

TEXAS TECH
HEALTH SCIENCES CENTER

News & Publications, HSC Bureau

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FOR IMMEDIATE RELEASE
REF: A-11-5-90
CONTACT: Pearl Trevino

Lubbock--"Performance Appraisals that Work," an Executive Communications video conference, will be presented 1-3 p.m. Nov. 14 in Room 2B152 of the Texas Tech Health Sciences Center.

The conference will cover the attitude, planning and approach needed to conduct positive appraisals and discussions that enhance employee performance and foster productive relationships.

Presenter is Robert B. Maddux, senior vice president and director of professional services of Right Associates, a management consultant firm. He has authored several books, including "Team Building-An Exercise in Leadership" and "Job Performance and Chemical Dependency."

Registration costs \$25. For more information or to register, call the Library of the Health Sciences Teaching and Learning Center at 743-2213.

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FOR IMMEDIATE RELEASE
REF: B-11-05-90
CONTACT: Kim Davis

LUBBOCK -- Since the days of the medicine man with his miracle potions and cure-all creams, quackery has been a continuous culprit of consumer confusion.

Still today, there remains a fine line between fact and fiction. And, to the average consumer, that line can be difficult to distinguish, says Kae Hentges, a health education specialist at the Texas Tech Health Sciences Center.

"There are two distinct types of medical quacks," Hentges said. "Those who honestly believe they have a cure for something, and those who are simply out to make a buck."

Probably the most cruel and dangerous areas of quackery, she said, are those that promise cures for chronic and painful diseases such as cancer and arthritis.

"Terminally ill people are willing to try just about anything," Hentges explained. "And all too often, they're ripped off because of their desperation."

But no one is immune to a myriad of other so-called cures. All you have to do is flip a channel or turn a page to find claims of cures for most of today's maladies. Claims of vanishing wrinkles overnight, ending varicose veins forever, curing headaches, and curbing appetite commonly grace the pages of many popular magazines.

Many consumers, Hentges said, are willing to believe these advertisements because of the testimonials supporting the product. Additionally, people tend to believe advertisements claiming the cure is medically developed and proven by doctors.

"Testimonials are very suspect. It's dangerous to take them at face value," she said. "Titles and degrees are also dangerous. Titles such as 'expert' and degrees such as 'doctor' have lost their meaning over the years. These names should not be the main indicator of whether or not to believe claims of medical cures."

Seventy-five percent of all ailments get better on their own. Quacks know this, Hentges said, and they'll use it to claim their product as the sole reason for successful recovery. Additionally, many serious diseases -- such as arthritis -- have periods of remission when no symptoms exist. Again, Hentges explained, medical quacks will take advantage of the body's natural processes by claiming their product as the "miracle cure."

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QUACKERY/PAGE 2

"People desperately want to believe in miracle cures," she said. "I think we all hope for a magic potion. That's only natural."

Unfortunately, she added, it's also unrealistic at this day and age. For now, we have to depend more on medical comfort than on medical cures.

Folk medicine -- not to be confused with quackery -- is one such area focused on medical comfort.

"For years, folk medicine has been a tradition of using various herbs and other natural ingredients as a means of caring for the sick by comforting their aches and pains," Hentges explained.

For example, some folk medicine remedies have been successful in soothing upset stomachs or easing headache pain. But they are not usually claimed to be a means of curing disease. Most remedies are only a means of comforting the patient until the body's natural defense system beats the invading bacteria.

Yet even in folk medicine, quackery does exist. Some herbal remedies attempt to defraud consumers by claiming to be more than they actually are. Herbal remedies, along with any other powder, pill or liquid should be questioned if their main claim is to cure, Hentges said.

"We don't have any more quacks in today's society than we did in the days of the medicine man," Hentges said. "But we do have more methods to proclaim fraudulent remedies, including television, radio and mass mailings."

As times have changed, and society has become more high tech, Hentges explained, so too has medical quackery. The deceitful field has grown from yesteryear's snake oil cures to today's scientific discoveries proclaiming biological breakthroughs.

And each year, she said, millions of dollars are spent on these inappropriate remedies. Obviously, this is dangerous not only to the pocket book, but also to public health in general.

