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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
DATE: Feb. 1, 2011
CONTACT: Leslie Cranford, leslie.cranford@ttu.edu
(806) 742-2136

Moon Project Brings Together Science Students Around the Globe
College of Education facilitates 4-8 graders in worldwide moon log.

A child camping at Big Bend spots a waxing crescent moon overhead and points, "it looks like a D." Meanwhile, oceans away, another child approaching the Sydney Opera House may decide that same moon looks more like a C. Who is right? The alphabets are the same; however it is their perspectives that are different.

The MOON Project – the acronym stands for More Observation of Nature – is a global project housed in Texas Tech University's College of Education in collaboration with other universities around the world.

One of the project's goals is to get students outdoors to observe the world firsthand, said Walter Smith, chairman of the Department of Curriculum and Instruction. For the last 10 years the project has been a tool to teach scientific inquiry to young students across the globe.

"Students from around the world learn how the moon works from both their own local point of view and also a global perspective," Smith said. "Students share their observations and look for similarities and differences in how the moon appears.

"When we're seeing a waxing crescent moon in the northern hemisphere, we see it on the right hand side, but the students in Australia in the southern hemisphere see that same crescent moon on the left hand side. So they have an opportunity to learn not only to interpret what they're observing, but that the point of view of the observer affects how the world appears to the observer," Smith said.

The most basic lesson from the project is about lunar phases. More importantly, Smith said, teachers can get their students involved in long-term inquiry.

"Most teachers do hands-on science and often that's self-contained in a 40-minute class period or however long they have; teachers set up an experiment in such a way that the students are going to make this and that observation," Smith said. "But when they take students outside, and get them involved in nature, nature does whatever nature does. Sometimes it's cloudy, sometimes it's not. Sometimes the moon is visible at night, sometimes it's visible during daylight, which is at times a new revelation for the students. It's a whole lot messier than the self-contained classroom science experiment."

Cathy Box, who is now a professor at Lubbock Christian University, used the MOON Project when she taught in the Tahoka schools about five years ago.

"My kids were so excited and learned a lot about so many things that are important in science; looking at real data, the importance of reporting accurately, different perspectives, comparing data and looking for patterns, figuring out which data might be wrong, and of course, how the moon looks around the world," Box said.

Another powerful reason for teachers to get students involved in the MOON project, Smith said, is to get kids involved with other kids who are outside their community, to show them that there is more to the world than just the community in which they are living.

Students' writing skills may also benefit from participating in the project.

"Teachers tell me that when the students read the writing of the other students – and we organize it in such a way that each student gets the observations of nine other students and those nine students are spread out as far apart as they can be – they begin to realize that maybe they could have written better themselves so that their nine colleagues would better understand what was going on," Smith said.

The project's name was coined by Lynda Schiff in 2001 when she taught at Dzilth-Na-O-Dith-Hle Community Grant School on the Navajo Reservation in northwest New Mexico. Her fifth grade students were the first students in the MOON Project.

The MOON Project itself began in 2001 at Ball State University with Ohio State University becoming a partner soon thereafter. In 2004 Texas Tech and Indiana University - Purdue University at Columbus joined the partnership. In 2005 the MOON Project initiative became international with the addition of Australian Catholic University and Shiga University in Japan, along with Oklahoma State University.

The project moved to Texas Tech in 2006; and the University of North Dakota, the C.W. Post campus of Long Island University, St. Gregory's University, Northwestern Oklahoma State University and Midwestern State University joined in 2007. Georgia Southern University and the University of Western Australia joined in 2008 and Transworld Institute of Technology (Taiwan) joined in 2009.

Under the leadership of Texas Tech, these universities have informally joined together in the I.V. STEM (International Virtual Science Technology Engineering Math) Classroom initiative to develop methods for students to work together internationally, via the Internet, in exemplary science, math and technology instruction.

The MOON Project was honored with the Ohaus Award for Innovations in Science Teaching in 2003 by the National Science Teachers Association.

TEXAS TECH UNIVERSITY

Teachers interested in having their students participate in the MOON Project should contact Walter Smith at walter.smith@ttu.edu.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
DATE: Feb. 1, 2011
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Vietnam Center and Archive Commemorates 43rd Anniversary of Tet Offensive

Forty-three years ago, Vietnamese Communist forces launched a massive surprise attack against South Vietnamese and foreign forces. The year was 1968 and the Tet offensive was to turn the tide of Australian and U.S. opinion against the war. It ultimately resulted in a U.S. victory, but public sentiment for the war – prompted by media coverage – quickly began to sour and ultimately turned the win into a tactical and public relations quagmire.

To commemorate this series of battles that had such a profound effect on the course of the war and the Americans who served in Vietnam, the Vietnam Center and Archive has published an extensive online exhibit drawing on its vast resources on the war and the Tet Offensive.

This exhibit focuses on three locations in Vietnam – Hue, Khe Sanh and Saigon. It includes more than 100 digital materials from the Vietnam Archive historical collections, including documents, photographs, slides, oral histories, maps, audio recordings and moving images.

In addition to the exhibit, the Vietnam Center and Archive has also produced a subject guide and assist researchers in finding materials about the Tet Offensive in its collections.

Tet Offensive Online Exhibit – http://www.vietnam.ttu.edu/exhibits/tet
Tet Offensive Subject Guide - http://www.vietnam.ttu.edu/resources/tet

Founded in 1989, the Texas Tech Vietnam Center is one of the largest collections of Vietnam-era related documents in the world. Only the Pentagon has more material on the Vietnam War.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu.

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News Release

FOR IMMEDIATE RELEASE
DATE: Feb. 1, 2011
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Fifteenth Anniversary of First Computer Chess Victory over Human

Feb. 10, 1996 marked a turning point for the chess world when IBM's Deep Blue computer defeated World Champion Garry Kasparov in 34 moves in Philadelphia – the first such victory by a computer in tournament conditions.

Paul Truong, the assistant coach of the Texas Tech Knight Raiders, said when Deep Blue defeated Kasparov, the question was no longer if computers could beat top human chess players, it became a question of when they would dominate the chess world.

The answer came not too long after that, Truong said. Today, no human would stand a chance against top computer software.

Most people did not believe computers would ever stand a chance against humans, he said. Many people once believed that chess was too abstract for computers to outwit humans by pure calculations. However, the technology has improved dramatically over the years.

"Garry Kasparov once told me that it was very frustrating to play against computers for several reasons," Truong said. "They do not get nervous, tired or intimidated. Human players can sometimes play mind games against each other during a game, but that would not work against computers; you cannot psych out a computer."

Truong said he believes computer software technology revolutionized the world of chess. Today, all top players use high-tech computer software such as Rybka, Stockfish or Houdini as part of their analysis and training. It is no longer possible to be an "impact" player without computer help, he added.

"All members of the Texas Tech Knight Raiders Chess Teams use computer software to train, including the coaching staff," Truong said. "I play almost daily online against other players, as well as computers. I need to do it to test some of my analysis for various members of the Knight Raiders for competition."

Find Texas Tech news, experts and story ideas at www.media.ttu.edu and on Twitter @TexasTechMedia.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
DATE: Feb. 2, 2011
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Texas Tech Invites Students and Siblings for a Weekend of Tradition
Brothers and sisters ages 8-15 can participate in the memorable weekend.

Texas Tech University's Parent and Family Relations will host Sibling Weekend 2011, Feb. 25-26. The weekend is filled with educational and spirit events to introduce siblings to the collegiate experience their brothers and sisters live daily at Texas Tech.

Ken Gassiot, associate director in Parent and Family Relations, said the goal of the weekend is to have students share the many traditions of Texas Tech with their siblings to create memories and a stronger bond between the younger siblings and themselves.

"One of the aims of Sibling Weekend is to let brothers and sisters of Texas Tech students know that Texas Tech is a place for them, too," Gassiot said. "We are working to create an experience that is truly unique and special for all participants."

The cost per participant is $45 and includes two dinners, one breakfast and one lunch. Also included are an official Sibling Weekend shirt, a nylon drawstring bag and a ticket to the women's basketball game against Oklahoma State University. Registration closes at 5 p.m. Feb. 11.

The weekend will include new additional opportunities for parents or family members who come to Lubbock to bring siblings and also want to participate. A parent and family member dinner will be held at 5:30 p.m. Feb. 25 at the Red Raider Lounge of the Student Union Building. Cost is $10 per person and can be paid at registration. Parents and family members can also attend the basketball game at 5 p.m. Feb. 26 for $9 each.

For more information about the weekend schedule or registration forms go to http://www.depts.ttu.edu/parentrelations/sibling.php.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu.

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE
DATE: Feb. 3, 2011
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Texas Tech to Celebrate the Vietnamese New Year

WHAT: Tet, the Vietnamese New Year

WHEN: 3 p.m.-5 p.m. Friday (Feb. 4)

WHERE: The International Cultural Center Hall of Nations

EVENT: A special presentation will be given by the Vietnamese Student Association. Traditional Vietnamese food will be served.

Feb. 3, 2011 ushers in the Lunar Year of the Cat. In Vietnam, one of 12 animals of the zodiac represents each year. The cat symbolizes sensitivity, gentleness and kindness. It is said that people born in the year of the cat are compassionate, ambitious and sentimental, but they often are very vulnerable to opportunistic and unscrupulous people.

The Vietnamese people regard Tet as their most important holiday. Food preparation for Tet is very time-consuming and often requires days of cooking and, prior to the celebrations, people clean, paint and decorate their homes. People avoid cleaning during Tet so that good luck will not be "swept away."

This is a free event open to the public.

For more information, please call (806) 742-3742.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
DATE: Feb. 4, 2011
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Texas Tech Expert to Analyze Emotional Quotient of Super Bowl Ads

Professors will analyze Twitter feeds to examine commercials' buzz.

Super Bowl advertising is as big as the game itself.

This year, more than any other, these advertisements will be part of the conversation in social media. A Texas Tech University marketing professor and his colleagues will be testing a novel system to track and analyze the buzz created in the Blogosphere by Super Bowl advertisements.

Mayukh Dass, assistant professor of marketing in the Rawls College of Business at Texas Tech, Piyush Kumar, of the University of Georgia and the Wharton School, and Shyam Kapur, president of TipTop Technologies, a Silicon Valley startup, will use their new system to assess the emotional quotients (EQ) of Super Bowl ads.

By using real-time data on Twitter and subjecting it to a series of analyses using sophisticated artificial intelligence, natural language processing and network analysis tools, Dass said that they may be able to show ad sponsors whether or not their high-dollar ads were effective.

