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Number iter	Description	Filename	Wr
1-11-27-95	Ranching Heritage Ctr.	Candle.95	JL
2-11-27-95	Banker's Conference	Banker95	JB
A			
3-11-27-95	Library	Lib.hom	JL
4-11-27-95	Carol of Lights History	history	SG
5-11-27-95	Carol of Lights Fact Sheet	facts	SG
6-11-28-95	Beef Feature	elliott	MW
7-11-29-95	Speech tournament	speakers	MW
8-11-30-95	Geoscience speech	ellis.geo	JB
A			
9-12-1-95	Distinguished Banker	Banker2.95	JB
A			
10-12-1-95	Soils Team 3rd in Region	Soil-Reg	JB
A			

News & Publications

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FOR IMMEDIATE RELEASE
REF: 1-11-27-95
CONTACT: Jennifer LeNoir

LUBBOCK -- The public is invited to celebrate the holiday season by visiting the Ranching Heritage Center's traditional Candlelight at the Ranch where the theme will be "Holiday Heritage" from 6 to 8 p.m. Thursday through Saturday (Dec. 7-9). A special tour will be held from 5 to 6 p.m. Saturday (Dec. 9) for persons who are visually or physically challenged.

The Candlelight celebration is free, and visitors may stroll freely through the grounds during the celebration which marks the 17th year for the holiday tradition.

The center, located at Fourth Street and Indiana Avenue, is an outdoor museum of 33 restored buildings and structures that represent the development of ranching from the 1830s to the early 1920s.

The center's pathways will be lined with hundreds of luminarias to guide visitors. Lanterns and candles will light the interior of the historic houses, where ranch hosts in period clothing depict holiday celebrations of the past.

Special activities planned are "A Community Holiday" recreating the old fashioned pageants performed by children in the Bairfield Schoolhouse, and "Homespun Heritage" featuring a tumbleweed tree and homemade ornaments in the Box and Strip House. "Making Memories" is the theme planned for the Queen Anne Style Barton House which will feature a Victorian tree and fresh gingerbread treats, while Santa's Cowboy Helpers carve toys and roast peanuts in the JY Bunkhouse.

Additionally, visitors will be able to listen to holiday music, sip hot cider in the 6666 Barn and shop or browse at Cogdell's General Store, the center's gift shop located in the DeVitt-Mallett Orientation Building.

Persons with disabilities who plan to attend the special one hour tour on Dec. 9 and may need auxiliary aids or services are requested to notify the museum education division at (806) 742-2432 two business days prior to the event so that necessary arrangements can be made.

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FOR IMMEDIATE RELEASE
REF: 2-11-27-95
CONTACT: Josh Allen

LUBBOCK -- Regional and area bankers will be briefed on economic and legislative issues affecting agriculture at the 23rd annual Bankers Agricultural Credit Conference Friday and Saturday (Dec. 1-2) at the Holiday Inn Lubbock Plaza Hotel.

The conference is organized by Texas Tech University's department of agricultural economics and sponsored by the Independent Bankers Association of Texas.

Tickets for the opening night banquet are \$20 a person. Registration for the two-day session is \$75 or \$55 for Saturday only. A scholarship endowment for Texas Tech students studying agricultural finance will receive \$10 of the registration fee.

The conference begins Friday with registration at 1 p.m. and opening remarks and sessions beginning at 1:30 p.m. Dinner registration and a social hour will begin at 6:30 p.m. with the dinner at 7:15 p.m.

During the dinner, the Distinguished Banking Service Award recipient will be announced. The award annually recognizes members of the banking industry for contributions to society and achievements in the financial profession. Last year's recipient was George C. Sell, chairman and chief executive officer of FirstBank Southwest in Amarillo.

Saturday's session begins with registration at 7:30 a.m. followed by an 8 a.m. general session. Conference activities conclude after a 10:30 a.m. panel discussion with representatives from the cotton, cattle and grain industries on the agricultural outlook for 1996.