When diagnosed with a serious ailment -- or any questionable illness -- a second and even third opinion is important to consider. Even today, Hentges said, no physician knows everything about medicine. Consequently, consumers should aggressively ask questions about diagnoses and possible medications.

QUACKERY/PAGE 3

Additionally, many medical "talk shows" should be suspected of quackery. Usually, these shows are only long advertisements for medical remedies that probably aren't effective.

The best advice, she added, is to maintain a healthy skepticism.

"After all, if it sounds too good to be true," Hentges said, "it probably is."

QUACKERY QUIRKS

Recognizing quackery can be difficult. But if you can answer yes to any of the following questions, you may be a victim of medical mischief:

- * Is the product or service a "secret" remedy not available from other sources?
- * Does the sponsor claim that the medical profession is trying to keep him out and does not accept his wonderful discovery?
- * Is the remedy being sold door to door or promoted in lectures?
- * Is this product being promoted in a popular magazine or by a crusading organization?
- * Does the product rely heavily on testimonials by "cured" or "satisfied" users?
- * Is the product or service good for many different kinds of illnesses? For example, does it claim to cure not only gout, but also rheumatism, goiter, liver disfunction and sexual inadequacy?
- * Does it seem too good to be true?

TEXAS TECH
University & Health Sciences Center

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FOR IMMEDIATE RELEASE

REF: 1-11-5-90

CONTACT: Kippie Hopper

LUBBOCK -- A program to increase the awareness and prevention of acquaintance rape among university students will be presented at 7 p.m. Wednesday (Nov. 7) in the University Center Allen Theater at Texas Tech University.

Acquaintance rape is the most common type of sexual abuse among young women who are 18-25 years of age, and the incidents involving male victims are increasing, according to national statistics.

"Based on studies and National Crime Information Center reports, we know that one of the most violent crimes that's intruding on our college and university campuses is sexual abuse, which primarily is directed against women," said Brenda Arkell, Texas Tech assistant dean of students.

The incidents involving male victims are increasing and now comprise approximately 4 percent of all sexual assaults. Nearly 75 percent of all victims of sexual assault knew their assailant in some way, Arkell said.

"Acquaintance Rape: Prevention and Awareness" is sponsored by the Zeta Tau Alpha sorority, the Texas Tech Dean of Students Office, the Lubbock Rape Crisis Center and the Texas Tech Women's Studies Council.

The program will begin with a nine-question awareness survey that asks participants to reflect on their feelings about acquaintance rape. Respondents will be asked whether and how much they agree or disagree about specific statements, for example: A woman is never responsible for her rape; If a woman "leads a man on," she is obligated to have sex with him; People are not responsible for what they do under the influence of alcohol and other drugs; Rape is motivated by sexual needs.

Following the survey, a 20-minute video titled "When No Means Rape" will offer candid opinions heard primarily from fraternity men and from victims of acquaintance rape. The video helps to discount individuals' myths that acquaintance rape could never happen to them or that they could easily identify an acquaintance rapist, Arkell said.

After the video, the Director of the Lubbock Rape Crisis Center Becky Cannon will facilitate a discussion among participants about the survey and the video.

"There are no set guidelines for preventing or avoiding acquaintance rape, so this program encourages persons to think about their attitudes and thoughts about it. The program will give people the opportunity to think of a game plan or to decide an approach of action before acquaintance rape happens to them. They can ask themselves what they would do in similar situations. Hopefully, they'll be better able to respond if they are in a sexual assault situation," Arkell said.

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REF: 2-11-5-90

LUBBOCK -- Texas Tech Athletic Director T. Jones presents a miniature version of "The Masked Rider" to Texas Tech President Robert W. Lawless. The 24-inch bronze, which will be displayed in the President's Office, is an exact replica of the 10 1/2 foot bronze statue recently unveiled in the athletic offices. (Photo by Texas Tech University)

News and Publications

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FOR IMMEDIATE RELEASE

REF: 3-11-6-90

CONTACT: Kippie Hopper

LUBBOCK -- As public architecture both reflects and impacts society, buildings on university campuses reveal the importance people attach to education, according to Elizabeth Loudon, faculty member in the College of Architecture.