"This first-of-its-kind analysis will give information about the pattern of emotional response to each advertisement and will be able to provide timely clues in terms of which ones clicked with the audience and on which dimension," Dass said.

In addition to ranking the advertisements based on the overall positive and negative sentiments generated, the analyses will be able to pinpoint specific emotions that were triggered by each advertisement and compare them on emotional intensity.

The analysis also will be able to compare the emotional quotients of advertisements aired during the pre-game show, the half-time break and the post-game show. It will also be able to examine whether there was any relationship between the emotional intensity toward the game at a point in time and toward the advertisements being aired at that time.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
DATE: Feb. 4, 2011
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Texas Tech Middle East Scholar on Reform and Revolution Available to Explain Egyptian Crisis

Though some may call for America to back Hosni Mubarak at any cost, one Texas Tech University expert in Egyptian political history warned doing so may cause Arab people to resent and ostracize the United States even further.

The dust has yet to settle with the current revolution, and the outcome is hardly a foregone conclusion, said Saad Abi-Hamad, an associate professor in the Department of History. But it's doubtful that Egypt will become a country ruled by Islamic law. That is, unless the United States and other important players make fatal errors in politicking and the population is significantly more radicalized.

Abi-Hamad can answer questions regarding the historical events that got Egypt to this point, how today's violence between protesting groups could cause major problems with restoring peace, how this grassroots revolution grew through young middle class protesters using Internet communications, and explain why cool heads and careful policy decisions by the United States are important to keep the peace in the future.

CONTACT: Saad Abi-Hamad, assistant professor, Department of History, Texas Tech University, saad.abi-hamad@ttu.edu. Contact John Davis for Abi-Hamad's phone number at (806) 742-2136 or john.w.davis@ttu.edu.

News Release

FOR IMMEDIATE RELEASE
DATE: Feb. 7, 2011
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Texas Tech Experts Weigh In On Eating Disorders and Awareness

National Eating Disorders Awareness Week coincides with Feed Your Body and Soul Week at Texas Tech University Feb. 20-26. This week recognizes the causes, warning signs and risks of eating disorders and helps to celebrate a positive body image.

Eating disorders tend to be oversimplified, but they can be harmful and very complex, with several social and biological factors playing a role in their cause.

Two Texas Tech experts from the Student Counseling Center at the Student Wellness Center at Texas Tech can discuss eating disorders and the specifics of Feed Your Body and Soul week.

Kathryn Brown, staff psychologist, can discuss the misconceptions, causes, risks, dangers and means of recovery of eating disorders. As a professional who has worked with several people suffering from eating disorders and body image concerns, she has seen firsthand the complexity and underlying issues associated with eating disorders. She works with patients suffering from eating disorders to understand the causes and help further their treatment. **Brown can be reached at (806) 742-3674, or kathryn.brown@ttu.edu.**

Lynda Silva, psychology intern, can discuss the details of Feed Your Body and Soul Week. This week inspired by National Eating Disorders Awareness Week, is about enjoying and moving the body. Several events are taking place, such as zumba and belly dancing classes, clothing donations, chef demonstrations and presentations about the misrepresentations of body types in the media; all of which she hopes will bring further awareness of eating disorders and a healthy body image. **Silva can be reached at (806) 742-3674, or lynda.silva@ttu.edu.**

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
DATE: Feb. 08, 2011
CONTACT: Lori Cortez, lori.e.cortez@ttu.edu
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Texas Tech Provides Students a Way to Get Home for Spring Break

Charter buses are rented for students to ride home for long university breaks.

Texas Tech University's Parents Association (Tech Parents) has reserved buses to transport students to and from Lubbock during Spring Break 2011. The trips are organized to assist students with the chance to return home to see their families for the break.

Ken Gassiot, associate director of Parent and Family Relations, said this opportunity focuses on decreasing travel expenses and increasing safety of Texas Tech students.

"The lower travel cost and great peace of mind that comes in a safer traveling environment helps Texas Tech students stay safer while on the road," Gassiot said. "These trips are meant to be a stress-free, low-cost and a fun way for students to travel while meeting other students."

Two buses will depart from Lubbock on March 11; one is destined for Arlington, and the other arriving in San Antonio and Austin. The last bus will depart Lubbock on March 12 and will make two drop-offs near North Houston, one in Spring and one at the Northwest Mall. All three buses will depart from the Music Building lot on the Texas Tech campus at 18th Street and Boston Avenue. All buses return to Lubbock on March 20.

The cost is $100, and seating is limited and based on a first-come, first-served basis. Tech Parents will have parent chaperones riding to help provide guidance for all student passengers. For more information and online registration forms go to www.parent.ttu.edu. The deadline to sign up is 5 p.m. March 1.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
DATE: Feb. 9, 2011
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Texas Tech Law Emerges As National Champions in Moot Court Competition

Texas Tech University School of Law's Advocacy Program continues to prove it is among the nation's best with its third national championship this school year.

The team of third-year students Alexis Butler, Daniel Durell and Jason Jordan emerged from strong competition to claim the 2011 National Moot Court Competition championship on Feb. 3 in New York. This is the second time in the law school's history to win this honor, the last coming in 1980. In addition, Butler was named the nation's Best Oral Advocate.

The National Moot Court Competition is the oldest, and most prestigious, moot court competition in the world. It is administered by the New York City Bar Association's Young Lawyers Division and co-sponsored by the American College of Trial Lawyers (ACTL). Nearly 180 teams from 124 law schools entered the 14 regional competitions that took place in November, and 28 regional champions and runners up met in Manhattan for the national finals. Texas Tech defeated the team from the University of Tennessee's College of Law in the final round.

The championship round panel included three federal circuit court judges, two New York State Court of Appeals judges, and the presidents of the ACTL and NYC Bar Association.

In another national competition, third-year student Kate Cross was recently named the nation's Best Advocate at the Andrews Kurth Moot Court National Championship Tournament, hosted by the University of Houston Law Center's Blakely Advocacy Institute. This was an invitation-only competition that featured the top 16 moot court programs in the country.

"I'm so proud of our amazing students who continue to do our school proud," said Rob Sherwin, director of Advocacy Programs. "This has been a banner year for our advocacy program, as these accomplishments mark our third national championship and fourth national best advocate award."

In addition to the championships above, the following are Texas Tech law school's wins during the last 12 months: international champions, International Negotiation Competition; national champions (and Best Advocate, Elizabeth Geary), National Entertainment Law Moot Court Competition; national champions (and Best Advocate,

Shmyla Alam), National Latino/a Law Student Association Moot Court Competition; dual regional champions, ABA National Appellate Advocacy Competition; regional champions, TYLA National Trial Competition; regional champions, ABA Arbitration Competition.

"Clearly, Texas Tech University School of Law continues to be an advocacy powerhouse," said Susan Saab Fortney, interim dean and Horn Professor. "Thanks to the team members and Coach Sherwin for their dedication and hard work."

Find Texas Tech news, experts and story ideas at www.media.ttu.edu.

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News Release

FOR IMMEDIATE RELEASE
DATE: Feb. 9, 2010
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Presidential Lecture & Performance Series to Feature Wind Quintet, Imani Winds

Texas Tech University's spring 2011 Presidential Lecture & Performance Series will present Imani Winds, the Grammy Award-nominated wind quintet at 7 p.m. Feb. 18 in the Allen Theatre in the Student Union Building (SUB).

Performing since 1997, the quintet has become one of the most successful chamber music ensembles in the United States, known for its distinct dynamic playing and genre-blurring collaborations. With its two member composers, Valerie Coleman and Jeff Scott, the group seeks to enrich the traditional wind quintet repertoire while bridging European, American, African and Latin American traditions

"Imani Winds shakes up preconceptions about the standard classical wind quintet repertoire," said Jo Moore, administrator of the College of Visual and Performing Arts Presidential Lecture & Performance Series. "Ensemble members are young and hip in their personal style and in their brand of music. To say they are exotic, exciting and innovative is not overstating their appeal."

The Imani Winds quintet has performed at several of the country's major concert venues such as Carnegie Hall and Lincoln Center in New York City and Kennedy Center in Washington, D.C. The quintet also has been featured on NPR, BBC, American Public Media, and has gained coverage in the New York Times and Wall Street Journal.

The group is currently working on a Legacy Commissioning Project, a five-year endeavor to launch Imani Winds into its second decade of music making. The ensemble is commissioning, premiering and touring ten new works for woodwind quintet with a wide array of composers to create new music.

The Imani Winds ensemble also will hold an outreach class titled, "The Art of The Spiritual" for area students and interested Texas Tech students from 10-11 a.m. Feb. 18 in the Hemmle Recital Hall. The class will feature:

- History of spirituals and their effect on classical and contemporary music
- Emphasis on African-American spiritual and similarities to world music
- The genre's evolution from traditional African call and response to contemporary art music.
- Features original music written by Jeff Scott and Valerie Coleman
- Q and A

Following the outreach class, the group will host a master class with the Texas Tech Woodwind Quartet from 11 a.m.-noon.

Tickets are $12 for general admission and can be purchased through Select-A-Seat by calling (806) 770-2000. Prices include a $3 Select-A-Seat service charge. Student tickets are free with a valid ID at the SUB ticket booth.

For more information, visit the 2010-2011 Presidential Lecture & Performance Series website.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
DATE: Feb. 9, 2011
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Texas Tech Communications and Marketing Takes Gold at the ADDYs

Texas Tech University's Office of Communications and Marketing took home three gold and two silver ADDYs at the 2011 Lubbock ADDY Awards Ceremony.

Conducted annually by the American Advertising Federation, the ADDYs are the advertising industry's largest and most representative competition focusing on recognizing and rewarding creative excellence. Every year, approximately 60,000 entries are submitted in local ADDY competitions.

The Lubbock Advertising Federation's ADDY competition is the first step toward winning a national ADDY. Texas Tech winners will compete against other winners within one of 14 surrounding districts. District winners are then forwarded to the National ADDY Awards Competition.

The office's awards are as follows:
Gold ADDY winners:

- Annual Report, Color Category; Michelle Hougland, director of marketing, and Sally Post, senior director of executive communications, for Texas Tech University's Strategic Plan
- Consumer/Trade, Full Page, Color category; Brandon Tyson, graphic designer, for "Columns" full page print ad in Texas Monthly
- Banners/Pop-ups/Screensavers category; Tyson for "Intensity" desktop wallpaper

Silver ADDY winners:

- Poster category; Tyson for "Hot Dogs with President Bailey" flyer
- Online Newsletter category; Allison Ralston, web content developer, for Texas Tech Today Monthly

Find Texas Tech news, experts and story ideas at www.media.ttu.edu.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
DATE: Feb. 11, 2011
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Texas Tech Announces Interim Dean of College of Agriculture

Officials at Texas Tech University announced today (Feb. 11) that Michael Galyean will become the interim dean of the College of Agricultural Sciences and Natural Resources, effective July 1.