Among the scheduled session topics and presenters are "Regulatory and Legal Update" by Karen Neely, general counsel of the Independent Bankers Association of Texas; "Financial Outlook for 1996" by Scott MacDonald, director of the School of Applied Banking at Texas Tech; "Ten Things Bankers Should Never Do on Friday Afternoon," by John Huffaker of the Amarillo law firm Gibson, Oschsner and Adkins; and "Financial Statement Analysis," by David Kohl, faculty member in the department of agriculture and applied economics at Virginia Polytechnic Institute and State University.

For more information, contact Kary Mathis, Thompson professor in Texas Tech's department of agricultural economics, at (806) 742-2821.

Registration may be in advance or at the door either day of the conference. However, persons with disabilities who need auxiliary aids or services are requested to notify Mathis two working days prior to each event they plan to attend so that appropriate arrangements can be made.

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FOR IMMEDIATE RELEASE
REF: 3-11-27-95
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LUBBOCK -- The University Library at Texas Tech University recently began offering a home page to patrons on the World Wide Web. The University Research Library address is <http://www.ttu.edu/~library/>.

The University Library's home page provides patrons with links to references resources as well. The home page offers many quick reference tools and search engines to facilitate Internet access.

Internet searchers will be able to access the library's catalog, TechPAC and other features of the online Library Information System. A variety of additional information is available via the library's home page, including a brief history of the University Library, mission statements, staff directories, library news and descriptions of the library's policies and services.

The home page also features active links to a number of references sources, including the catalogs of the Library of Congress, National Agriculture Library and catalogs of additional national libraries and major universities throughout the nation. Membership information about the Friends of the University Library/Southwest Collection and the most recent ACCESS newsletter also is available on the home page.

Patrons who want to participate in a library sponsored workshop about how to find information on the World Wide Web should contact Librarian Bill Johnson at (806) 742-2236 for more information on upcoming sessions or for more information about the home page.

MEDIA ADVISORY
REF: 4-11-27-95
CONTACT: Stephanie Gordon

CAROL OF LIGHTS HISTORY

The Texas Tech Carol of Lights celebration has brought West Texans together to celebrate the holiday season for more than 30 years. The tradition began in the 1950s when a small group of students joined together at Memorial Circle to sing Christmas carols. They were led by Texas Tech Music Professor Gene Hemmle and Women's Residence Hall Director Dorothy Garner. Following the singing, they went to the Student Union Building to drink hot chocolate.

In 1959, Texas Tech Regent Harold Hinn donated 5,000 colored lights to the festivities. The name of the ceremony then was changed to "The All Christmas Scene."

The first official Carol of Lights was held in 1961 when eight buildings on the Texas Tech campus were lit with more than 16,000 lights. People came from miles around to see the magnificent display. The ceremony was sponsored by the Residence Halls Association, Women's Service Organization and Alpha Phi Omega. The Saddle Tramps' Torchlight Procession also began in 1961 as the symbolic beginning of the ceremony.

Funding for the earlier Carol of Lights festivities came from Lubbock businesses. But as the tradition grew, Texas Tech administrators began providing funding from interest off university accounts.

For the only time in its history, the Carol of Lights was cancelled in 1972 due to the energy crisis and new campus grounds policies. More than 2,000 students and visitors continued the tradition of singing Christmas carols in the 18 degree temperature.

Each year, the Carol of Lights tradition grows. In 1995, there is an estimated attendance of over 20,000 people. Buildings remain illuminated nightly from the ceremony, held the first Friday in December, through Jan. 1.

