 Texas Health hospitals in North Texas.

He has served in his role as president of Texas Health Resources Foundation since 2013 after joining the group in 2004 as vice president for strategy and special initiatives, where he coordinated the Legacy of Care Campaign, the largest fundraising effort in the hospital's 40-year history.

"In the fundraising business, when a campaign is wrapped up it's very similar to maybe a great run of football success where you have three or four years of great athletes," McAuley said. "It was just a time where if I was going to make a move I should. It was a great opportunity."

Life and football

A couple of years after joining Texas Health Resources, a friend encouraged to join the Cotton Bowl Athletic Association's board of directors. He has served as vice chairman of the Cotton Bowl Classic's executive committee for the past five years until his election to a two-year term as the CBAA's 39th chairman.

Of course, the biggest challenge for bowls these days is maintaining their stature in the wake of so many bowl games being played each year. But the fact the Cotton Bowl is in the rotation as one of six New Year's Day games that are part of the College Football



TEXAS TECH UNIVERSITY

Playoff has helped the Cotton Bowl maintain its status as not only one of the oldest and grandest of college football bowl games but, now, as one of the most important.

“I think the biggest challenges are to sort of keep up with the demand for the product,” McAuley said. “If you look at the history of bowls, legendary Alabama coach Bear Bryant didn’t look at bowl games as if they were anything more than a reward for a team for a great season. Now, bowl games are often make or break for very successful coaches. That may speak to the sort of challenges out there for bowls themselves. You have to fit in that model and develop and change every year.”

McAuley said he doesn’t feel any added pressure to make the Cotton Bowl more successful based on its status as one of the College Football Playoff games and that being in the CFP rotation has only helped.

“The Cotton Bowl, almost from its inception and throughout history, has been a thoroughbred,” McAuley said. “The other bowls that make up the New Year’s Six are also thoroughbreds in their own right, so I wouldn’t classify it as pressure. I think the years we weren’t in that championship rotation were years we continued to do the great work we’ve always done. To be back in that top echelon is absolutely fantastic.”

A big part of what has helped shape McAuley since leaving Texas Tech were the people and experiences from his days as a student and football player. He met his wife, Jennifer, at Texas Tech and the couple has been married for 29 years. He is still in contact with at least one coach from his playing days, Taylor McNeel, who was the special teams coach during McAuley’s time. McNeel remains one of McAuley’s closest friends and mentors to this day.

And having played football at Texas Tech was influential in him joining the CBAA, which has led to today and his ascension in becoming chairman of the association.

“Being established as one of the New Year’s Six bowls and being part of the national championship rotation, we want to make sure we continue to grow in our space and be the best we can possibly be,” McAuley said.



Web Only

Environmental Toxicology Student Wins Competition for Research on Snails

Doctoral student Evelyn Reátegui-Zirena -Zirena won the Three Minute Thesis competition for her presentation on her environmental toxicology research.

By Cara Vandergriff

Texas Tech University doctoral candidate Evelyn Reátegui-Zirena recently won the [Graduate School's Three Minute Thesis](#) competition with a presentation on her research regarding toxicology and the effects of human contamination on aquatic environments.

Reátegui-Zirena, originally from Peru, studied biology as an undergraduate, environmental science as a master's student and now specializes in environmental toxicology as a doctoral student at Texas Tech.

"As a master's student, I spent a summer in Peru working on a project related to the oil industry in the Peruvian rainforest. While I collected samples and performed aquatic toxicity tests, I realized that toxicology was the field I wanted to work in for my doctorate," Reátegui-Zirena said.

Texas Tech has one of the few environmental toxicology departments in the country, which is part of what drew Reátegui-Zirena here. She began her studies in Lubbock in the spring of 2013, where she developed a unique interest in studying snails.

"I work with snails because they are very diverse and play an important role by providing food for other animals. Some are even estimated to be of medical importance," Reátegui-Zirena said. "They are also very sensitive to contaminants and are one of the most endangered groups in the world."

Reátegui-Zirena uses a specific species of freshwater snail as a model organism in her research. By studying the snails' "energy budget," or how they acquire and allocate energy, Reátegui-Zirena can better understand population-level responses to contaminants in the environment.

"I've spent the last three years using a series of short- and long-term contaminant exposures on snails trying to understand how energy-based indicators can be used to detect non-lethal effects," Reátegui-Zirena said. "I've found growth rate, feeding rate, behavioral changes, fecundity and the measurement of fats and carbohydrates in snails are good indicators of the organism's overall condition."

Reátegui-Zirena hopes to apply the results of her research to an energy budget model that can help better predict how contaminants impact populations of aquatic organisms as well as help develop a new standardized protocol for toxicity testing on snails that can prevent further endangerment of the species.

Reátegui-Zirena brought her research to Texas Tech's Three Minute Thesis competition in April, a contest designed to cultivate students' academic, presentation and research communication skills that has participants explain their research to a non-specialist audience in three minutes or less.

Reátegui-Zirena entered the competition because she thought it would be useful in helping her better explain her extensive research to others.

"I thought trying to summarize my dissertation in three minutes would be useful in improving my ability to explain what I do to anyone, like my family, who always wonders why I sacrifice snails," Reátegui-Zirena said. "I'm also just a very ambitious and competitive person."