The announcement came from Provost Bob Smith.

Current dean, John M. Burns, who took the position as an interim dean in September 2007 and then as permanent dean in April 2008, is retiring.

Galyean is a Horn professor and Thornton Distinguished Chair in beef cattle nutrition and management in Texas Tech's Department of Animal and Food Sciences.

"Michael's proven leadership skills will serve the college very well," Smith said. "He has the diverse background, knowledge and experience to lead the college during this interim period."

Galyean earned a bachelor's degree in agriculture from New Mexico State University, and a master's in animal science and doctoral degree in animal nutrition, both from Oklahoma State University.

He joined the faculty at Texas Tech in 1998 and was chairman of the Animal Care and Use Committee from 2002 to 2006.

Previously he was assistant professor, associate professor, and professor in the Department of Animal and Range Sciences at the University of New Mexico from 1977 to 1990; professor and superintendent of the New Mexico State University Clayton Livestock Research Center from 1990 to 1996; and professor of animal science at West Texas A&M University and the Texas Agricultural Experiment Station in Amarillo from 1996 to 1997.

Along with awards from other organizations and universities, Galyean has received multiple awards from Texas Tech, including the College of Agricultural Sciences and Natural Resources Outstanding Researcher Award in 2004 and 2005; the President's Academic Achievement Award in 2005; and he was appointed as a Horn Professor in 2006. Additionally, he earned the Animal Management Award from the American

Society of Animal Science in 2006; the College of Agricultural Sciences and Natural Resources Service and Outreach Award from Texas Tech in 2007; and he was named a Fellow in the American Society of Animal Science in 2010.

Galyean is a member of the American Society of Animal Science, American Registry of Professional Animal Scientists, American Dairy Science Association and American Society for Nutritional Sciences.

-30-

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News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 11, 2011
CONTACT: Audrey Rickel, audrey.rickel@ttu.edu
(806) 742-2136

Texas Tech Expert Discusses Practicing Romance and Affection Every Day

Why do so many couples place high expectations on Valentine's Day when they could practice romance and affection all year? There is an unnecessary amount of pressure associated with this holiday that is usually media-driven.

Narissra M. Punyanunt-Carter, assistant professor of communication studies, can discuss the importance of romance on a daily basis. She said even though dating couples tend to show more verbal and non-verbal affection, married couples reportedly show more supportive affection, which is especially important in marriage.

Romantic views differ not only among dating and married couples, but between men and women as well. Women tend to have romantic expectations that include getting flowers and candy, and being "swept off their feet," while men view romance as doing something he enjoys with his partner. Women can do themselves a big favor this Valentine's Day by having no expectations at all, Carter said.

Carter said too many couples put too much emphasis on Valentine's Day when they should be practicing romance and affection every day. "It is important to be affectionate no matter if the couple is dating or married," Carter said. "You want the other person to always know how much they mean to you." **Carter can be reached at (806) 742-3272 or n.punyanunt@ttu.edu.**

Find Texas Tech News, experts and story ideas at www.media.ttu.edu and on Twitter @TexasTechMedia.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
DATE: Feb. 11, 2011
CONTACT: Chris Cook, chris.cook@ttu.edu
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Texas Tech Sets Spring Enrollment Record

Texas Tech University eclipsed another enrollment record as 29,604 students are on campus for classes during the 2011 spring semester. The number reflects an increase of 1,598 students over the previous record of 28,006 in spring 2010.

"One of the measures of a healthy university is the growth of its student body," said Guy Bailey, Texas Tech president. "We are encouraged at the direction we are heading and with the outstanding quality of our student population."

Spring semester numbers are traditionally smaller than those in the previous fall due to December graduation, but this spring's total ranks as the third overall largest enrollment by semester since the university opened its doors in 1925. The fall semesters in 2010 and 2009 rank first and second, respectively, both coming in above 30,000.

Increases are reflected in each of the three areas that make up the final number – undergraduate, graduate and Law School. Graduate enrollment climbed to 5,404, up from 5,097 in the spring 2010 semester. Undergraduate enrollment is 23,550, up from 22,320 last year, while the Law School increased to 650 students.

"Increasing □nrollment is critical to advancing our university's mission," said Kent Hance, Texas Tech System chancellor, "and it is exciting to see yet another spring enrollment record for Texas Tech as we work to increase our enrollment to 40,000 students by 2020."

In a specially called meeting of the Board of Regents in January, the board approved a plan for construction of a new suite-style residence facility to help meet the need of the growing student population.

"We appreciate the board's support of this project that will accommodate our ever-growing top-scholar freshman class," said Michael Shonrock, senior vice president for enrollment management and student affairs. "This support also helps us build greater capacity for retention of currently enrolled undergraduate students as we continue to grow our population here at Texas Tech University."

-30-

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News Release

FOR IMMEDIATE RELEASE
DATE: February 14, 2011
CONTACT: Audrey Rickel, audrey.rickel@ttu.edu
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Texas Tech Sponsors Feed Your Body and Soul Week

Feed Your Body and Soul Week, Feb. 20-26, invites the Texas Tech community to participate in a multitude of activities to heighten awareness of thoughts, feelings and behaviors related to body image, in conjunction with National Eating Disorders Awareness Week.

The National Eating Disorders Association (NEDA) reports as many as 10 million females and 1 million males in the United States struggle with an eating disorder. NEDA Week activities are designed to combat the pressures, attitudes and behaviors that can contribute to eating disorders.

The Feed Your Body and Soul Week committee will be sponsoring activities to promote a healthy body image such as;

- Zumba and belly dancing classes
- The movie, *Good Hair*
- Feed Your Body and Soul Fair
- Donate Your Skinny Clothes project

The committee invites women in the Texas Tech community to participate in free introductory workout classes that are fun and encourage movement and appreciation of the body. Zumba class will be held at 2 p.m. Feb. 22 in the Matador Room of the Student Union Building. Belly dancing will be held at 5:30 p.m. Feb. 23 in room 114 of the Student Recreation Center.

Find a schedule of Feed Your Body and Soul Week events at http://counseling.ttu.edu

Find Texas Tech news, experts and story ideas at www.media.ttu.edu and on Twitter @TexasTechMedia.

CONTACT: Lynda Silva, psychology intern, or, **Kathryn Brown, staff psychologist, Feed Your Body and Soul Week, Texas Tech University,** (806) 742-3674, or lynda.silva@ttu.edu, kathryn.brown@ttu.edu.

TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
DATE: Feb. 15, 2011
CONTACT: Leslie Cranford, leslie.cranford@ttu.edu
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Texas Tech Judging Teams Begin Season Strong at National Western

Texas Tech University's wool, meat and livestock judging teams recently competed at the National Western Stock Show in Denver, where they boasted a first place and three second place team finishes.

"I am extremely proud of the consistency we have developed in our judging program here at Tech," said Mark Miller, co-coach of the meat judging team and the San Antonio Livestock Show Distinguished Chair in Meat Science. "Each team is working hard to achieve excellence in their respective contests."

The National Western Stock Show began in 1906 and is one of the nation's oldest and largest shows with a prestigious history of judging contests.

The Wool Judging Team was awarded champion honors and narrowly defeated the competition by one point to win the wool judging competition in Denver for only the second time since 1986. Texas Tech's other team finished fourth in the competition.

Individually, Texas Tech had four members finish in the top ten. Brittany Thompson, a freshman from Allen, was sixth; Tanner Adams, a freshman from Sanger, was eighth; Steven Ebeling, a freshman from Plainview, was ninth; and Whitney Keith, a freshman from Giddings, was tenth.

Additional Team members include: Roy Crownover, a freshman from Italy; Amy Gulick, a freshman from Lubbock; Bo Hutto, a freshman from Hondo; Trevor King, a freshman from Winnsboro; Valerie Manning, a freshman from Mabank; Dallas Marley, a freshman from Plainview; Laura Kate Reeves, a freshman from Staunton, Va.; Heather Rode, a freshman from Doss; and Tanner Martin, a freshman from Roscoe.

The team is coached by graduate student Aaron Jennings and undergraduate Craig Leonard.

They will also compete at both the San Antonio Stock Show and the Houston Livestock Show this spring.

The Meat Judging Team finished second to Colorado State University in their contest by a 27-point margin. The contest was held at JBS Swift in Greeley, Colo.

Zach Smith, a sophomore from Sweetwater, finished fourth overall and Travis Begley, a sophomore from Plainview, earned eighth overall. Texas Tech also boasted eight of the top ten individuals in the alternate division.

Other team members include: Drew Cashman, a sophomore from New Windsor, Md; Blaine Corliss, a junior from Estancia, N.M.; Cody Helms, a junior from Cleburne; Faith Jurek a sophomore from Goldwaite; Mandy-Jo Laurent, a sophomore from Nacogdoches; Jerra McMath, a junior from Estancia, N.M.; Andrea Nordman, a junior from Florence; Craig Russell, a junior from Visalia, Calif.; Natalee Smith, a junior from Albemarle, N.C.; Cody Sultenfuss, a sophomore from Little-River Academy; Tyler Travis, a sophomore from Pleasant Valley; Kaitlyn True, a sophomore from Plainview; Amanda White, a junior from Garden City, Kan.; and Dakotah Williams, a sophomore from Glenrose.

The team is coached by graduate student Shanna Ward and Miller.

The Livestock Judging Team also finished second in its contest at the National Western behind Texas A&M University.

Individually, Kody Lucherk, a junior from Poth ranked fifth overall in the competition.

Additional team members include: William Clay Burson, a junior from Abilene; Brandi Capps, a junior from Dewey, Okla.; Jordan Clem, a junior from New Home; Clayton Gardner, a junior from Estancia, N.M.; Tanner Kieschnick, a junior from Vernon; Katie Rose McCullough, a junior from Castle Rock, Colo.; Clay Morrison, a junior from Midland; Nathan Pond, a junior from Wolfforth; Logan Pritchett, a junior from Kingfisher, Okla.; Brandy Ragland, a junior from Wolfforth; Nathan Reeves, a junior from League City; Joel Riedel, a junior from Arroyo Grande, Calif.; Markus Miller, a junior from Abernathy; Trevor White, a junior from New Home; and Loni Woolley, a junior from Grandview.