Campus architecture is the focus of a two-day symposium, "Campus Continuity: The Preservation of Educational Buildings in the United States and Mexico," scheduled Thursday and Friday, Nov. 15-16, at Texas Tech University. All sessions will take place in the Architecture Gallery, located on the courtyard level of the Architecture Building, 18th Street and Flint Avenue.

The symposium will provide a broad overview of historic restoration and preservation of campus architecture from an international, cross-cultural perspective. Several sessions will concentrate on the common link between campuses in Texas and Mexico. Other sessions will cover the special problems in preservation in state-supported universities.

Sponsored by the Texas Tech College of Architecture, Lubbock Heritage Society and the Lubbock Chapter of the American Institute of Architects, the symposium is targeted at university facilities managers and any other persons interested in preservation, said Loudon, the symposium director.

The architecture of Texas Tech, designed using Spanish Renaissance style, will be the subject of several presentations and a tour. Buildings, like those at Texas Tech, are aesthetic and technological records of specific cultural and historical times, she said.

"For example, at the time Texas Tech was started, there was nothing else built out here. The building of this university showed that people were willing to put time and money into these facilities. The buildings became a record, a truthful record, of that time, so that each generation afterward can go back and interpret," she said.

As university campuses age, older buildings often are neglected, or renovations of those structures are conducted without attention to the historic integrity of original plans. Architects struggle with the conflict of blending with the context while reflecting their own time and technology, Loudon said.

Accommodating the original intent of master planners, by conserving and preserving campuses to provide a sense of historic continuity, is of vital interest to historians, architects and both practicing and future facility planners everywhere, she noted.

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ARCHITECTURE SYMPOSIUM/PAGE 2

"We want to bring in people who have an impact on campuses, to raise the consciousness about the techniques and responsibilities of preservation, as well as to involve members of the general public who share a concern for the preservation of our heritage," she said.

Texas Tech Horn Professor in the College of Architecture Willard B. Robinson will begin the conference with an introduction to campus planning and a discussion of the historical basis for continuity.

The keynote speaker, Richard Dober, AICP, of Massachusetts, will lecture on "Campus Design: The Heritage of History." A prolific writer, Dober has served as a planning and design consultant to more than 350 colleges and universities worldwide. His book "Campus Design" will be published next spring.

Deputy state historic preservation officers with the Texas Historical Commission in Austin, James Steely and Stanley Graves, will review historic campus planning and preservation problems at Texas universities. Stephen L. Chambers, associate director of university planning and analysis at Northern Arizona University in Flagstaff, will lecture on "Developing Continuity Between Historic Preservation and Campus Master Planning."

Two faculty members from the University of Guanajuato, Mexico, Alfonso Alcocer Martinez, professor and director of the Albondiga Museum at the university, and Arturo Parra Moreno, an author, architect and professor of graduate studies in restoration of sites and monuments, will discuss campus architecture of that region.

Another international speaker, June Lennox, who serves as adviser to the National Trust on Conservation in London, England, and a member of the International Institute for Conservation, will review conservation techniques of stained glass. Mark Spitzglas, Texas Tech architecture associate professor, will consider illumination strategies as opportunities to highlight preservation and continuity.

Sessions Thursday afternoon will focus on the Texas Tech campus and will include a tour of the campus. Facilities Manager Larry J. Tanner and Architecture Professor Emeritus Nolan E. Barrick will address issues relating to the architecture of Texas Tech.

A session Friday afternoon will address minority campuses in the Southwest. Everett L. Fly, member of the Texas Board of Review for the National Register of Historic Places, will consider United States campuses for black students.

Registration for tours and/or meals should be made by Nov. 7. For more information about the conference, contact the College of Architecture, (806) 742-3136.

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FOR IMMEDIATE RELEASE

REF: 4-11-6-90

CONTACT: Shane Blair
or Kippie Hopper

LUBBOCK -- One of the world's leading authorities of the bassoon will conduct a master class scheduled for 1:30-5 p.m. Saturday (Nov. 10) in the School of Music's Hemmle Recital Hall at Texas Tech University.

Additionally, British bassoonist William Waterhouse will offer a lecture/recital, "Four Centuries of Bassoon," at 4:30 p.m. Thursday (Nov. 8). He will feature historic bassoons from his collection, including: the racket, 4-key bassoon by Millhouse (Newark c.1770), the tenoroon by Savary (Paris c.1840) and the modern bassoon by Heckel (Biebrich 1930).