Three Minute Thesis participants are evaluated on their ability to concisely provide judges with a clear understanding of their research topic and its background, significance and outcomes as well as the engagement and enthusiasm of their presentation. This year's competition marked the first time it has been hosted by Texas Tech.

"I'm glad Texas Tech decided to start this competition," Reátegui-Zirena said. "It's excellent practice for students, and I really liked that everyone was from different departments, so I got to see what other people in science and non-science programs are doing."

Reátegui-Zirena won first place for her presentation at the Three Minute Thesis competition as well as the People's Choice Award. She credits her win to both a lot of practice and natural presentation skills.

"I made several people read my script, both science and non-science friends and advisers," Reátegui-Zirena said. "I wanted to make sure every single word was absolutely clear for everyone. I really enjoy sharing my research with others, so it was fun to be able to do it competitively while working toward my ultimate goal of making people care about the environment."



Web Only

Leave the Car at Home: 11 Reasons Why Walking to Work is Better

Texas Tech professors weighed in on reasons they prefer to hoof their commute every day, even the bad weather days.

By Heidi Toth

In 2004, then-Health and Human Services Secretary Tommy Thompson declared the first Friday in April to be National Walk to Work Day, encouraging Americans to trade in their car keys for sneakers to get to work.

Although it's no longer officially recognized, the tradition has lived on. For a number of Texas Tech University professors, walking to work is a way of life every day of the year. Kurt Caswell, an associate professor in the [Honors College](#); Idoia Elola and Carmen Pereira, associate professors of [classical and modern languages and literature](#); and Curtis Bauer, an associate professor of [English](#), discussed why they prefer walking to work.

11. It's better for the planet.

"Walking produces virtually no carbon emissions," Caswell said. "Climate change is real, and driving unnecessarily is bad for every living thing on the planet. So I walk to work."

10. It's traditional.

Elola grew up in a town in Spain where walking is the normal/expected thing to do and coming also from a tradition of hiking in the mountains in the Basque Country with her parents and friends on the weekends, walking to work is part of the familiar.

9. It offers the opportunity for exploration.

Bauer appreciated the time interacting with the world around him – looking at the trees, picking up an acorn or dropped penny and stopping to breathe in scents from a flower garden or fruit tree.

"It allows me time to inhabit the place where I am living," he said.

8. It's less isolating.

"This choice of 'transportation' keeps me closer to life around me," Elola said.

7. Multitasking is safer on foot.

"Walking to work gives me time, space and the attention to dedicate to some of the things I'm working on," Bauer said. "It could be a poem, a translation, an article or even how to talk about something in a class. If I'm driving or riding a bike, I have to pay closer attention to what else is around me."

6. It helps reduce stress.

Caswell said he finds the walks that start and end his day are great relievers of whatever stresses he accumulated. And stress is a major factor in all kinds of ailments.

5. It's fun.

Elola enjoys being outside and experiencing the weather, even on those very cold, very hot or very windy Lubbock days. Pereira finds her walks refreshing and invigorating; being in the sunlight and moving around helps her be in a good mood before sitting for a long time in her office.

4. It's healthy.

Caswell cited research that found just 30 minutes of walking a day offers major health benefits, so he sees it as a way to keep doctors, medication and chronic illness away. Elola said walking is a healthy way to keep in shape.

Walking also provides a health benefit to the rest of the community, Elola said; walking to work and other places is her contribution to keep the air in Lubbock cleaner and less polluted.

3. It's less expensive.

Caswell calculated that each year he saves between \$500 and \$750 by leaving his car at home. This isn't just with gas either. Pereira appreciates not having to pay for parking. Bauer likes not paying for a gym membership but still getting plenty of exercise.

2. It's easy.

No hunting for a parking space, no fighting traffic, no long walk from the parking lot to the office.

1. Why not?

"I don't need to drive," Bauer said.

"I can walk," Pereira said. "I live near enough to be able to walk in less than 10 minutes and bike in five."

Caswell quoted Danish philosopher Soren Kierkegaard to explain his love of walking: "Above all, do not lose your desire to walk. Every day, I walk myself into a state of well-being and walk away from every illness. I have walked myself into my best thoughts, and I know of no thought so burdensome that one cannot walk away from it. But by sitting still, and the more one sits still, the closer one comes to feeling ill. Thus if one just keeps on walking, everything will be all right."

Masked Rider 2015-2016

Rachel McLelland

By K'Leigh Sims

Rachel 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.

At the age of 5, she began showing horses and competed in English hunter/jumper competitions. By the end of high school, Rachel 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 several states, including New Mexico, Utah, Colorado and Arizona.

During her year as the Masked Rider, Rachel logged a record-breaking 300 appearances and traveled more than 13,000 miles. She traveled throughout the state and nation, including the Big 12 Men's Basketball Championship in Kansas City, Missouri, to support the Red Raiders. From school appearances to rodeos to sporting events, parades, horse shows and even a wedding reception, Rachel was constantly on the go during her time as the Masked Rider.

She says this year has been unforgettable and there are few words to describe what it was like to be the 54th Masked Rider because the experience has been unimaginable.

"I knew that if I were selected it would be the ride of lifetime," she said. "It has been that and more. It exceeded my expectations in every way and truly has been the greatest experience."