The team is coached by Assistant Professor Ryan Rathmann and graduate student Bryan Bernhard.

They achieved second place honors in the Carload Contest – a competition unique to the National Western Stock Show. Tech team member Clayton Gardener was high individual in the Carload Contest.

The team will also compete at contests in Fort Worth, San Antonio and Houston this spring.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
DATE: Feb. 15, 2011
CONTACT: Leslie Cranford, leslie.cranford@ttu.edu
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Meat Judging Teams Take Top Honors at Southwestern Show

Texas Tech University's meat judging team won first place Jan. 30 at the competitive Southwestern Livestock Show's Meat Judging Contest in Fort Worth. The contest, hosted by the American Meat Science Association in conjunction with the Fort Worth stock show, is the first win of 2011 for the 16-member team.

The Red Raiders took the top spot by a 47-point margin and posting a score of 4,133 points. They finished first in the beef judging and overall beef. Other top finishers, in placement order, were South Dakota State University, Oklahoma State University, University of Wyoming, and Kansas State University. Twelve universities participated.

"This was an exciting win for the 2011 team," said Mark Miller, professor and San Antonio Livestock Show Distinguished Chair in Meat Science. "The group worked hard to earn their first win."

Three of the top-ten individuals and nine of the top-ten alternates were from Texas Tech. Dakota Williams, a sophomore from Glenrose, was high individual overall. He was followed by teammate Travis Begley, a sophomore from Plainview, who finished second overall. Zach Smith, a sophomore from Sweetwater, was seventh overall. Drew Cashman, a sophomore from New Windsor, Md., won the high individual award in the alternate division.

Other team members are Blaine Corliss, a junior from Estancia, N.M.; Cody Helms, a junior from Cleburne; Faith Jurek, a sophomore from Goldthwaite; Mandy-Jo Laurent, a sophomore from Nacogdoches; Jerra McMath, a junior from Estancia, N.M.; Andrea Nordman, a junior from Florence; Craig Russell, a junior from Visalia, Calif. Natalee Smith, a junior from Albemarle, N.C.; Cody Sultenfuss, a sophomore from Little-River Academy; Tyler Travis, a sophomore from Pleasant Valley; Kaitlyn True, a sophomore from Plainview; and Amanda White, a junior from Garden City, Kan.

The team is coached by Texas Tech graduate student Shanna Ward and Miller and will compete again on March 5 at the Houston Livestock Show.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
DATE: Feb. 16, 2011
CONTACT: Leslie Cranford, leslie.cranford@ttu.edu
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Texas Tech Expert: Government Prohibiting Flow of Information Usually Fails

Internet freedom would reverse "forbidden fruit" pattern.

The recent revolutions in Tunisia and Egypt relied partly on the power of the Internet to spread the word about what was happening. After attempts by those nations and others to block their citizens from the Web, Secretary of State Hillary Clinton made comments in a Tuesday (Feb. 15) speech making clear U.S. policy on that issue: Nations need to be open to the Web, not closed.

One Texas Tech University mass communications expert agrees, and said throughout history, attempts to prohibit the flow of information have typically failed. Samuel Bradley, interim chairman of the Department of Advertising, can discuss issues surrounding Internet freedom.

Also, Bradley said that declaring either the transmission or receipt of information to be prohibited can make the information ever more tantalizing, the so-called "forbidden fruit."

"The overwhelming majority of government documents would yellow in file cabinets in a life of loneliness, yet marking such documents 'classified' makes them instantly interesting," Bradley said. "Most weblogs have virtually zero readership, yet when a government censors that expression, the speaker may find new motivation to shout from every rooftop possible, virtually guaranteeing a far wider audience than the original dissemination might have achieved."

Bradley can be reached at (806) 742-3385 ext. 273, or sam.bradley@ttu.edu. View his expert's profile.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
DATE: Feb. 16, 2011
CONTACT: Leslie Cranford, leslie.cranford@ttu.edu
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Livestock Judging Team Takes Win at Southwestern Expo

Texas Tech University's livestock judging team brought home its first win of the season as it took top honors Feb. 6 at the competitive Southwestern Livestock Exposition's Livestock Judging Contest hosted by the Fort Worth Stock Show.

Texas Tech won the sheep, cattle and reasons divisions. Overall, it outdistanced its nearest competitor, Texas A&M University, by 19 points. The University of Arkansas, Kansas State University and Angelo State University rounded out the top five teams.

"This was a great win for this talented group of students," said the team's coach, Ryan Rathmann, an assistant professor in the Department of Animal and Food Sciences. "I'm expecting them to keep working hard and perform even better at the next two contests this spring."

Texas Tech had four of the top-ten individuals. Kody Lucherk, a junior from Poth, was high individual overall. Clay Morrison, a junior from Midland, finished second. Sixth high individual was Brady Ragland, a junior from Wolfforth, and ninth high individual was Joel Riedel, a junior from Arroyo Grande, Calif.

Additional team members include Clay Burson, a junior from Abilene; Brandi Capps, a junior from Dewey, Okla.; Jordan Clem, a junior from New Home; Clayton Gardner, a junior from Estancia, N.M.; Tanner Kieschnick, a junior from Vernon; Katie Rose McCullough, a junior from Castle Rock, Colo.; Nathan Pond, a junior from Wolfforth; Logan Pritchett, a junior from Kingfisher, Okla.; Nathan Reeves, a junior from League City; Markus Miller, a junior from Abernathy; Trevor White, a junior from New Home; and Loni Woolley, a junior from Grandview.

The team is coached by Rathmann and graduate student Bryan Bernhard.

The team has two contests remaining this spring – one at the San Antonio Livestock Exposition and another at the Houston Livestock Show and Rodeo.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu and on Twitter @TexasTechMedia.

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News Release

FOR IMMEDIATE RELEASE
DATE: February 16, 2011
CONTACT: Kate Lepard, Katherine.lepard@ttu.edu
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Texas Tech Jazz Ensemble to Salute Band Leaders
In a Black History Month Celebration

The Texas Tech University Jazz Ensemble I will present a concert, directed by Stephen Jones, in celebration of Black History Month at 8 p.m. Feb. 19 in the Hemmle Recital Hall at the Texas Tech School of Music.

The band will perform music from some of the great African-American bandleaders and composers of the 20th century such as Duke Ellington and Count Basie. The concert will also feature music by Thad Jones and Charles Mingus, who together, cover more than 60 years of American big band tradition.

"This performance recognizes and pays homage to the wonderful and ongoing legacy left to us by the great African-American bandleaders," Jones said. "We have chosen to honor four of those bandleaders in our performance."

The ensemble also will perform works by Ernie Wilkins, James Van Heusen and Neal Hefti and will deliver these songs in the styles of the Count Basie Orchestra, Duke Ellington and his Orchestra, The Thad Jones/Mel Lewis Orchestra and the Mingus Big Band.

The 16-member ensemble will provide entertainment for both big band and jazz lovers. The concert is free and open to the public.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu and on Twitter @TexasTechMedia.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
DATE: Feb. 16, 2011
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Architecture Students Present Ideas to Preserve Lubbock Historical Building
Lubbock Post Office and Federal Building may see future in education, shopping or entertainment.

A 79-year-old Lubbock building is getting a second look based on its historical significance, thanks to a boost from the Texas Tech University College of Architecture.

Upon its completion in 1932, the Lubbock Post Office and Federal Building at 800 Broadway served as a symbol of dramatic growth in population. The building was perceived as a modern adaptation of Italian Renaissance architecture, with gray granite steps flanked by iron lampposts leading to doors of bronze and glass. Overhead, bronze bas-relief sculptures are mounted on white marble panels. A dolphin, an eagle and a compass represent the transportation of mail via the oceans, the air and the earth.

For decades, this building was the center of federal activities until the construction of a new federal building in 1968. The original building was then used for various county offices until it fell into disrepair and was vacated in 1998. Since then, the once-majestic building barely endures the test of time, weather and neglect. A brass flagpole mounted on a front ledge has long since disappeared. Furthermore, leaks in the roof have damaged the ornate, decorative paintings, and historic courtroom ceiling.

"In Lubbock, I feel it especially important to recognize and maintain our history," said Bill McCay, Lubbock County Commissioner Precinct 1. "By calling attention to it now, we want to encourage residents to act while there is still time."

The cost to restore, let alone – maintain, a 28,000-square-foot building is difficult for any municipality, especially during the current economy. That is why in October 2010, Elizabeth Louden sent a letter of strong support to Preservation Texas, a statewide nonprofit organization that advocates for preserving the historic resources in Texas.

Louden, a professor in the Texas Tech College of Architecture, is also the faculty member directing a group of graduate students in a course titled Preservation Studio – Topical Design. She and the students had the opportunity to closely study the condition of the building and look for ways to help with its preservation through repurposing.

"This building was chosen as a topic of study precisely because it is in jeopardy of loss via benign neglect, as well as for the clearly important role that it has played in the growth and development of this region," Louden said.

-more-

Louden's students assessed the building, its structure, materials and finishes. They utilized a laser scan of the interior and exterior, collected historic photographs and the 1931 blueprints. Together they concluded that the building was in reasonably sound condition and could be rehabilitated with the proper financial backing.

Preservation Texas officials announced their selections Feb. 9, on the steps of the Texas State Capitol. The Lubbock Post Office and Federal Building was among 10 sites included in their eighth annual list of Texas' Most Endangered Historic Places. While no commitments have been made at this time, past sites have seen energized conservation and restoration efforts and additional funding.

"Texas is a state with enormous diversity and significant historic resources. Yet each year, more and more of the state's historic properties fall victim to commercial development, neglect or suburban sprawl," said Jim Ray, president of Preservation Texas Inc., a statewide partner of the National Trust for Historic Preservation. "The sites on our 2011 list represent the most imminent needs as well as the highest probability for positive outcome."

As part of the course, Louden's students prepared 12 proposals for the adaptive use of the building. Graduate student Marshall Drennan proposed a satellite campus for graduate studies in the College of Architecture, while Kristin Tomdale suggested nightclubs and entertainment. Other ideas include state of the art facilities for physical therapy or fitness, a recording studio, cinema and film school, even a Ferrari showroom. They took their ideas a step further, by utilizing sustainable technology such rainwater harvesting and waterless urinals.