"The fascinating part about this recital will be the opportunity for students and admirers alike to see and hear some of the earlier instruments," said Richard Meek, coordinator of the event and associate professor of music.

Performer, teacher and scholar of the bassoon, Waterhouse has played with the Philharmonia, Covent Garden, Italian-Swiss Radio and the London Symphony orchestras. In addition to having toured in the United States, he has performed in Europe, the Soviet Union, China, Japan and Australia.

He has taught at the Royal Northern Conservatory of Music since 1966 and currently is preparing the "New Langwill Index Dictionary of Historical Wind-Instrument Makers."

Accompanying Waterhouse in the recital will be his wife, Elisabeth Waterhouse, also a well-recognized teacher and performer. She also will conduct workshops on the "Alexander Technique."

Named for its originator F.M. Alexander, the technique is a performance method that combines controlled breathing and postural repositioning that benefits the performer's comfort and health.

One of the few qualified instructors of the Alexander Technique to visit Texas, Elisabeth Waterhouse will lecture from 9:30-12:30 p.m. Friday (Nov. 9) at Lubbock Christian University.

The fee for the master class is \$10. All other sessions are free. The workshop is sponsored by the Texas Tech Band, James Sudduth, conductor, and the Texas Tech Symphony Orchestra, Eric Fried, conductor.

For more information about the Waterhouse series, contact Richard Meek or Brad Cope in the School of Music 742-2270.

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FOR IMMEDIATE RELEASE
REF: 5-11-6-90
CONTACT: Charrie South
or Kippie Hopper

LUBBOCK -- PeeWee Roberson and other employees of the Texas Tech University department of recreational sports are helping to replant the tree population of the world.

Roberson, a Texas Tech graduate student and assistant director of the Outdoor Shop, and more than 55 Student Recreation Center (SRC) staff members donated one hour's pay this semester to defray the planting costs of two mature 6-10 foot trees.

The two trees, raised in the Texas Tech nursery, will be planted this month in either the area adjacent to the SRC or near the Texas Tech intramural softball fields.

While Texas Tech owns many young, container-grown trees, the labor cost of planting a tree, about \$100 each, limits the number permanently planted during a semester. The money donated by the SRC staff could be used to buy a tree, but most often the funds are used to pay the labor cost of planting a tree, Roberson said.

SRC employees implemented the tree-planting program last spring when they donated enough money to have two trees planted in the area adjacent to the SRC. The trees were valued at around \$150 each.

Roberson said his long-term goal is to raise enough money to afford the planting of two or three trees each semester.

"Maybe other offices on campus will start a similar program after hearing about what we are doing over here, but even if no one else does it, we know we are helping the environment," Roberson said.

Originally from the West Texas city of Abilene, Roberson became committed to protecting and promoting the environment after he took his job at the SRC Outdoor Shop. As part of his work, he often travels to mountainous areas where he leads camping, hiking and rafting trips for Texas Tech students, staff and faculty.

Frequently Outdoor Shop staff members travel to Ruidoso, N.M., to work cleaning and repairing hiking trails and campsites in the White Mountain Wilderness area.

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TREES/PAGE 2

Also, in an effort to save living trees, Outdoor Shop staff are encouraging campers to take their own wood for fires. The Outdoor Shop no longer rents hatchets that can be used to cut wood from living trees.

"We are using the outdoors, so it's our responsibility to take care of it," Roberson said.

Recently Roberson joined the National Arbor Society, which grows trees and plants for transplanting in areas where vegetation is needed. Upon joining, he received free-of-charge 10 two-foot trees, which he had planned to donate to the Texas Tech effort. Instead, he sent the young trees to Yellowstone National Park because the Texas Tech nursery already has many trees available for planting.

"Although I may never go back to Yellowstone, I still feel good that those trees are up there growing," he said.

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FAX (806) 743-2118**FOR IMMEDIATE RELEASE****REF: C-11-7-90****CONTACT: Preston Lewis**

LUBBOCK -- Several of the nation's most prominent surgeons will attend a black tie dinner Nov. 16 to kick off a \$1 million endowment campaign in the name of Peter Corte Canizaro, M.D., the late chairman of surgery at the Texas Tech Health Sciences Center.