During her college career, Rachel had been a member of the Masked Rider family. During the 2014-15 season, she was selected as a Masked Rider assistant for the 53rd rider, Mackenzie White. The next year, it was her turn to serve as the beloved icon.

Rachel says being Mackenzie's assistant gave her invaluable experience in learning about Texas Tech, the Masked Rider program and what it really takes to be the most recognizable symbol and mascot for the university.

In addition to being the Masked Rider, Rachel has been involved with several organizations on campus, including 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), Sigma Phi Lambda and even joined a new sorority, Alphi Xi Delta.

She also is a member of the United States Equestrian Federation and United States Hunter Jumper Association.

After her term as the 2015-16 Masked Rider, Rachel plans to study abroad in London for a medical internship in the summer of 2016 and go to medical school for orthopedic surgery after she graduates in May 2017.

Rachel said this year has been an honor and privilege.

“I never knew when I chose Texas Tech as my college that I would serve and represent it in such a way,” she said. “The opportunity has been that of a lifetime and it is something I will cherish forever.”

Masked Rider 2016-2017

Charlie Snider

By K'Leigh Sims

Charlie Snider, a junior from Corinth, is a student in the Department of Animal and Food Sciences within the College of Agricultural Sciences and Natural Resources majoring in animal sciences with a focus on equine science. Since he began riding horses at age 13, Charlie has loved spending time working with, riding and caring for horses and continues to do so today.

When he began his equine career, Charlie worked as a horse exerciser for a small barn in his hometown and soon after found a trainer and purchased his own horse to begin riding.

Throughout high school and into his college career at Texas Tech, Charlie's knowledge of horses grew. Charlie joined the Texas Tech Equestrian Team his freshman year in 2013 where he showed both Western and Hunt Seat against colleges and universities in Zone 7, Region 2 of the Intercollegiate Horse Show Association. That region includes universities such as the University of North Texas, the University of Oklahoma, the University of Texas-Austin, West Texas A&M University, Tarleton State University and other schools in the South.

Charlie has constantly shown a strong work ethic by working with two horse barns outside of the Texas Tech Equestrian Team's responsibilities and also as an assistant to the Masked Rider.

From 2014 to 2016, Charlie served as one of the Masked Rider's assistants for the 53rd and 54th riders, Mackenzie White and Rachel McLelland.

Charlie says his experience with horses in the past eight years has taught him how to handle many different situations with horses and being an assistant to the Masked Rider has given him a lot of insight into the program and what it means to be the most iconic symbol for the university.

Dedicating most of his free time to all things horses, Charlie's hard work has earned him numerous awards and honors, including top six placements in the Intercollegiate Horse Show Association shows, president for the Texas Tech Equestrian Team and an opportunity to ride with Team USA rider Sinead Halpin, who was the first alternate in the 2012 London Olympic Games, who also rode with the eventing team for the 2014 Normandy World Games.

All of Charlie's hard work has finally paid off as he now becomes the 55th Masked Rider for Texas Tech University.

Charlie says becoming the Masked Rider is such an honor and he can't wait to see where this year will take him as an ambassador for the university.

After his term as the 2016-17 Masked Rider, Charlie plans to further his knowledge in the equine industry by continuing to work with horses and possibly manage a horse barn.

“It really does mean a lot to me to represent the university to this capacity,” he said. “I’m just excited to see where we will go, what we will do, and making sure that everyone who comes in contact with the Masked Rider and Fearless Champion has the best experience possible.”



Web Only

Nepalese Student Association Raised \$20,000 for Nepal Earthquake Victims

On its one-year anniversary, Texas Tech students learn how the funds collected helped the earthquake-stricken country in its time of need.

By K'Leigh Sims

One year ago today (April 25), a 7.8 magnitude earthquake struck Nepal east of Kathmandu, destroying towns, homes, schools, historical landmarks and temples, devastating the country.

After news surfaced in the United States about the horrifying earthquake, Nepalese students on the Texas Tech University campus were scared for their families' safety and concerned about what life would be like in Nepal post-earthquake. To help their country from afar, they began raising funds to send to earthquake victims.

Throughout May 2015, the [Nepalese Student Association](#), in conjunction with Saba Nafees, outgoing graduate vice president for the [Texas Tech Student Government Association](#), and Texas Tech administrators, raised money on campus, totaling \$20,000 for earthquake victims.

A year later, the association examined the impact of the donation sent to earthquake victims. Rushan Shakya, vice president of external affairs for the association, said they found astonishing results from their efforts.

They learned the \$20,000 collected from the Lubbock and Texas Tech communities were sent to Shree Nava Jyoti Primary School to rebuild classrooms, to the Non-Resident Nepali Association to rebuild homes in Barpark, Gorkha, Nepal, and provided food and shelter for earthquake victims.

“On occasion of the one-year anniversary of the Nepal earthquake, we would like to thank our entire Lubbock and Texas Tech communities for all of the love and support they provided us during the earthquake,” Shakya said. “We heartily thank all of our donors, volunteers and advisers for all of the help they provided us during our fundraising campaign.”

In addition to raising money for earthquake victims, the association hosted a candlelight vigil the week of the earthquake to remember the thousands of people who lost their lives on that tragic day.

The association aims to promote Nepal and its culture through various activities as well as foster interaction between all members in order to create a resourceful social and academic environment for students. Established in 2006, the organization embraces diversity through

cultural exchanges between the Lubbock and Texas Tech communities and address challenges encountered by Nepalese students.