Their model and drawings are now on display in downtown Lubbock at Urban Tech, a design center located at the Louise Hopkins Underwood Center for the Arts.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu and on Twitter @TexasTechMedia.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
DATE: Feb. 16, 2011
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Former Senior Curator Named Executive Director of Museum of Texas Tech University

Officials at Texas Tech University recently announced that Eileen Johnson has been selected to serve as executive director of the Museum of Texas Tech University.

Texas Tech Provost Bob Smith said Johnson effectively and enthusiastically led the museum during her time serving as interim director. Johnson became the interim director in January 2010.

"With her tremendous background, Dr. Johnson gave inspiration and guidance to the museum," Smith said. "She will help us continue to move forward."

Johnson is senior curator at the museum and a Horn Professor in Museum Science. She serves as director of the Lubbock Lake Landmark.

As executive director of the museum, her duties will include general oversight of the museum's educational, scientific, cultural and research functions as well as its administrative operations and budget.

Also, she will serve as the museum's chief liaison to the Office of the Provost and to the Museum Association.

"As executive director, my major priorities continue to be providing a nurturing environment, enhancing the museum's growth in its collections activities, public and academic programs," she said. "I am committed to proactively engaging the museum with the Texas Tech academic community and with the broader Lubbock community and constituents across the South Plains."

Johnson also aims to foster and enrich the museum's national and international scope.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
DATE: Feb. 17, 2011
CONTACT: Leslie Cranford, leslie.cranford@ttu.edu
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Texas Tech College of Agriculture Honors Distinguished Alumni

New Young Alumnus Award will be presented.

Texas Tech University's College of Agricultural Sciences and Natural Resources (CASNR) will recognize six distinguished alumni at 6 p.m. Mon. (Feb. 21) at the Merket Alumni Center.

The Distinguished Alumni Awards honor alumni who have made significant contributions to society, and whose accomplishments and careers have brought distinction to the college and to the professors associated with agriculture and natural resources.

In addition, program officials will inaugurate a new recognition category, the CASNR Young Alumnus Award.

"This will be our first year to present the award," said Jane Piercy, director of development and external relations at CASNR.

The recipient of the 2011 Young Alumnus Award is Lynn Scherler, regional president of CoBank. Scherler of Parker, Colo., received his bachelor's degree in agricultural and applied economics in 1997.

"The measure of a college's distinction and influence depends greatly upon the achievements of its alumni and the positions they attain in their respective communities and fields of endeavor," Piercy said. "These awards were established to recognize some of our most outstanding alumni."

The recipients of this year's distinguished alumni awards are:

- Eddie Smith, of Floydada, received his bachelor's degree in agricultural economics in 1973. He is a cotton producer and partner with Floyd County Farms.

- Mark Marley, of Plainview, received his bachelor's degree in agricultural education in 1984. He is owner and president of Production Plus Seeds, Inc.

- Stanley Young, of Lubbock, received his bachelor's degree in agricultural production in 1968, and his master's degree in animal breeding in 1976. Today he is retired from the Lubbock County Extension Agent office.

- Alice McLarty, of McClean, Va., received her bachelor's degree in landscape architecture in 1987. She is a park landscape architect with the National Park Service.

- Terry McLendon, of Ft. Collins, Colo., received his bachelor's degree in range management in 1971 and his doctorate in range ecology in 1979. He is the principle scientist with KS2 Ecological Field Services.

- Thomas Holt, of Durham, N.C., received his bachelor's degree in zoology in 1971 and his master's degree in entomology in 1974. Today he is director of biology research and development at BASF Agricultural Products.

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE
DATE: Feb. 17, 2011
CONTACT: Kate Lepard, Katherine.lepard@ttu.edu
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Lubbock Lake Landmark Presents Paleoindian Events

WHAT: Lubbock Lake National Historic Landmark hosts Paleoindian events.

WHEN: Saturday and Sunday (Feb. 19-20)

WHERE: Lubbock Lake Landmark, 2202 Landmark Drive at North Loop 289 and U.S. 84.

EVENT: The Life on the Plains Series will host its second event beginning with a family day for all ages from 10 a.m. to 4 p.m. Saturday (Feb. 19).

The topic of this series will be "Paleoindians: First Peoples," focusing on the hunter/gatherers of the area. Attendees will have the opportunity to participate in some hands-on activities.

Young adults to adults are invited to "Discover…Paleoindians" from 2-4 p.m. Sunday (Feb. 20).

The event will include a presentation on ancient Paleoindian territories and landscapes.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu and on Twitter @TexasTechMedia.

CONTACT: Susan Rowe, education program manager, Lubbock Lake National Historic Landmark, Museum of Texas Tech University, (806) 742-1116 or susan.rowe@ttu.edu

TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
DATE: Feb. 17, 2011
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"Get Smart! Play Chess."
Texas Tech to host chess events

Texas Tech University, the Susan Polgar Institute for Chess Excellence (SPICE), the Susan Polgar Foundation and the Knight Raiders will host the fourth annual Lubbock Open Scholastic Chess Competition, the fourth annual Lubbock Open Chess Championship, and a UIL Chess Puzzle Solving Invitational contest. Around 150 students are expected to participate, and there will be prizes and giveaways for competitors, coaches and parents.

All events will be held Saturday (Feb. 19) at the Lubbock Science Spectrum (2579 S. Loop 289). A United States Chess Federation (USCF) membership is required for both championships. Membership can be obtained online at www.uschess.org or on site.

Open Scholastic Chess Championship

On-site registration and check-in is from 8:30-9:30 a.m., and the entry fee is $20. The event is a USCF-rated individual and team scholastic competition.

The event is a four-round Swiss System tournament with a 30-minute maximum per player per game.

- 10 a.m. – Round 1
- 11:15 a.m. – Round 2
- 1 p.m. – Round 3
- 2:15 p.m. – Round 4

Competitors will be divided into five age-groups: primary, elementary, middle school, high school and novice. No USCF membership is required for the novice section.

The award ceremony will be held shortly after the last game. The top three school teams and top five individual finishers in each section will receive a trophy. There will also be a special prize for top sibling, top parent/child and top coach/student teams.

Open Chess Championship

The Lubbock Open Chess Championship is a USCF-rated individual championship. On-site registration and check-in is from 9-10 a.m., and the entry fee is $30. Texas Tech students and K-12 students will receive $5 off the entry fee.

The event is a four-round Swiss System tournament, and all games are played in one section of competitors.

- 10:30 a.m. – Round 1
- 11:45 a.m. – Round 2
- 1:15 p.m. – Round 3
- 2:30 p.m. – Round 4

The award ceremony will be held shortly after the last round. Cash prizes will range from $40 - $100. The top competitor will also receive a trophy.

Special Events

Thanks to a proposal from the Texas Tech SPICE program, chess will be the subject of a University Interscholastic League competition next year. The UIL Chess Puzzle Solving Invitational will take place at 12:15 p.m., and the entry fee is $5.

The invitational is sponsored by the Susan Polgar Foundation. Competing students will have 30 minutes to solve 20 chess puzzles. Competitors will be divided by age group, and prizes will be awarded to the top student in each section. Participants are not required to have a USCF membership.

There will also be a "Get Smart! Play Chess." quiz show where competitors have the chance to win various prizes.

For more information call (806) 742-7742 or visit www.SPICE.ttu.edu.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu and on Twitter @TexasTechMedia.

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News Release

FOR IMMEDIATE RELEASE
DATE: Feb. 18, 2011
CONTACT: Audrey Rickel, audrey.rickel@ttu.edu
(806) 742-2136

Texas Tech Celebrates Black History Month

February is Black History Month, and Texas Tech University's history department is commemorating with faculty-led talks, film screenings and panel discussions, one of which honors 25 years of celebrating Martin Luther King Jr.

Black History Month is an annual celebration recognizing the achievements and momentous role that African-Americans have and continue to contribute to U.S. history.

Barton Myers, history professor and Civil War historian, said the history department has been trying to put together a series of talks and panel discussions for Black History Month over the past few years, and it finally came together this year.

"It's always been my opinion that as Americans we own all of American history," Myers said, "both the good and the bad."

Myers said he thinks it is wonderful that Texas Tech is hosting events to celebrate Black History Month, and it is important to highlight the role of minority communities in American history.

"As a Civil War historian," Myers said, "I think it is fundamental to study African-American history."

Myers said it is important not to only look back at 20th century black history and the Civil Rights movement, but also to go as far back as the 18th and 19th centuries.

Myers led a brown bag lunch and discussion that covered a wide range of black history, but specifically examined black military resistance to the Confederacy during the Civil War. He said approximately 180,000 African-American soldiers aided the Union Army to victory, which was pivotal to American history.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu and on Twitter @TexasTechMedia.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
DATE: Feb. 18, 2011
CONTACT: Leslie Cranford, leslie.cranford@ttu.edu
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Texas Tech Names Agricultural Scholars

Texas Tech University's College of Agricultural Sciences and Natural Resources (CASNR) recognized 2010-2011 Dean's Scholars Feb. 18 at the Merket Alumni Center.

"These scholarships were established by the college to reward academic excellence and to support studious young men and women who choose to major in agricultural and natural sciences,' said John M. Burns, dean of CASNR.

Dean's Scholars Awards are based on academic excellence as well as leadership, character and citizenship. The Gold Award is a $14,400 four-year scholarship and the Silver Award is a $9,600 four-year scholarship. To keep the scholarship, recipients must maintain a 3.5 grade-point average for Gold Awards and a 3.3 grade-point average for Silver Awards. The scholarships are funded by various donations to the college.

The Gold Award winners are Blair Dingler, a freshman animal science major from Nocona; Kelsey Fletcher, a senior agricultural communications major from Universal City; Maggie Jones, a sophomore pre-veterinary major from Albuquerque, N.M.; Elizabeth Mack, a sophomore natural resources management major from Bryan; Colter St. Clair, a freshman natural resources management major from Ralls; Brittany Thompson, a freshman animal science major from Allen; Trevor White, a junior agriculture and general business double major from Tahoka, and Ashleigh Willems, a freshman food science major from Lubbock.