MEDIA ADVISORY
REF: 5-11-27-95
CONTACT: Stephanie Gordon

1995 CAROL OF LIGHTS "SHINING BRIGHT" FACT SHEET

- The Carol of Light celebration is sponsored by the Texas Tech University Residence Halls Association.
- The theme for the 37th Annual Event is "Shining Bright."
- More than 20,000 colored lights will illuminate 13 buildings around Memorial Circle, the Engineering Key and the Broadway entrance to the campus. The lights will be turned on from dusk until midnight Dec. 1-Jan. 1.
- A team from the University Physical Plant began stringing the lights on the central buildings in early October.
- A 30-foot Christmas Tree will be set up in Memorial Circle and decorated by the Carol of Lights Committee. The tree was purchased by the Panhellenic Association in 1986 and will be raised at 3 p.m. Nov. 27.
- Women's Service Organization will set up the wreath in late November on the Science Building. The wreath is made of fresh cut Pine limbs on a 20-foot diameter frame.
- Alpha Phi Omega and Chi Rho members will place 2,000 luminarias around Memorial Circle on the afternoon of the ceremony.
- A campuswide Carol of Lights dinner buffet will be featured by the campus dining halls on Dec. 1. The buffet is sponsored by the Texas Tech Housing and Dining Services.
- The Wall/Gates dining facility will host the annual Carol of Lights Banquet before the lighting ceremony. The president of Texas Tech, members of the Board of Regents, deans and various administrative officials are invited to attend. A reception in the Wall/Gates lobby will be held prior to the banquet.
- The Carol of Lights Ceremony will begin at 6:30 p.m. with a carillon concert. The Saddle Tramps Torchlight Processional will begin at 7 p.m. The processional begins at the Texas Tech University Seal at Broadway and University Avenue and follows the luminaria-lit route along Memorial Circle to the Science Quadrangle.
- The Texas Tech Trombone Choir will perform during the ceremony. The trombone choir is under the direction of Don Lucas, instructor of trombones.
- Also performing, the University Choir and University Singers are under the direction of Kenneth Davis, director of choral activities.

- William Hartwell, instructor of voice, will sing "O Holy Night," an annual highlight.
- Pre-lighting comments will be made by Carol of Lights co-chairs Louis Hilliard and Tonya Fleming.
- Kenneth Davis will lead the choirs and attendees in singing "Silent Night" and the lights will be turned on. This will be accompanied by a fanfare by the Trombone Choir.
- After the lights have been turned on, group singing will continue. The ringing of the victory bells by the High Riders will follow.
- The Texas Tech School of Music will present "A Carol Concert" at 8 p.m. in the Hemmle Recital Hall. The concert features the University Singers and University Choir. Tickets are \$5 and available from the School of Music, (806) 742-3610.
- A "High-Voltage Christmas" is directed by Steve Paxton, associate professor in the School of Music. The concert will be performed at 8 p.m. in the Allen Theatre. It is a Jazz and Rock Electronic Alternative Christmas Program. Tickets are \$5 and available from the School of Music, (806) 742-3610.

For questions or comments regarding the Carol of Lights, contact either of the co-chairs.

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BEEF TENDERNESS IMPROVED WITH ELECTRICITY
By Jim Bret Campbell

LUBBOCK -- Improving tenderness and palatability in beef carcasses is the focus of a research study being conducted by faculty and students in the Texas Tech University College of Agricultural Sciences and Natural Resources.

The study, funded by the National Cattlemen's Association, is looking at the use of electrical stimulation to improve the tenderness of beef produced by Brahman and Brahman-influenced cattle, said Clay Elliott, animal science graduate assistant.

"We are finding that at different aging times we can drastically improve the tenderness of beef from *Bos indicus* (Brahman) cattle to a level consistent with that of *Bos taurus* (European) carcasses," Elliott said.

The primary concern of the NCA and the researchers is the variability among *Bos indicus* carcasses, said Mark Miller, professor of animal science. Traditionally, Brahman and Brahman-influenced cattle are tougher. Restaurants and consumers tend to reject beef from plants in the southwest that deal primarily with those kinds of cattle, he said.

The study suggests that meat processing plants can electrically stimulate the carcasses and improve tenderness, Elliott said. Continued research is being done to determine the voltage and amount of time of the shock to produce the greatest effect while limiting cost to the plant, he said.

Electrical shock acts as a catalyst in the natural breakdown of connective tissue in the muscle, he said. The beef is made more tender with less time in the cooler.

"We can see improvement in *Bos taurus*-produced beef in the study. However, there is a threshold of tenderness beyond which we no longer see any benefit in administering the shock. Most carcasses from British and European cattle are much closer to that level than Brahman carcasses," Miller said.

Trained taste panelists and Warner-Bratzler shears, a device that measures the toughness of meat, determine the tenderness between stimulated beef and control groups.

LUBBOCK -- The department of communication studies at Texas Tech University will conduct an extemporaneous speech tournament, "Speak Up! The Texas Tech Speech Competition," at 8 p.m. Wednesday (Dec. 6) in the Agricultural Sciences Building Lecture Hall Room 214. The event, which is free and open to the public, will feature final round presentations by six students currently enrolled in the department's basic public speaking courses.