For more information about Texas Tech's Nepalese Student Association, visit its [website](#).



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Professor Uses Research to Dispute Ethnic Presumptions

Yvonne Caldera has devoted her career to studying Mexican-American families.

By Jenae Fleming

Since beginning her career at Texas Tech University in 1994, [Yvonne Caldera](#), a [human development and family studies](#) professor in the [College of Human Sciences](#), has studied Mexican-American families. With an area of interest in infants' socio-emotional development, Caldera used her expertise to dive deeper into the research connected to child development.

Caldera was perplexed by the data associated with child development studies. The research had primarily been done on European-American families and Caldera believed this was not an accurate depiction of child development all over the world.

"The field tended to believe that development was universal and the way a child in one country develops would be the same all over the world," Caldera said. "That planted the seed in me to begin doing normative research with ethnic minority families."

Caldera based her research on Mexican-American families in the Lubbock community, but beginning her research was not easy.

"It took quite a while to be able to get into the Mexican-American community to do research," she said. "No one had ever done it here; there were a lot of suspicions."

In order to figure out the context in which the families were living, Caldera would follow and document their routines. She gathered information for her research for two years, following more than 160 Mexican-American parents and their infants.

Her studies showed the longer a Mexican-American has been in the U.S., the more likely they are to drop out of high school, experience teen pregnancy, become unemployed or engage in illegal activity.

"The longer the family has been in the United States, the less well they do," Caldera said. "Immigrant children and families actually do better than their descendants do."

While gathering her information, Caldera came to know other scholars in the same area of research who also studied Mexican-American families.

“That started me thinking: instead of having a book on Mexican-American families from a human development perspective, it might be more interesting from a multidisciplinary perspective,” Caldera said.

In 2010, the [Society for Research in Child Development](#) put out a request for conference proposals. The small conferences would focus on diversity and interdisciplinary perspectives. Caldera sent in a proposal request with the ultimate goal of a book in mind.

“The idea was that after the conference, I would take all of the presentations and turn them into chapters for a book,” Caldera said. “The people invited knew a book was going to come out of it.”

After holding the conference at Texas Tech in 2010, Caldera gathered all of the presentations and formed them into chapters for a book.

“[Mexican American Children and Families](#)” is a comprehensive volume on Mexican-American children and families written by leading experts in fields of psychology, education, health and social policy, linguistics and sociology. The information in the book offers a glimpse into the diversity and complexity of issues examined by the researchers.

Since publishing her book in 2015, Caldera continues to conduct her research and follow Mexican-American families in the Lubbock community.



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Red Raiders Bring ‘Tech to Town’ with Day of Community Service

Hundreds of Texas Tech volunteers gave their time over the weekend to offer their services to the Lubbock area.

By K'Leigh Sims

While most Saturdays are for relaxing, 500 volunteers from the Texas Tech community offered their time and services Saturday (April 9) to the Lubbock area for the one-day service project Tech to Town.

The event was designed by Texas Tech students as a service project to say “thank you” to the city of Lubbock for all the community does for the university.

Organized by the Texas Tech [Student Government Association](#) (SGA) and the [Office of the President](#), students, faculty and staff went to 11 different sites in the community to help with neighborhood cleanup, homeless-shelter volunteering, lake and pond cleanup, and other service projects around the West Texas city.

“The city of Lubbock and Texas Tech form a community that is befitting West Texas kinship,” said John Opperman, Texas Tech interim president. “We expected between 200 to 300 volunteers for the first year of this event but have been heartened by 500 faculty, staff and student volunteers giving of their time this weekend to give back to the community.”

This is the first year Texas Tech organized the event, but according to SGA’s external vice president Caleb Fisher, this idea had been around for a while and was only able to turn into a reality this year.

“As college students, we often live our lives seeing the world through a narrowed lens, focusing solely on school and our personal lives but not always noticing what is going on in the world around us,” he said. “This event, even on a small scale, was designed to give Texas Tech students the motivation to get outside of our college lives, serve others and see how the world makes a lot more sense when we help others.

“I want to thank the students, the Office of the President and the Lubbock City Council who were a huge help in this matter.”

To learn more about Tech to Town, visit the Office of the President’s [website](#).



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Red Raiders Represent on Capitol Hill

Student Government Association officers attended the Big 12 on the Hill conference.

By Jenae Fleming

Texas Tech University's [Student Government Association](#) (SGA) sent students to attend Big 12 on the Hill, a seminar that gives student leaders at schools in the Big 12 Conference the opportunity to advocate on behalf of their school's undergraduate and graduate students' needs.

Texas Tech sent seven SGA representatives to the forum: [Emily Latham](#), [Holton Westbrook](#), [Amber Yanez](#), [Caleb Fisher](#), [Saba Nafees](#), [Sarah Berry](#) and [Tanner Culp](#). These students promoted the undergraduate application process, college affordability and campus safety and wellness.

Missi Currier, director of external relations at Texas Tech, said she is very proud of how the students represented Texas Tech at the event, which took place Feb. 29 to March 2 in Washington, D.C.

"They showed professionalism, knowledge and compassion for their fellow students while at the conference," Currier said. "They are great advocates for the Big 12 and especially our school. I was proud to watch our Red Raiders in action on the Hill."