Silver Award winners are Teryn Bibb, a junior animal science major from Big Spring; Alexandra Borowski, a freshman agricultural communications major from Lincoln, N.M.; Matthew Bruton, a senior animal science major from Throckmorton; Kaitlyn Cash, a sophomore agricultural education and communications major from Lubbock; Kristen Dunn, a junior FDS major from Pampa; Steven Ebeling, a freshman animal science major from Plainview; Shane Garrett, a senior animal science major from Lubbock; Amy Gulick, a freshman pre-vet major from Lubbock; Samantha Huffman, a freshman animal science major from Carrollton; Michael Marley, a freshman agriculture and general business double major from Plainview; Jett Mason, a master's student in agricultural communications from Brownfield; Joshua McCann, a senior animal science major from Newport, Va.; Stormie McClurg, a junior animal science major from Tulia; Shelby McCollum, a freshman agricultural communications major from Krum;

Morgan Miller, a senior animal science major from Meadow; Samantha Piercy, a freshman animal science major from Lubbock; Skylar Sowder, a sophomore agricultural education and communications major from Sudan; Melissa Thomas, a freshman food science major from Colleyville; and Jessica Webster, a senior pre-veterinary major from Wolfforth.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu and on Twitter @TexasTechMedia.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
DATE: Feb. 18, 2011
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Texas Tech's Museum to Host *Deadly Medicine: Creating the Master Race*

WHAT: Media preview of *Deadly Medicine: Creating the Master Race*

WHEN: 10 a.m. Monday (Feb. 21)

WHERE: Sculpture Court of the Museum of Texas Tech University, 3301 Fourth St.

EVENT: The Museum of Texas Tech University will host *Deadly Medicine: Creating the Master Race*, a travelling exhibition produced by the United States Holocaust Memorial Museum.

The exhibition, which explores how Nazis used the idea of genetic purification first on the mentally and physically disabled before implementing it for a radical racial purification to form the "master race," opens Feb. 20 in the Diamond M gallery and runs until Aug. 7.

Lubbock will be the only stop this exhibition will make in Texas before moving to New York and retiring.

CONTACT: Lynne Fallwell, assistant professor, Department of History, Texas Tech University, (806) 742-3744 or l.fallwell@ttu.edu; **David K. Dean, director of museum information services, Museum of Texas Tech University,** (806) 742-2442 or david.dean@ttu.edu

UNITED STATES HOLOCAUST MEMORIAL MUSEUM

TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
DATE: February, 21 2011
CONTACT: Jaryn Jones, jaryn.jones@ttu.edu
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Texas Tech University Career Services Hosts StrengthsQuest Week

Texas Tech University Careers Services is offering a variety of events Monday-Thursday as part of StrengthsQuest Week. Students and faculty are invited to discover, develop and apply their top strengths through various discussions, games and presentations.

Small group discussions will take place each day and focus on eight or nine of the 34 individual strengths. The discussions will elaborate on how to use these strengths to achieve success in personal, professional and classroom settings.

Monday, Feb. 21

- The StrengthsQuest kick-off will take place at noon in TLTC room 153 of the library. Students are invited to enjoy free pizza while learning what StrengthsQuest is all about. There will also be a game of StrengthsQuest Jeopardy.

Tuesday, Feb. 22

- "StrengthsQuest in the Classroom"- Faculty and staff are encouraged to come explore and discuss ways to use StrengthsQuest to help students excel academically. The seminar will be held at noon in the Lubbock Room of the Student Union Building.
- Small Group Discussion will be held at 3 p.m. in the Student Union Playa Room.

Wednesday, Feb. 23

- Small Group Discussion will be held at 2 p.m. in the Student Union Senate Room.
- "StrengthsQuest in Your Job Search" – Students are invited to hear how to use their individual strengths in professional endeavors including interviews, networking and job searching. The seminar will take place from 3:30-4 p.m. in the University Career Services presentation room of the Wiggins Complex.

Thursday, Feb. 24

- Thursday is StrengthsQuest Game Day. Faculty and students are encouraged to come play StrengthsQuest Millionaire, StrengthsQuest Charades and StrengthsQuest Bingo. Games will be played from 1-3 p.m. in the Student Union Red Raider Lounge, and prizes will be awarded to the winners.
- Small Group Discussion will be held at 3 p.m. in the Playa Room of the Student Union Building.

To learn more about StrengthsQuest or to take the assessment, visit http://www.depts.ttu.edu/strengthsquest/. The assessment takes approximately 40 minutes to complete.

For more information visit www.careerservices.ttu.edu or search StrengthsQuest Texas Tech University on Facebook.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu and on Twitter @TexasTechMedia.

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News Release

FOR IMMEDIATE RELEASE
DATE: Feb. 21, 2011
CONTACT: Audrey Rickel, audrey.rickel@ttu.edu
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Texas Tech Undergraduates Present Research Findings at State Capitol

Texas Undergraduate Research Day at the Capitol gave two undergraduate researchers from Texas Tech an opportunity to present their research findings to the public and legislature.

Undergraduate researchers Jess Lees, a senior microbiology major, and Zev Friedman, a math and computer science dual major, were chosen to attend the event.

Undergraduate researchers underwent an application process to attend the research day that included both quality of research and desire to represent Texas Tech during the event. The research had to be broken down into simple terms in order to present it in a way the general public could understand.

"To quote Albert Einstein," Lees said, "If you can't explain it simply, you don't understand it enough."

Lees' research consists of studying metastasis of cancer cells, the spread of cells from the original tumor to a distant location in the body.

Lees said it has been the many mentors he has worked with at Texas Tech that have really helped him with his research.

"They have been a great support system for me," Lees said.

Friedman's research is on the issues of data consistency related to web-service, such as an online shopping site which accesses services provided by different companies for credit card verification and charging, as well as shipping.

Friedman said networking is the best thing about going to research conferences; getting to meet other undergraduate researchers and observe what they have been working on.

The extensive research both Lees and Friedman have conducted at Texas Tech have inspired them for their future. Lees plans to enter the medical field, and Friedman is planning to work toward a master's degree, most likely in mathematics.

Texas Undergraduate Research Day at the Capitol highlights how research conducted by undergraduate students positively impacts Texas and Texans. The program showcases the

experience of undergraduate researchers for Texas legislators and the public through high-quality poster presentations.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu and on Twitter @TexasTechMedia.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
DATE: Feb. 21, 2011
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Texas Tech's Museum to Host *Deadly Medicine: Creating the Master Race*

After two years of organizing, The Museum of Texas Tech University will host *Deadly Medicine: Creating the Master Race,* a traveling exhibition produced by the United States Holocaust Memorial Museum.

The exhibition, which explores how Nazis used the idea of genetic purification first on the mentally and physically disabled before implementing it for a radical racial purification to form the "master race," opens Feb. 20 in the Diamond M Gallery and runs until Aug. 7.

Lubbock will be the only stop this expanded exhibition will make in Texas before making a final stop in New York and being retired. A smaller version will continue to tour the country.

Lynne Fallwell, an assistant professor of history at Texas Tech specializing in German and medical history, is one of the key organizers responsible for bringing the exhibition to Lubbock.

"I was a Fellow at the Holocaust Museum the summer they were putting Deadly Medicine together," Fallwell said. "They were looking for venues that had a medical school and an arts and humanities school as well as places in the middle of the country that might not get exposed to this sort of an exhibition. Of course, I thought of Texas Tech. We seem to be the ideal center to house this sort of exhibition."

Though mainly associated with the Nazis, Fallwell said eugenics theory sprang from turn-of-the-20th-century beliefs asserting that Charles Darwin's theories of "survival of the fittest" could be applied to humans.

Supporters, spanning the globe and political spectrum, believed that through careful controls on marriage and reproduction, a nation's genetic health could be improved. Some of its staunchest supporters included leaders in the United States, Great Britain and other parts of Western Europe, she said.

From 1933 to 1945, Nazi Germany carried out a campaign to "cleanse" German society of individuals viewed as biological threats to the nation's "health."

Enlisting the help of physicians and medically trained geneticists, psychiatrists and anthropologists, the Nazis developed racial health policies that began with the mass sterilization of "genetically diseased" people and ended with the near annihilation of European Jewry.

Eugenics and racial purity, she said, was the third front in Hitler's war. Besides the Western and Eastern Fronts, it became a quintessential part of the Nazi movement.

"We're often quick to look at the Nazis as a unique example of evil without looking at how they came together and how this happened," Fallwell said. "There is universality to all humans here. This exhibit raises so many moral and ethical questions about medical practice. However, it's not just about medical ethics, though. It's also about how we treat other human beings. Why do we make the classifications that we do? Humans are pack animals, but why are we so quick to make distinctions among ourselves?"

To relate this history, the United States Holocaust Memorial Museum has assembled objects, photographs, documents, and historic film footage from European and American collections and presents them in settings evoking medical and scientific environments.

Deadly Medicine: Creating the Master Race inspires reflection on the continuing attraction of biological utopias that promote the possibility of human perfection. From the early 20th-century international eugenics movements to present-day dreams of eliminating inherited disabilities through genetic manipulation, the issues remain timely.

The United States Holocaust Memorial Museum's educational initiative on Deadly Medicine: Creating the Master Race has been underwritten in part by The David Berg Foundation; the Dorot Foundation; The Blanche and Irving Laurie Foundation; The Lerner Foundation The Rosenbluth Family–Al, Sylvia, Bill, and Jerry; Eric F. and Lore Ross; The Samberg Family Foundation; and the Viterbi Family Foundation of the Jewish Community Foundation of San Diego.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
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Texas Tech Press Site Available for Largest, Most Complex Hunter-Gatherer site in the New World

The Office of Communications and Marketing has developed a press site offering a variety of different media resources from the Lubbock Lake National Historic Landmark.

The website, today.ttu.edu/landmark, hosts high-resolution photos of the Landmark from past to present, a history of the Landmark, recent news and an event schedule for 2011.

Throughout 2011, Lubbock Lake Landmark will be celebrating 75 years of Discoveries with events for families and adults each month of the year. March's events are 10 a.m.-4 p.m. March 19 and 2-4 p.m. March 20.

A unit of the Museum of Texas Tech University, the Lubbock Lake Landmark is an archaeological and natural history preserve at the northern edge of the city of Lubbock. The Landmark contains evidence of almost 12,000 years of occupation by ancient people on the Southern High Plains, said Eileen Johnson, director of the landmark.

"For thousands of years, people on the Southern High Plains used the water resources in the draw until those resources went dry in the early 1930s," Johnson said. "Years of sediment covered the traces of human activity until 1936, when the city of Lubbock dredged the meander in an effort to revitalize the underground springs. And that led to the discovery of the largest, most complex and longest continuously inhabited hunter-gatherer site in the New World."

In addition, find of other Texas Tech media are available for your use at www.media.ttu.edu and on Twitter at twitter.com/texastechmedia.

TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
DATE: Feb. 23, 2011
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Texas Tech Range Management Professor Receives Lifetime Achievement Award

A Texas Tech University professor in the Department of Natural Resources Management was presented a Sustained Lifetime Achievement Award at the 64th Annual Meeting of the Society for Range Management in Billings, Mont.