Canizaro headed the department of surgery from 1982 until his death Sept. 3 and in that time established a nationally recognized surgery program for medical students and residents.

Among those attending the 6:30 p.m. reception and 7:30 p.m. dinner in University Medical Center's McInturff Conference Center will be James H. "Red" Duke Jr., M.D., of the University of Texas Health Sciences Center in Houston; G. Thomas Shires, M.D., of Cornell University Medical College; and Erwin R. Thal, M.D., of the University of Texas Southwestern Medical School in Dallas.

Duke is a respected surgeon well known for his television medical reports. In 1985 Shires, the Stephen and Suzanne Weiss Dean and Provost for Medical Affairs and the Lewis Atterbury Stimson Professor and Chairman of Surgery at Cornell, was listed by the American Journal of Surgery as the nation's most influential surgeon. Thal is one of the nation's leading experts on trauma care.

The dinner is open to all friends and acquaintances of Dr. Canizaro and his wife, Hana Illner-Canizaro. A \$100 donation is requested from all who plan to attend the memorial dinner. Reservations may be made by calling 743-2372.

Texas Tech's Internal Medicine Chairman Neil A. Kurtzman, M.D., and Shires are co-chairmen of the endowment campaign steering committee.

Kurtzman said Canizaro was one of the first clinical department chairman to come to the Texas Tech School of Medicine with an established national reputation.

"His presence on the Texas Tech faculty was instrumental in attracting other nationally recognized physicians to the health sciences center," Kurtzman said. "Without him, it would have been much more difficult for a medical school as young as ours to develop such a good national reputation so early in our history."

Kurtzman said fellow Texas Tech faculty and colleagues nationally decided a \$1 million endowed chair was the most appropriate way to remember Dr. Canizaro for his contributions to Texas Tech and the medical profession.

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CANIZARO CHAIR/PAGE 2

An endowed chair is the highest honor an institution of higher education can bestow upon the memory of an individual. Gifts to the campaign drive will be put in a permanent fund supporting the Peter Corte Canizaro, M.D., Endowed Chair in Surgery. Interest revenues from the endowment will support a faculty position or "chair" with resources above and beyond those available with a regular faculty appointment.

"This endowment," Kurtzman said, "will help Texas Tech's surgery department bring in another nationally recognized faculty member and maintain the quality of programs that Dr. Canizaro established."

At the time of his death, Canizaro was one of only 10 Texas surgeons in the prestigious Halsted Society, which recognizes the nation's top surgeons for their medical, academic and teaching achievements.

Before coming to Texas Tech, Canizaro served on the faculty six years at Cornell University Medical Center in New York, two years at the University of Washington School of Medicine in Seattle and six years at the University of Texas Southwestern Medical School in Dallas.

Three times Canizaro received the Outstanding Clinical Sciences Teaching Award at Texas Tech. He was also recipient of the prestigious Elliott Hochstein Teaching Award from Cornell University, which established the annual Peter C. Canizaro Lectureship in Surgery in his honor.

A general surgeon with a specialty in trauma, Dr. Canizaro was a member of the American Surgical Association, the Shock Society, the American Association for the Surgery of Trauma and the American College of Surgeons and its Committee on Trauma. He was also active in the American Medical Association and the Texas Medical Association, which he served as a member of its Editorial Committee.

He graduated from the University of Texas Southwestern Medical School and was recognized for his high academic standing by being elected to Alpha Omega Alpha, the medical honor society which recognizes those medical students graduating in the top 15 percent of their class. He held his undergraduate degree from the University of Texas in Austin.

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FOR IMMEDIATE RELEASE
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CONTACT: Kim Davis

LUBBOCK -- Everyone scratches itches, but those scratched itches can quickly turn into itchy scratches for those suffering from psoriasis.

Affecting 1 to 3 percent of the U.S. population, psoriasis is a chronic skin disorder of unknown origin, according to Alan Boyd, M.D., of the Texas Tech Health Sciences Center department of dermatology.

"Psoriasis is not contagious or life threatening," he said, "but it can be extremely uncomfortable and upsetting."