The students met with the Texas delegation, congressional members and staff, education committees and members representing other Big 12 universities.

Berry, SGA director of political affairs, said she enjoyed sharing experiences with representatives from other schools.

"Having all of the universities from the Big 12 work together to advocate for the same issues allowed us to have a stronger presence on the Hill and hopefully be more successful in the long run," Berry said.

Meeting with the representatives was a great way for the Big 12 schools to discuss the future of higher education.

"We had the opportunity to not only meet with staffers, but the congressmen and women themselves," Berry said. "They actually made the time to sit down and listen to the current issues college students face today, and that was a very special experience."

Nafees, vice president for graduate affairs, said her favorite part was learning from the offices of congressmen and women. They said hearing stories from students across the nation is a very effective way of advocating on key issues in higher education.

“They shared the fact they receive many letters and emails from constituents across the country, but coming in person, as a uniform group of young leaders, speaks volumes to them and makes their jobs all the more rewarding,” Nafees said. “It was a humbling experience to advocate on behalf of Texas Tech students and combine forces with representatives from other Big 12 universities.”



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Students, Faculty and Staff Plant 28,000 Trees, Shrubs for Arbor Day

The annual event was created in 1938 and continues to grow each year.

By K'Leigh Sims

The Texas Tech University community worked together Friday (April 29) to lend a hand in planting 28,000 trees, shrubs and flowers throughout campus for Arbor Day, an annual tradition where students, faculty and staff join to help beautify the campus and build a sense of community in Raiderland.

More than 2,000 students, faculty and staff planted a variety of items, including red geraniums, lantanas, salvia, pistachio trees, Mexican feather grass, crepe myrtles, turk's cap and more.

Hector Aguirre, a senior [landscape architecture](#) student, said it's important for the Texas Tech community to be involved in the annual event because people need to understand the importance to replace the items we use from the Earth.

"Arbor Day is important because it teaches sustainability," he said. "As we continue to grow on campus, we use more resources and rely on the Earth's resources for what we need. I think teaching students the initiative is important because we use these resources all the time and it takes more than a few years for them to grow back. We need to understand the importance of replanting trees and replacing the items we use to give back to the Earth for what it has given us."

The annual event was created in 1938 by Texas Tech President Bradford Knapp, who was saddened by the bareness of the campus. The tradition was carried out in true West Texas fashion as 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 while home economics students in long dresses and sunbonnets rode in covered wagons to hand out coffee and doughnuts to the volunteers.

The tradition has grown exponentially since its beginning and continues to grow each year.

Arbor Day occurs at Memorial Circle and includes activities, live music, free food and T-shirts followed by a student organization awards ceremony in addition to the planting.

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



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Students Spend Spring Break Making a Difference

Raiders Helping Others coordinated alternative, volunteer-oriented spring break trips for students.

By Jenae Fleming

[Raiders Helping Others](#) (RHO) had a record-breaking number of student residents on alternative spring break trips to participate in service opportunities.

RHO is an organization of student residents committed to bettering the community through volunteer efforts. To be a member, students must live on campus or have been a member during their previous residency on campus.

A total of 39 students traveled to Florida, Kentucky, Utah and Louisiana. Each trip was sponsored by Texas Tech advisers and lasted the duration of spring break (March 13-20).

[Craig Kuehnert](#), assistant director for student leadership development at [University Student Housing](#), said RHO began offering alternative spring break trips to on-campus residents in the spring of 2011.

“Alternative spring break trips allow students to participate in an experience that challenges their perceptions about various areas of social justice through community service work,” Kuehnert.

Kuehnert hopes the students will use the experiences from their trips to better their future.

“Our students are exposed to real life experiences that may help them think differently, or more deeply, about their course work and future careers,” Kuehnert said.

Kentucky

RHO student members traveled to David, Kentucky to volunteer at the [David School](#), which provides educational programs for children from low income households. Texas Tech students were able to assist with maintenance of the facility, aid with landscaping a trail from the school up to the mountain and tutor students in the classrooms.

Whitney Shaffer, RHO committee chair for youth and education, said she went to the David School last year for spring break with RHO and was thrilled to get the opportunity to go back and see some of the same students she had worked with previously.

“This trip is a great experience and it helps open your eyes to the major issues that some of the students face,” Shaffer said, “I recommend this trip to anyone who is passionate about the students in the education system.”

Louisiana

Eight Texas Tech students traveled to New Orleans, Louisiana, to perform various re-building activities throughout the city. During the week students assisted in helping with gardening, painting and trash cleanup in the community.

This trip was targeted toward students at Texas Tech who are interested in social justice and diversity topics.

Utah

Students volunteered alongside staff members at the [Rocky Mountain Field Institute](#) in Indian Creek, Utah. The Institute works to conserve public lands in the Southern Rocky Mountain region with the help of volunteers through various restoration projects. By the end of the week, students had built 76 rock steps, improved 101 linear feet of trail, hauled 133 cubic feet of crush fill and built 458 square feet of retaining wall.

Alison Menefee, RHO committee chair for animals and the environment, led seven other students through the Utah trip. She said it was a great experience that allowed all of the students to get to know one another better and bond through various projects.

“I would have to say my favorite part about the trip was seeing how everyone came together to accomplish a goal, even when we were tired and cold,” Menefee said. “One of the greatest things that came out of this trip was knowing that all these people chose to spend their spring break doing something meaningful.”