To earn a berth in the Showcase Round of "Speak Up!," more than 800 students will have competed against their classmates. In each section of the course, students will present a seven- to eight-minute speech. Only one student will be chosen to represent each section in the Showcase Round. Because there are 25 sections of this course, 25 students will be selected to compete in "Speak Up!"

Prior to the final round of competition on Wednesday, the 25 students will participate in two preliminary rounds to determine which six students will compete in the public contest.

According to Karla Jensen, assistant professor of communication studies and director of the basic speech courses, students will present persuasive and informative speeches in the competition.

"This is a wonderful opportunity to show what the students have learned throughout the semester," Jensen said. "The knowledge and skills the students have learned will have a long-lasting effect in their chosen professions."

Students will be judged on their organizational skills, polished delivery style, use of supportive material, reasoning skills and credibility.

Judges for the final round will include David Roach, assistant professor of communication studies; Patrick Day, assistant dean of students; Dan Sanders, director of marketing for United Supermarkets; Phyllis Johnson Jones, public speaking consultant and corporate trainer; and Preston Smith, former governor.

Prizes will be awarded to each of six speakers on Wednesday. The first place winner will receive a cash prize of \$50 and his or her name engraved on a plaque which will be displayed in the department's main office. The second place winner will receive \$35, with the third place winner receiving \$25. The remaining three competitors each will receive \$15 cash prizes.

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FOR IMMEDIATE RELEASE
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CONTACT: Josh Allen

(Editor's Note: Members of the media are invited to cover Ellis' lecture.)

LUBBOCK -- American Association of Petroleum Geologists Distinguished Lecturer James M. Ellis will present "Geological and Environmental Remote Sensing for International Petroleum Operations" at 3 p.m. Thursday (Dec. 7) in Room 234 of the Science Building on the Texas Tech University campus. The lecture is free and open to the public.

Ellis will speak to approximately 25 geological societies and universities around the nation while on tour for the AAPG. He will be in Lubbock to speak to Texas Tech's student chapter of AAPG and the Geoscience Colloquium.

Ellis is currently supervisor of remote sensing and a senior staff geologist for Chevron Overseas Petroleum Inc. in San Francisco. During his career Ellis has served as a visiting professor of geology at Rice University. He spent five years in the U.S. Navy.

In 1993, the Ninth Thematic Conference on Geologic Remote Sensing recognized Ellis with an award for best oral presentation. Ellis has written more than 30 academic articles and penned 10 publications on remote sensing.

Ellis holds a bachelor's degree in geology from the University of Rochester and a master's degree and doctorate in geology from the University of Buffalo. He worked as a National Science Foundation postdoctoral researcher at Rice University in 1982.

**Please Note →
Embargo**

RELEASE AFTER 8 P.M. DEC. 1

REF: 9-12-1-95

CONTACT: Josh Allen

(Media Advisory: Please note the embargo date. The honoree will not be aware of his selection until the Friday evening banquet.)

LUBBOCK -- Plainview bank executive John C. Anderson was given the Distinguished Banking Service Award during Friday (Dec. 1) night's opening banquet of the 23rd annual Bankers Agricultural Credit Conference.

The Distinguished Banking Service Award recognizes members of the banking industry who have made significant contributions to society and whose accomplishments and careers have brought distinctive credit to the financial profession.

The conference is organized annually by Texas Tech University's department of agricultural economics and sponsored by the Independent Bankers Association of Texas.

Anderson, 62, has served president and chief executive officer of Hale County State Bank in Plainview since 1983. He entered banking after serving in the U.S. Army for three years, teaching vocational agriculture for two years and spending more than ten years with Baker Castor Oil Company. In 1970, Baker began his banking career as an agricultural representative for First National Bank of Plainview.

Anderson serves on the board of directors for the Plainview Stock Show, Plainview-Hale County Industrial Foundation, Bank of Commerce in McLean and Citizens Bank in Slaton. He was honored as Plainview's Man of the Year in 1979, awarded the Outstanding South Plains Agricultural Award in 1985 and named Man of the Year in Texas Agriculture in 1991. Texas Tech presented Anderson the Gerald W. Thomas Outstanding Agriculturalist Award in 1986 and named him a Distinguished Alumnus of the College of Agricultural Sciences and Natural Resources in 1992.