Ron Sosebee, who's been involved in the growth and development of the range, wildlife and fisheries degree programs at Texas Tech for more than three decades, was honored with the award which is given to members for long-term contributions to the art and science of range management and to the Society for Range Management.

"In addition to his many professional achievements, Ron is a success in a much more fundamental and important way – he is a good person in the truest sense," said Ernest Fish, professor and former chairman of the department. "Along with what he offers students and faculty as a professional, they're better individuals because of what he gives of himself as a human being; and that's his most important achievement."

Sosebee joined the Texas Tech faculty in 1969 after completing his doctorate at Utah State University.

His awards include the W. R. Chapline Research Award from the Society for Range Management in recognition of his exceptional and sustained research accomplishments in range science and associated disciplines (2002); and he was designated as a Fellow of the Society in recognition of his service to the group and its programs in advancing the science and art of range-related resource management (1989).

Sosebee, along with his graduate students, has made significant contributions in research relating to brush management and mechanisms of herbicide actions in such noxious species as mesquite, silverleaf nightshade, and perennial broomweed, Fish said.

"He's one of the pioneers in the development of the field of ecophysiology of rangelands, helping develop the connection between plant physiology and ecology," Fish said.

Sosebee's research career was topped off with publication of the 700-page Society for Range Management treatise on physiological ecology and developmental morphology of wildland plants, for which he served as co-editor.

In the past, Sosebee's expertise in range science has been recognized by his participation in international programs, including activities in Peru, Argentina, Morocco, Canada, Mexico and China. He has advised 14 graduate students from foreign countries pursuing degrees at Texas Tech.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu and on Twitter @TexasTechMedia.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
DATE: February 23, 2011
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Texas Tech Law School Adds Two More Advocacy Wins

With notable victories in regional action at the National Trial Competition and Duberstein Moot Court Competition's Elliott Cup, the success continues in what is becoming another banner year for the Texas Tech University School of Law advocacy programs.

"We had another fantastic weekend on the advocacy front," said Rob Sherwin, director of Advocacy Programs. "Both the National Trial team and the Duberstein team are excited about their next level of competition."

Texas Tech's National Trial Competition team of Jessica Adair, Adam Blanchard and John Muniz was crowned as champion of the Texas/Louisiana region. The top two winners of the 14 regional competitions will vie in the national rounds April 6-10 in Houston.

The National Trial Competition (NTC) is administered by the Texas Young Lawyers Association and was established in 1975 to encourage and strengthen students' advocacy skills through quality competition and valuable interaction with members of the bench and bar. One of the oldest and most prestigious mock trial competitions in the United States, the NTC is designed to expose law students to the nature of trial practice and to serve as a supplement to their education. Every ABA-accredited law school in the country is invited to this annual competition.

The regional rounds featured teams from every law school in the state of Texas as well as Tulane and LSU. Texas Tech defeated the University of Houston Law Center in the regional championship match before a panel that included federal Judge Marcia Crone of the Eastern District of Texas and David Beck, who *Texas Lawyer Magazine* has named one of the top 25 attorneys of the past quarter century.

The team was coached by alumna Rickie Cayton ('09), Professor Dick Baker, and alumnus Murray Hensley ('82) and is sponsored by alumnus Brian Loncar. This is the second-straight year the Texas Tech Law School has brought home a regional championship at this competition.

The Duberstein Bankruptcy Moot Court Competition team of Clint Buck, Michael Martinez and Sid Mody won the 2011 Elliott Cup Moot Court Competition in Austin, marking Texas Tech's best finish ever in this competition. Mody was also named Best Oral Advocate of the competition.

The Elliott Cup is sponsored by the Bankruptcy Section of the State Bar of Texas, and is named in honor of the late Joseph C. Elliott, U.S. Bankruptcy Judge for the Western District of Texas. The event includes law schools throughout the Texas/Fifth Circuit and is designed to serve as a formal practice competition for law school teams that will compete in the National Duberstein Moot Court Competition, March 5-7 at St. John's University School of Law in New York City.

The team was coached by local attorney Vanessa Gonzalez, Professor Dean Pawlowic, and alumnus Larry Doss ('99). Texas Tech Law School alumna Lisa Lambert, trial lawyer for the Office of the United States Trustee in Dallas, also traveled to Austin to assist the team. A second Texas Tech team consisting of Elizabeth Geary, Meggie Orgain and Jenny (Parker) Smith also competed at the event.

"The level of competition within our state and region is the fiercest in the country, and so prevailing as the top team as well as having the top advocate is no small feat," said Coach Sherwin.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
DATE: Feb. 23, 2011
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Texas Tech Experts: Comics and Documentaries in Holocaust Education
Researchers are published in Routledge History of the Holocaust.

The Holocaust continues to confront scholars with elusive questions even after nearly seven decades and hundreds of studies. Thousands of documentaries have been produced on this subject, but an unusual genre is quickly gaining respect by authorities in Holocaust research.

Comics.

Contributions on the topic from two Texas Tech University researchers recently were published in the Routledge History of the Holocaust. The volume covers a wide range of topics, including the Holocaust in post-war memory and culture.

Lynne Fallwell, assistant professor of history, and Robert G. Weiner, associate humanities librarian, in addition to an entry on Holocaust documentaries, have contributed an entry on "Sequential Art Narrative and the Holocaust" to the Routledge volume in an effort to draw attention to this often overlooked genre.

Their essays are a culmination of two years of intense collaboration – on a subject many are reluctant to talk about.

To read more, visit http://today.ttu.edu/2011/02/routledge-holocaust/.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
DATE: February 23, 2011
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Texas Tech Hosts Fifth Annual Severe Weather Awareness Day

Texas Tech University's American Meteorological Society, along with the National Weather Service, will host Severe Weather Awareness Day from 11 a.m.- 5 p.m. Saturday (Feb. 26) at the Lubbock Science Spectrum (2579 S. Loop 289).

As spring in West Texas quickly approaches, severe weather preparation strategies will become increasingly more important. The event is free, and adults and children of all ages are encouraged to come learn the basics of severe weather.

The event will feature severe weather safety tips, guided tours of the National Weather Service, an OMNI Theater presentation of Storm Chasers and chances to win a variety of door prizes. KCBD meteorologist John Robison will be in attendance and available to offer advice and answers regarding severe weather.

Participants are encouraged to check out Texas Tech's severe thunderstorm research vehicles and mobile Doppler radar. There will also be several hands-on weather experiments and a tornado simulator. Additionally, the National Weather Service will offer certified Storm Spotter training.

Attendants are invited to participate in "ask the experts" sessions by placing any weather-related questions in a fishbowl. Graduate students, faculty and other professionals in attendance will answer the questions throughout the day.

At 2:30 p.m., State Farm Insurance will present a check to John Schroeder, director of the Wind Science and Engineering Research Center, to fund studies regarding wind hazards.

For more information about the event visit www.wind.ttu.edu.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu and on Twitter @TexasTechMedia.

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE
DATE: Feb. 23, 2011
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Area High School, Middle School and College Students Help Build NASA Spacecraft

EVENT: NASA engineers will visit Texas Tech University, Frenship High School, New Deal High School and Estacado High School to kick off NASA's "Students Shaping America's Next Spacecraft" project.

WHAT: The project, to conclude in May, will involve Texas Tech engineering students as well as Lubbock-area high school and New Deal Middle School students designing mock-up modules for the Orion Spacecraft. NASA will provide the specifications for the modules, and students will design different packages that will be included in the Orion Spacecraft simulator.

University engineering students will design the more complex packages such as the chairs and the struts, and high school and middle school students will design simpler packages such as switch and electrical boxes for NASA astronauts to determined placement within the spacecraft.

Lockheed Martin Corp. is sponsoring this project as part of its nationwide program of support for educational excellence in science, technology, engineering and math (STEM), as well as its promotion of space exploration and technical career opportunities for America's next generation of explorers.

WHEN/WHERE: Thursday (Feb. 24)

8 a.m.	**Texas Tech**	Engineering Center 110
10 a.m.	**Frenship High School** *(Editor's Note: Best opportunity for media coverage.)*	Chemistry Classroom – Room CT4
1 p.m.	**New Deal High School** *(Students from **Ector New Tech High School** will also participate)*	New Deal High Cafeteria
2:30 p.m.	**Estacado High School**	Engineering Classroom – Room 162

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
DATE: Feb. 23, 2011
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Women's Studies Program to Celebrate International Women's Day with Film Viewing

The Texas Tech University Women's Studies Program and Office of International Affairs will host a film viewing of, "A Powerful Noise: The Impact of One Voice, The Power of Many" at 5 p.m. March 8 in the International Cultural Center's Hall of Nations (601 Indiana Ave.).

This film viewing and discussion is part of the Women's Studies Program's spring Feminist Forum.

During these forums, the program strives to create an environment where the cultural and social construction of gender can be freely examined by studying the history, experience and contributions of women to society.

This film, shown in celebration of International Women's Day, tells the story of three different women from three different worlds: Hanh, an HIV-positive widow in Vietnam; Nada, a survivor of the Bosnian war; and Madame Urbain, a worker in the slums of Bamako, Mali.

"A Powerful Noise" highlights the gender barriers these women must overcome in order to have a voice in their societies. Through their empowerment and ability to empower others, these women spark change as they fight AIDS, rebuild communities and educate other young women.

Many films emphasize the glaring differences between developing and developed nations; however, this documentary speaks to the aspirations and abilities that all women share. "A Powerful Noise" is a reflection on the potential of women to change the world.

This event is free and open to the public. Visitor parking is available at the International Cultural Center.

The Women's Studies Program is a part of the Division of Institutional Diversity, Equity and Community Engagement.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu and on Twitter @TexasTechMedia.

TEXAS TECH UNIVERSITY

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News Release

FOR IMMEDIATE RELEASE
DATE: Feb. 23, 2011
CONTACT: Audrey Rickel, audrey.rickel@ttu.edu
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Texas Tech Expert Discusses Women's History Month

March is National Women's History Month, established by Congress in 1987 as an extended celebration of Women's History Week and International Women's Day.

Julie Willett, a Texas Tech University associate professor of history and U.S. women's labor historian, said studying women's history gives us a new way to look at the past and the future.

"Women's History Month emerged out of necessity," Willett said, "because of the basic assumptions that women hadn't contributed much to history."