Florida

Eight students volunteered at the [Give Kids the World](#) resort in Kissimmee, Florida. The resort provides week-long, cost-free vacations to children with life-threatening and terminal illnesses.

While at the resort, students prepared and served meals to residents, aided with maintenance work on the property and worked closely with the children and their families during planned events and activities. This trip was targeted at students that live in the Health Sciences Learning Community or are interested in the healthcare profession.



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Texas Tech Faculty Member Recognized for 50 Years of Service

Richard Meek, a professor of bassoon and music theory,
began his career at Texas Tech in 1965.

By Amanda Castro-Crist

Richard Meek was first introduced to Texas Technological College as an Ohio high school student in the 1950s.

“One of our trigonometry texts was authored by one of Texas Technological College’s professors. It had the finest logarithmic tables at the back of the book,” Meek said. “Then in 1964, my three brothers and I took a trip out west. We came down through Lubbock on the way to Carlsbad Caverns.”

He didn’t know it at the time, but the following year, he would begin his teaching career at the College, now Texas Tech University. Today, Meek will be honored for 50 years of service with the university.

As a professor of bassoon and music theory since 1965, Meek said the best part about working at the university has been the people, students, faculty and staff he calls family.

“We want to make music together. So it’s always been friendly and very cooperative,” Meek said. “There’s always a weaker link in your group and what you do is work to help them look good and do well. That’s what a good musician does, and I’ve had my share where they help me.”

Colleagues say that spirit of helping is especially evident in Meek’s work. He doesn’t hesitate to help his students succeed, going as far as lending his own instruments for their use.

“His bassoon students were always very grateful for what they learned from him,” said Jane Ann Wilson, associate professor emeritus of music. “I think they have great respect for him and feel they learned a great deal from him.”

Meek said he’s kept in touch with many of the students he’s taught throughout the years, even teaching some of their children and grandchildren. Many have gone on to excel not just in music, but as professionals in law, medicine and finance, among others. Meek said the work that goes into creating music is a lot more than people sometimes expect, but it can pay off in unexpected ways.

“It can be a prelude to any other career that you want,” he said.

Wilson said Meek was never hesitant to share his knowledge with other teachers in the department.

“He’s really quite brilliant,” Wilson said. “More than once, I went to him with a question about analysis because I’ve always tried to help my students understand the harmony of the music they were playing.”

That knowledge comes from a life of music that began when he was just 5 years old. He got his start not with the bassoon, but with the violin.

“My granddad, who was a surgeon, his hobby was making violins, so he made a violin for every one of his children and grandchildren,” Meek said.

As he learned, Meek joined his musically-inclined mother, father and five siblings in family concerts performed in their community. Meek said he would attend commencement ceremonies at the Oberlin Conservatory of Music and hear his parents play with the commencement band. In fifth grade, he was at one of these performances when he noticed an instrument that stuck up like a baseball bat – it was the bassoon. He decided then that was the instrument he wanted to play.

The only problem was his school band did not have a bassoon. Instead, he was given the clarinet. It wasn’t until he got to high school that he was able to pick up the bassoon. He says he never looked back.

Meek later returned to the Oberlin Observatory and obtained his bachelor’s degree in music. He earned a certificate from the Mozarteum Salzburg, Austria and also earned the Performer’s Certificate and a master of arts from the Eastman School of Music in Rochester, New York.

At Texas Tech, he is a member of the Obietech trio, the Texas Baroque Trio and the Devienne Trio. The latter trio includes Wilson on piano and Michael Stoune, associate director for graduate curriculum in the [School of Music](#), on flute. While they most recently performed last week, they have completed numerous performances locally and abroad.

“We’ve had some great experiences playing,” Wilson said. “Our trio played at the International Double Reed conference in Buenos Aires one year. We had three short tours in Chile. It was really quite a neat experience because we got to see so much of the country and in some places where we played, they would have us teach.”

In addition to these performances, Meek has played as a soloist and in numerous ensembles. While at Eastman, he served as principal bassoonist of the Eastman Wind Ensemble and the Philharmonia. He was the principal bassoonist of the Midland-Odessa and San Angelo symphonies and the Orchestra of Santa Fe, and has served as the principal bassoonist for the Lubbock and Roswell, New Mexico, symphony orchestras and the Abilene Philharmonic.

Meek also served as treasurer of the International Double Reed Society and as host for its first International Gillet Competition held at Texas Tech in 1981. He serves as editor for



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solo and ensemble works for the bassoon with Allyn Publications and supervises bassoonists at the annual Texas Tech Band and Orchestra Camp.

As part of the Texas Tech Faculty Senate, he was the first member to serve as president for two consecutive terms and has served in several other positions.

“He gave a tremendous amount to the university through his work with the Faculty Senate,” Wilson said. “Richard has never done anything in a small way. If he got interested in doing something, he did far more than was required always.”

Meek was recently elected for another three-year term to the Senate. He said he plans to keep on investing in Texas Tech and playing music just as he has the past 50 years.

“There’s still a great joy to making music,” Meek said. “As long as I can play something, I’m going to enjoy it.”



Web Only

Texas Tech Innovators Forge Local and National Connections

The newest group of University Innovation Fellows is working on projects they hope will change Texas Tech University and their local communities.