The culprit in this rare disorder is abnormal skin cell development. Each day, Boyd explained, dead cells are shed from the surface layer of the skin as new cells form and move to the surface. In psoriasis, these new cells reach the surface of the skin more quickly than usual.

Boyd, who has focused some of his research on the disorder, said a normal skin cell matures in 28 to 30 days, but in a person with psoriasis, cells can mature in as few as three to four days. This overproduction leads to a thickening of the skin which results in scaling.

The disorder usually appears as round, thick, reddish patches -- called plaques -- that have distinct borders. Silvery scales quickly cover the surface of these plaques and are shed in the same way as dead skin cells. In severe cases, painful cracking can occur and pustules may develop on the affected areas.

"Plaques can show up just about anywhere on the body, but the most common sites are the legs, knees, elbows, and scalp," Boyd said. "Psoriasis also can affect a person's fingernails. The surface of the nail can become pitted, and the nail can eventually separate from the nailbed."

The disorder usually appears between the ages of 10 and 30 and tends to run in families. In most cases, general health is not affected. However, Boyd explained, the disorder may cause serious illness in both the elderly and the very young if the condition is severe and widely spread over the body.

For most people who have it, psoriasis is a long-term condition, and there is no permanent cure. The disorder usually reappears throughout life with varying degrees of severity, though treatment is usually successful in clearing up each outbreak.

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PSORIASIS/PAGE 2

Since symptoms vary from person to person, Boyd said, physicians must design individualized treatment programs for each patient. Effective therapies include medications such as topical steroids, coal tar or anthralin paste. Topical steroids, he added, will clear plaques and control eruptions, but they can result in adverse side effects if not monitored properly.

"A lot of people, including some physicians, don't realize the adverse effects of steroids," Boyd explained. "Properly used, topical preparations may be very helpful. Unfortunately, some 40 percent of patients with severe, disabling psoriasis have been given steroids by mouth or injection. In time, those steroids can cause a more serious problem than the psoriasis itself."

Daily coal tar baths -- once a standard treatment for psoriasis -- can reduce the patches and lessen the itching. Fortunately, current coal tar therapies smell better and aren't as messy as earlier products. Anthralin -- a potent topical medication -- is another old treatment still prescribed for many of today's psoriasis sufferers.

Light therapy also can be effective, Boyd said. Both sunlight and type B ultraviolet light slow down the rapid turnover of skin cells. However, long-term exposure to these forms of light can cause skin cancer and premature aging of the skin.

"Psoriasis is a very strange and interesting disorder," Boyd said. "Physicians still are unsure of what causes it and how to completely alleviate it."

And, while effective treatments are available to soothe symptoms of periodic outbreaks, a cure for the disorder seems far in the future.

"As with most skin disorders, many times we're asked why something does or doesn't work in terms of therapy," Boyd said. "And sometimes the only answer is 'I don't know.' More time and research is needed in order to uncover concrete answers to rare skin problems such as psoriasis."

In the meantime, he added, a variety of treatments -- both new and old -- can enable psoriasis sufferers to manage flare-ups and minimize their severity.

PSORIASIS TRIGGERS

Besides a family history of the disorder, other factors may trigger or worsen flare-ups of psoriasis:

- * illness, especially strep throat and upper respiratory problems
- * medications, including those used to treat respiratory ailments, beta blocking drugs, arthritis medications and lithium
- * injury to the skin -- cuts, scrapes, scratches, sunburn
- * emotions -- stress and anxiety
- * weather -- psoriasis tends to improve in warm weather and worsen in cold weather

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FOR IMMEDIATE RELEASE
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CONTACT: Chris Patterson
or Andrea Book

LUBBOCK -- The 18th annual Bankers Agricultural Credit Conference, sponsored by the Texas Tech University department of agricultural economics and the Texas Bankers Association, will be Friday and Saturday, Nov. 30 and Dec. 1, at the Lubbock Plaza Hotel, 3201 S. Loop 289.

The conference provides area bankers with agricultural economic and legislative information for improving service to the agricultural community.