Gov. George W. Bush recently appointed Anderson to the Texas Prepaid Higher Education Tuition Board. Anderson also serves as chairman of the Dean's Council for the College of Agricultural Sciences and Natural Resources at Texas Tech.

Anderson earned his bachelor's of science degree in 1953 in agricultural education from Texas Tech.

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FOR IMMEDIATE RELEASE

REF: 10-12-1-95

**CONTACT: Adam Richardson
or Josh Allen**

LUBBOCK -- Texas Tech University's soils team recently placed third in the regional soil judging contest. University teams from Texas, Mississippi, Louisiana, Arkansas and Oklahoma entered the competition.

With this regional placement, Texas Tech qualified for the national contest hosted in late April by Oklahoma State University in Stillwater, Okla.

The contest requires teams to judge four sites, including a pit to explore the soil profile. They then classify the soil into an empirical system. The teams determine the texture, structure and drainage characteristics of the soil.

B.L. Allen, Rockwell professor of soil science, coaches the team. He has coached Texas Tech's soils team for 34 years, winning the national contest four times.

Members of the team are Joel Basinger of Southland, Trent Borth from Dalhart, Steve Hooten from Shamrock and James Gorden from Fort Worth. Jackab Calvit from Dekalb was the team alternate.

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HEALTH TIPSHEET
from
TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER
December 1, 1995

SMART TOYS -- This time of year many parents are trying to sort through the mass of information and ads about what to buy their kids for Christmas.

Although the temptation often can be to buy the elaborate gift, Kathy Sridaromont, R.N., M.S.N., of TTUHSC's School of Nursing, says parents should be concerned with finding the right combination of learning value and fun in toys they buy."

Sridaromont says tricycles and ride-on toys help toddlers improve their balance, and toys such as doctor's or nurse's kits inspire pre-schoolers' imaginations. For school children, building sets or electronic toys will help improve creativity and coordination.

Books, especially those with read-along tapes, are great for stimulating intellectual development, she says. But, parents should not forget that most of all, the toy should be safe and fun.

"Parents should abide by all safety guidelines and supervise their child appropriately," Sridaromont said. "Toys should also never be a substitute for parental interaction with their children."

For more information about toys and children, contact Sridaromont at 743-2730.

EYE HYGIENE -- If your mother's advice did not register initially, then the stinging sensation certainly did the first time you ever got soap in your eyes. Early on most of us learned to close our eyes tight when we washed our faces.

The result for most of us, reports David McCartney, M.D., chairman of the TTUHSC Department of Ophthalmology, has been a lifetime of improper cleaning around the eyes. Tightly closing your eyes while washing your face retracts the base of your eyelashes where bacteria or allergens can hide and infect the eye.

More properly, you should regularly wash your eyes with the lids gently closed, using your fingers and baby shampoo to thoroughly cleanse the lashes, eyelids and surrounding skin. Proper eye hygiene reduces the risk of both blepharitis and conjunctivitis, which are inflammations of the eye.

For more information on eye hygiene, contact McCartney at 743-2412.

A-12-1-95

For assistance on these or other stories, contact Sandra Pulley or Preston Lewis at TTUHSC News and Publications, (806) 743-2143.

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FOR IMMEDIATE RELEASE
REF: B-12-1-95
CONTACT: Preston Lewis

LUBBOCK -- Texas Tech University Health Sciences Center Dermatology Professor and Chair Ronald P. Rapini, M.D., has been elected to a nine-year term on the 15-member Board of Directors of the American Board of Dermatology.

The American Board of Dermatology is responsible for the board certification examination for dermatologists.

Earlier this year Rapini was elected to membership in the American Dermatological Association. Membership in the prestigious organization is limited to 200 dermatologists throughout the U.S.

He also is a board member of the American Society for Dermatologic Surgery and secretary-treasurer for the American Society of Dermatopathology.

Rapini has been Texas Tech dermatology chair since January of 1993. He is listed in "Who's Who in Health and Medical Services."