By Amanda Castro-Crist

A group of Texas Tech University students is using innovation and entrepreneurialism to create connections on campus, in Lubbock and across the country.

Alfonso Alarcon, a junior industrial engineering major from Mexico; Alberto Garcia, a freshman computer engineering major from Shallowater; Isaac Griswold-Steiner, a junior computer science major from Austin; Alyx Horace, a sophomore management information systems major from Farmington, New Mexico; and Jared Steele, a junior business management major from Arlington form a cohort representing Texas Tech as part of the 2016 class of Epicenter's University Innovation Fellows.

About the program

The program, run by the National Center for Engineering Pathways to Innovation, funded by the National Science Foundation and directed by Stanford University and VentureWell, empowers student leaders across the nation to increase campus engagement with innovation, entrepreneurship, creativity and design-thinking. The Texas Tech fellows join 150 other students chosen from 47 higher education institutions across the U.S.

Jennifer Horn, director of translational research and entrepreneurialism in the [Office of the Vice President for Research](#), said the program enables students to become agents of change at their schools.

“Students are trained on program models that help develop an entrepreneurial mindset,” Horn said. “They undergo a six-week intensive online training and attend a national meet-up at the Institute of Design at Stanford and Google headquarters.”

The event gives fellows a chance to meet students from the other universities and provides more training on how to implement change on their campuses, she added. Since joining the program in 2015, Texas Tech has had 10 fellows.

“Because this is a new program, we are just now hitting critical mass. The previous cohort held a Do-Think-Make event to teach design thinking to students from engineering, the [Honors College](#) and students from South Plains College,” Horn said. “One alumni of the program continues to work as an evaluator for the GLEAMM Spark Fund, vetting Texas Tech technologies for investments from the fund.”

Horn said a pre-engineering student from South Plains College is included in each cohort.

“We currently have one Texas Tech innovation fellow who started as a fellow from South Plains,” Horn said. “Another fellow is a pre-engineering student at South Plains now. On our campus this semester, we have seven active fellows. They represent the [Whitacre College of Engineering](#), [Rawls College of Business](#) and the Honors College.”

Past cohorts have included fellows from the [College of Agriculture Sciences and Natural Resources](#) and the [College of Arts & Sciences](#).

“This is not just for business or engineering students,” Horn said. “We need creative input and creative people to drive this movement on campus. I welcome any student with an idea for an entrepreneurial course or event to contact me. Often the best, most creative ideas come from students.”

Students are nominated to be fellows by student leaders, faculty and staff who have witnessed their commitment to entrepreneurialism and participation in campus courses, organizations and events. Horn said those interested in becoming a fellow should make an effort to attend campus events at the Innovation Hub and Research Park, hear guest speakers and become involved in the entrepreneurial organizations throughout the university. Program leaders are looking for those students who help bring about positive, lasting changes to their campus.

Past fellows have attended national events, like the White House Maker Faire, which focuses on innovation, creativity and resourcefulness, and lead student events across the country.

“The Epicenter at Stanford pulls in fellows to participate in various opportunities across the nation,” Horn said. “It is a once-in-a-lifetime opportunity to connect with a national network of entrepreneurs and change agents on university campuses.”

About the fellows

The students in this year’s cohort are already hard at work identifying areas on campus and in the Lubbock community that could be improved through innovation.

“I identified two needs,” Griswold-Steiner said. “One, we don’t have enough experienced software engineers on campus who can develop apps and software for startups. Two, talking to people in my department, there’s way too much of a grading workload. So I’m working on an auto grader that will not only remove a lot of the grading work, but it will also help train students to more effectively produce more robust software.”

The over-arching goal of the cohort is to enhance the culture of innovation and entrepreneurship on campus. Horace said she’s working on an event that focuses on regional problems, like local drought and a lack of recycling initiatives, and will bring in other UIF students from Texas and the surrounding states to brainstorm solutions.

“I’m hosting a regional meet-up here at Texas Tech. It’s a two-day weekend where we showcase what our campus does and our Innovation Hub,” Horace said. “We’ll host a lot of workshops and creative activities.”

Garcia also is working on an event that will bring other innovators together.



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“My individual project is focused on bridging the gap between different disciplines through the implementation of an interdisciplinary design-thinking event,” Garcia said. “The goal is to promote and support more collaboration between different disciplines, in order to create not only a new way of thinking, but new, unique ideas and innovations as well.”

Two of the fellows are working on projects that will create bonds not only between local organizations and Texas Tech students, but also middle and high school students. Steele hopes to host “Hackaconf,” a hackathon and research conference, this October.

“Essentially, we’re pulling together high school students as well as Texas Tech students. They are presented with a problem and are expected to use some sort of technology that they come up with in order to potentially solve this problem,” Steele said. “We’re teaming up with some alumni and the whole idea is we’re really just trying to get more students involved and push them to some limits they were not planning on.”

Alarcon said he also is focusing on creating relationships between Texas Tech students and local economic development organizations like the Lubbock Chamber of Commerce. This fall, he plans to funnel those connections into the middle and high school students in the chamber’s Young Entrepreneurs Academy, a yearlong after-school program that teaches students the basics of how to launch a business.

“They learn how to do market research, talk to potential customers, do financial projections and then some of them actually launch their business,” Alarcon said.