The conference will begin at 6:30 p.m. Friday with registration, a social hour and a dinner. Danny Bishop, president of the Bankers Agricultural Credit Conference and vice president of the Texas Independent Bank in Dallas, will serve as the master of ceremonies for the evening. Bishop along with Kary Mathis, chairman of agricultural economics at Texas Tech, will present the annual Distinguished Service Award to an area banker.

Registration for the Saturday sessions will be 7:30-8:30 a.m. A luncheon and style show for spouses will be at 11:30 a.m. in the atrium-pool terrace.

Saturday's sessions will begin at 8 a.m. with opening remarks by Bishop. At 8:15 a.m., Karen Neeley, general counsel of the Texas Bankers Association, will present "Regulatory and Legal Update." Stanley Harvey, of Winstead, Sechrest and Minick of Dallas, will discuss at 9 a.m. "Environmental Concerns in Agricultural Lending."

The 10:15 a.m. session will be "Risk-Based Capital" presented by John Tipton, of Texas Commerce Bank in Dallas.

"Agricultural Outlook for 1991" will be the topic of an 11 a.m. discussion by panelists: Richard McDonald, executive vice president of the Texas Cattle Feeders Association of Amarillo; Bill Scott, vice president for marketing for Union Equity Grain Cooperative of Fort Worth; and Bert Kyle, general sales manager of Plains Cotton Cooperative Association of Lubbock.

Lowell Catlett, a professor at New Mexico State University, will be the featured speaker at the noon luncheon.

Registration for the conference is \$55. A portion of the fee is contributed to a scholarship endowment for Texas Tech students studying agricultural finance. For more information, contact Kary Mathis at (806)742-2821.

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CONTACT: Chris Patterson

LUBBOCK -- Officers and representatives of the Houston Livestock Show and Rodeo Association were honored Wednesday (Nov. 7) by the Texas Tech University College of Agricultural Sciences with a scholarship recognition luncheon.

The Houston Livestock Show and Rodeo, the largest show of its kind, sponsors the largest scholarship program in the nation for agricultural students.

This makes the 26th year scholarships have been funded through the association's \$625,000 endowment at Texas Tech. The endowment supports graduate student programs in the College of Agricultural Sciences and this year will provide scholarships for 92 students in the college.

In addition, the association each year awards 100 four-year \$8,000 scholarships to Texas 4-H Club and FFA Organization members. Each organization is given 50 scholarships. Texas Tech has 54 agricultural science majors receiving 4-H and FFA scholarships for the 1990-91 school year.

Four scholarship recipients spoke at the luncheon on behalf of all of the scholarship recipients.

Sam Curl, dean of the College of Agricultural Sciences, expressed his appreciation to the Houston Livestock Show and Rodeo Association for its continued support. University President Robert W. Lawless also expressed his appreciation and emphasized the importance of support for academic programs through scholarships.

Hal Hillman, chairman of the board of the Houston Livestock Show and Rodeo, said the officers and representatives were proud to see the dividends from their investment. He said they hope to continue their support of agricultural education at Texas Tech for many years to come.

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CALENDAR WEEK OCT 12-19

REF: 8-11-8-90

CONTACT: News and Publications

(MEDIA ADVISORY: This Texas Tech calendar is compiled to let you know of upcoming events and releases and to serve as a reminder of releases already sent. If you need more information, call News and Publications at 742-2136.)

- NOV 9** Student exhibit -- Justin Jones & Jeff McMillan
Art Building Hall Gallery through Nov. 22
- "The Boys Next Door," presented by the department of theater arts,
8 p.m., University Theater
- NOV 10** Symposium -- "Prime Time for Women," sponsored by the Division of
Continuing Education,
9 a.m. to 3 p.m., Lubbock Plaza Hotel
- Drop-off Recycling Day
10 a.m. to 1 p.m., University Center
- "The Boys Next Door," presented by the department of theater arts,
8 p.m., University Theater
- Guest recital -- Bill Waterhouse, bassoon,
3 p.m., Hemmle Recital Hall
- NOV 11** Faculty recital -- Barbara Barber, violin,
5 p.m., Hemmle Recital Hall
- "The Boys Next Door," presented by the department of theater arts,
2 p.m., University Theater
- "Into the Woods," sponsored by UC Programs,
8:15 p.m., UC Allen Theater
- NOV 12** COOL (Creating Openness in Our Lives) Week, sponsored by Residence
Halls Association, through Nov. 15
- NOV 13** Concert -- Percussion Ensemble
8:15 p.m., Hemmle Recital Hall