The goal is to connect the students with the existing entrepreneurial culture at Texas Tech, he said. Alarcon also is working on a community service project that lets students who already have their own ventures mentor high school students interested in entrepreneurship.

“We want to develop the region’s and the university’s future innovation ecosystem,” Alarcon said. “If we invest in these high school students, eventually they are going to be the ones leading these entrepreneurial efforts.”

While each of the fellows has taken on an individual project to benefit the campus in some way, all the members of the cohorts also are heavily involved in on- and off-campus group projects. Their contributions require minimal investment of faculty and staff time, Horn said.

“They present workshops as classes for courses on campus, they plan events for students in the various colleges,” Horn said. “They partner with entrepreneurial groups on campus such as [Texas Tech Innovation Mentorship and Entrepreneurship](#), [Media Entrepreneurship and Innovation Group](#), and [Collegiate Entrepreneurs’ Organization](#), to host events.”

Students interested in becoming part of a future cohort should work to show their interest in innovation and entrepreneurship, both in and out of the classroom, Steele said. The hard

work may pay off with a nomination to a future class of fellows and connections that will last a lifetime.

“You’re paired up with some really brilliant students who have a very definite direction of where they want to go,” Steele said. “It’s a really awesome working opportunity.”



Web Only

Texas Tech Names New Masked Rider for 2016-17 Year

Charlie Snider will serve as the 55th Masked Rider for the upcoming academic year.

By K'Leigh Sims

Texas Tech University's new [Masked Rider](#), Charlie Snider, accepted the reins to horse Fearless Champion Friday (April 15), becoming the 55th student to proudly wear the black mask and scarlet cape.

Snider, a junior from Corinth, is a student in the [Department of Animal and Food Sciences](#) within the [College of Agricultural Sciences and Natural Resources](#) majoring in animal sciences with a focus on equine science. In the coming year, he will promote the spirit of Texas Tech at athletic events and other school and civic appearances while representing himself as an ambassador for the university and sharing his love for riding and Texas Tech.

“It really does mean a lot to me to represent the university in this capacity,” he said. “I’m just excited to see where we will go, what we will do, and make sure everyone who comes in contact with the Masked Rider and Fearless Champion has the best experience possible.”

From the beginning

Snider began riding horses at age 13 and later worked as a horse exerciser for a small barn in his hometown. Soon after he began working at the barn, he purchased his own horse to begin riding.

During his freshman year at Texas Tech, Snider joined the [equestrian team](#) in 2013 where he showed both Western and Hunt Seat against colleges and universities in Zone 7, Region 2 of the Intercollegiate Horse Show Association. That region includes universities such as the University of North Texas, the University of Oklahoma, the University of Texas-Austin, West Texas A&M University, Tarleton State University and other schools in the South.

From 2014 to 2016, Charlie served as one of the Masked Rider's assistants for the 53rd and 54th Masked Riders, Mackenzie White and Rachel McLelland.

Snider said his experience with horses the past eight years has taught him how to handle many different situations, and being an assistant to the Masked Rider has given him great insight into the program and what it means to be the most iconic symbol for the university.

Dedicating most of his free time to all things horses, Snider's hard work has earned him numerous awards and honors, including top six placements in the Intercollegiate Horse Show Association shows, president for the Texas Tech Equestrian Team and an

opportunity to ride with Team USA rider Sinead Halpin, the first alternate in the 2012 London Olympic Games, who also rode with the eventing team for the 2014 Normandy World Games.

All of Charlie's hard work has finally paid off as he now becomes the 55th Masked Rider for Texas Tech University.

Looking forward

With an exciting year ahead of him, Snider says becoming the Masked Rider is such an honor and he can't wait to see where this year will take him as an ambassador for the university.

After his term as a Texas Tech mascot, Snider plans to further his knowledge in the equine industry by continuing to work with horses and possibly manage a horse barn.

McLelland, the 2015-16 Masked Rider, logged a record-breaking 300 appearances at schools, rodeos, sporting events, parades, horse shows and even a wedding reception, traveling more than 13,000 miles. The last Masked Rider to hold the record of most appearances was the 52nd Masked Rider, Corey Waggoner with 250 appearances.

McLelland said this year has been unforgettable and there are very few words to even describe what it was like to be the 54th Masked Rider because the experience has been unimaginable.

"I knew if I were selected as the Masked Rider that it would be the ride of a lifetime, and it has been that and more," she said. "I am truly honored to have served Texas Tech in such a way. It is something I will cherish forever."

Her favorite part of being the Masked Rider was finding there is something special about every part of being the university's mascot.

"I didn't realize the impact I could make as the Masked Rider until I showed up at each event," McLelland said. "Football games are very special as that is where the tradition started. There is nothing like running in front of 60,000 cheering Texas Tech fans. Also appearing at an alumni golf tournament, a children's hospital, birthday parties, weddings, horse shows, rodeos, they were all so special in their own way."

McLelland plans to study abroad in London for a medical internship this summer and go to medical school for orthopedic surgery after she graduates in May 2017.

"I will miss Fearless Champion, of course, but I will really miss the people," she said. "I have met so many amazing people this year and I have loved getting to see how their love for Texas Tech has spanned generations and the country. To hear those stories and to be able to take a little bit of Texas Tech to these people as the Masked Rider has been wonderful."