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NOV 14 Teleconference -- "Performance Appraisals that Work," by Robert B. Maddux, senior vice president and director of professional services of Right Associates, sponsored by the Library of the Health Sciences, 1-3 p.m., TTHSC Room 2B152

Faculty Senate meeting
3:30 p.m., UC Senate Room

NOV 15 Symposium -- "Campus Continuity: Symposium on Preservation of Educational Buildings in the United States and Mexico," sponsored in part by the College of Architecture, 8 a.m. to 5 p.m., Architecture Gallery through Nov. 16

Pig roast and Outstanding Agriculturalist Award ceremony, sponsored by the College of Agricultural Sciences, 5-9 p.m., UC Ballroom

Continuing Nursing Education Course, "High Tech for Home Health," co-sponsored by Abell-Hanger Foundation, 6-9:15 p.m., TTHSC Room 2B152

Concert -- Jazz Bands I and II
8:15 p.m., Hemmle Recital Hall

NOV 16 Symposium -- "Campus Continuity: Symposium on Preservation of Educational Buildings in the United States and Mexico," continues, sponsored in part by the College of Architecture, 8 a.m. to 5 p.m., Architecture Gallery

International Coffee Hour: Focus on Europe, sponsored by the Office of International Affairs, 4 p.m., Holden Hall Room 75

Reception and dinner announcing the establishment of the Peter C. Canizaro, M.D., Endowed Chair in Surgery, hosted by TTHSC, 6:30 p.m. reception, 7:30 p.m. dinner; University Medical Center McInturff Conference Center

Concert -- Music Theater Scenes
8:15 p.m., Music Building Room M01

Concert -- Turtle Island String Quartet, sponsored by UC Programs, 8:15 p.m., UC Allen Theater

HEALTH TIPSHEET
from
TEXAS TECH HEALTH SCIENCES CENTER
November 9, 1990

WINTER WEIGHT -- From Halloween to New Year's Day, the average American will gain nearly seven pounds as a result of such palatable pleasures as turkey dinners, egg nog and pecan pie. Thanksgiving dinner alone often runs as high as 8,000 calories -- almost a week's worth of recommended calories for some people. But by planning ahead, many people can maintain their weight by making some simple substitutions during this holiday season, said Steffany Brich, a TTHSC dietician. By substituting pretzels and popcorn for nuts, by cooking holiday stuffing outside the turkey rather than in, and by eating fruit pie instead of pecan pie, Brich said, you can save more pounds than you realize. But somewhere down the line, we're all going to slip once or twice. The key, she said, is to have "deficit days" when you eat fewer calories and exercise a little more than normal to prepare for those potential slip ups. Most importantly, enjoy the holiday season. Don't punish yourself if you do eat a piece of that fudge. By the same token, don't give in to holiday temptations that cause you to tip the scales with seven extra pounds come the end of this "National Eating Season." For more on healthy eating and how to make it through this holiday season, contact Brich at (806) 743-2767.

OLD AND COLD -- People over age 75 are at greater risk from the cold than others, especially since they may not be able to readily discern temperature changes, says Mary Slater, R.N., M.S.N., of the TTHSC nursing faculty. Consequently, the elderly must be especially diligent during the winter months. Since hormonal fluctuation, stroke or decreased muscle activity may affect the elderly's ability to regulate body temperature or generate heat, the elderly should keep a reliable thermostat set at 70 degrees or above and make sure drafts in the house are sealed. Layered clothing and head coverings are especially important for the elderly who tend to lose the ability to hold in body heat. The elderly should also remember that some medications such as valium, antidepressants or antihypertensives increase the potential for hypothermia and that alcohol contributes to heat loss by dilating the blood vessels. One of the best preventive measures for winter is a good nutritious diet of warm foods and beverages to reduce the risk of winter illnesses. For more on some of the complexities of cold protection facing the elderly, call Slater at (806) 743-2730.

For assistance on these or other stories,
contact Kim Davis or Preston Lewis at
TTHSC News and Publications,
(806) 743-2143.

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