Willett said people have a tendency to think that women have only recently become involved in the workplace, community, politics and athletics, but women were transforming politics and had a tremendous impact even before they had the right to vote.

"The beauty of women's history is that it has redefined the meaning of history," Willett said.

Women's History Month allows us to look at old stereotypes that have been believed for many centuries, said Willett, so much so that sometimes it is difficult to realize there are other truths out there.

Willett said she would challenge others to think about the degree to which we still embrace stereotypes that keep us from recognizing the full potential of people.

"It's just good to celebrate different people's contributions," Willett said, "both their struggles and their triumphs."

Willett referred to the article "The End of Men" by Hanna Rosin, in which she describes present-day statistics, suggesting the number of women in the workplace and the number of women receiving college degrees outnumber men.

The growing importance of women's history as a main area of study and the developing future of women's history has motivated the Texas Tech history department to offer a second women's historian to the staff.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
DATE: Feb. 23, 2011
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Texas Tech Hospitality Services Director Receives Honorary Doctorate

Texas Tech University director of hospitality services, Samuel Bennett, recently received an honorary Doctorate of Foodservices medallion at the 2011 North American Association of Food Equipment Manufacturers (NAFEM) Show in Orlando, Fla. This award is presented each year to leaders who have given their time and energy to the foodservice industry.

Bennett also serves as assistant vice president for enrollment management and student affairs and has more than 35 years of service with Texas Tech. He has been involved with college and food service associations for more than 25 years and strives to make the campus lead the rest of the nation in university food service.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
DATE: Feb. 23, 2011
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Texas Tech Seismologist: Christchurch Quake Location Surprising, More Large Quakes Near City Unlikely

Though Tuesday's earthquake in New Zealand wasn't in itself surprising, the locality so close to southern New Zealand's largest city did catch many off guard, said a Texas Tech University geophysicists and seismologist.

An earthquake measuring 6.3 rocked Christchurch three miles from the city center, and news reports have estimated 75 deaths with more than 300 people still missing.

"The locality beneath Christchurch is definitely surprising, but everything else is not so surprising," said Hua-wei Zhou, the Pevehouse Chair and Professor of Petroleum Geophysics and Seismology in the Department of Geosciences. "This is the sixth aftershock measuring 5.0 or more since the last big earthquake on Sept. 3, 2010."

Zhou explained that while the Sept. 3, 2010, earthquake measured 7.0 in magnitude, it happened in a relatively rural area 30 miles west of Christchurch and didn't cause as much damage. Because of the earthquake's location and the fault's motion – a strike-slip motion with plates grinding horizontally with some vertical movement also – this may have intensified the damage in an already heavily populated area.

Because of the historical rarity of earthquakes in the city, Zhou predicted that the Christchurch area most likely wouldn't experience another earthquake for several years to decades.

In May 2008, Zhou led a team of six graduate students to deploy 60 seismometers near the Three Gorges Dam after an earthquake measuring 7.9 struck the Sichuan province in Central China. Zhou's research interests include improving seismic imaging methods and mapping mantle and crustal seismic structures of various regions.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
DATE: Feb. 24, 2011
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Texas Tech Rolls Out App for Android Devices

Android users, let your phones rejoice.

Texas Tech University directory information, course listings, maps and news are now available on the Android Market.

TTU Mobile, the university's official smartphone application, added to its offerings for iPhone, Blackberry and iPad users with the launch of a version for devices running Android OS.

"I'm most excited that this version of TTU Mobile offers widgets and application shortcuts that allow users to access the information they need faster than ever," said Scott MacWatters, Android specialist for TTU Mobile.

The widget allows users to access the app without opening it, while shortcuts generate icons on a phone's home screen, allowing users to directly access certain functions.

More than 50,000 Apple and Blackberry clients use TTU Mobile, launched in February 2010. Future updates for the service include a webOS version for Palm devices as well as new features for iPhones and iPads.

For further information about TTU Mobile, visit http://mobile.ttu.edu/.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu and on Twitter @TexasTechMedia.

TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
DATE: February 24, 2011
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Texas Tech Law School Honors Distinguished Alumni

The Texas Tech University School of Law will recognize two distinguished alumni Friday (Feb. 25) at the Seventh Annual Law School Gala & Distinguished Awards Dinner at the Merket Alumni Center.

The Distinguished Alumni Award is given annually in recognition of service to the bench, the bar and the public. The Distinguished Service Award is given annually in recognition of outstanding service to the Texas Tech University School of Law.

The recipient of the Distinguished Alumnus Award is Robert A. "Bob" Black. Barbara K. Runge is the recipient of the Distinguished Service Award.

"The gala is a wonderful opportunity to get to know our alumni and show the award recipients how much we appreciate everything that they have done for our school and the legal profession," said Susan Saab Fortney, interim dean and Horn Professor.

Robert A. Black
Robert A. Black, class of 1980, is the managing shareholder of the law firm of MehaffyWeber in Beaumont. He is the president-elect of the State Bar of Texas for 2010-2011.

Black is an accomplished litigator but focuses his practice on mediation. He has handled more than 3,300 disputes, including complex class action matters. Black is admitted to practice before the U.S. Supreme Court and the Texas Supreme Court.

Among his many accomplishments include being named a Texas Super Lawyer seven times by Texas Monthly and being listed as one of The Best Lawyers in America nine times by Best Lawyers. The Texas Bar Foundation Board of Trustees elected him a Fellow of the Texas Bar Foundation.

Black previously served as chair of the board of directors for the State Bar of Texas and co-chaired the Nominations and Elections Subcommittee. He has also devoted his time to more than half a dozen civic organizations in the Beaumont area.

Barbara K. Runge
Barbara K. Runge, class of 1974, is an accomplished solo practitioner in Houston. She is board certified in family law and works extensively with the American Academy of Matrimonial Lawyers in national and state level leadership roles.

Runge is also certified in arbitration by the AAML and in mediation by Attorney-Mediators, Inc. She is a Fellow with the Texas Bar Foundation, has presided over five professional organizations, and has chaired six legal and civic committees.

Her work has earned her five Texas Super Lawyer titles, two Best Lawyer in America listings, and numerous Top Lawyers titles in H Magazine. She continues to share her knowledge of family law and alternative dispute resolution in numerous CLEs and trainings each year.

A long-time supporter of her alma mater, Runge, who received the Distinguished Alumnus Award in 2002, has been a member of the Law School Foundation's Board of Trustees since 1982, including serving seven years (1993-2000) as president.

Distinguished Alumnus Award Recipients

1995 Robert A. Junell '77
1996 Richard C. Hile '74
1997 Walter B. Huffman '77
1998 Wayne A. Reaud '74
1999 Martin W. Dies '74
2000 Jeff Wentworth '71
2001 Maryellen Hicks '75
2002 Barbara K. Runge '74
2003 Robert L. Duncan '81
2004 Karen P. Tandy '77
2005 W. Mark Lanier '84
2006 Hon. Phil Johnson '75
2007 Matthew D. Orwig '84
Richard B. Roper '82
2008 David H. Segrest '70
Glenn D. West '78
2009 Mark Griffin '79
John T. Huffaker '74
2010 Robert A. Black '80

Distinguished Service Award Recipients

2007 Hershell L. Barnes, Jr. '70
2008 Tom Hall, '81
2009 Roger A. Key, '76
2010 Barbara K. Runge, '74

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News Release

FOR IMMEDIATE RELEASE
DATE: Feb. 24, 2011
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Presidential Lecture & Performance Series to Feature The Second City Comedy Group

Texas Tech University's Presidential Lecture & Performance Series will present The Second City, Chicago's legendary comedy theatre, at 7 p.m. March 4 in the Allen Theatre in the Student Union Building (SUB).

The group will perform "Fair and Unbalanced," a show featuring sketches, songs and improvisations.

"The Second City will provide a humorous perspective on the troubles inherent in our everyday life," said Jo Moore, administrator of the College of Visual & Performing Arts' Presidential Lecture & Performance Series. "No topic or subject is off limits. Patrons will delight in hilarious satire and quick-witted improvisation. If your parents asked you not to talk about a certain topic at the dinner table, chances are it will be made light of in this show."

The comedic ensemble got its start in 1959 in Chicago at an old Chinese Laundry and has since become what the New York Times labeled "a comedy empire."

Through its production of famous alumni such as: Joan Rivers, John Belushi, Bill Murray, Gilda Radner, John Candy, Mike Myers, Steve Carell, Stephen Colbert and Tina Fey, The Second City has generated a rich comedic history.

"The Second City is celebrating more than 50 years of presenting cutting-edge performances across the globe," Moore said. "The performers that our patrons will see at Texas Tech March 4 will be the stars of tomorrow. Just look at the stable of famous alumni who have shared The Second City stage since the 1960s – the list reads like a who's who of American comedy."

Tickets are $12 for general admission and can be purchased through Select-A-Seat by calling (806) 770-2000. Prices include a $2 Select-A-Seat service charge. Student tickets are free with a valid ID at the SUB information desk outside the Allen Theatre.

For more information, visit the 2010-2011 Presidential Lecture & Performance Series website.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu and on Twitter @TexasTechMedia.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
DATE: Feb. 24, 2010
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Texas Tech Researchers Awarded $600,000 From Cancer Prevention & Research Institute of Texas

The Cancer Prevention & Research Institute of Texas (CPRIT) will award nearly $600,000 to researchers at Texas Tech University for two cancer prevention projects in West Texas.

These grants are among 22 cancer prevention initiatives totaling $11 million, which were awarded to Texas universities and public health agencies in January. Each funded project aims to take a proactive approach to cancer prevention or early detection.

A $299,000 grant will help train physicians to become more successful in helping their patients who want to successfully quit smoking. The program also will seek to create local pathways that unite aspiring quitters with mental health and addiction specialists, said Lee Cohen, lead investigator on the project and an associate professor of psychology.

"Many times, physicians don't realize the impact they can have on their patients simply by saying to them, 'Quitting smoking is the single-most important thing that you can do to improve your health,'" Cohen said. "The problem is that physicians do not always encourage their patients to quit, and when they do, they do not necessarily know where to refer those who need additional help. The idea behind our project was to create a one-stop shop model where we, the psychologists, can do some training with physicians and other health care professionals regarding smoking cessation. That way, physicians may feel more confident about delivering such treatments.

"In addition to providing training to other health care professionals, we also plan to offer brief interventions with patients during medical visits or even offer individual therapy in cases that require it. We plan to run smoking cessation support groups through the medical clinics in which these patients are being served so there's a referral system in place right there in the offices. This is an integrative training model to get communication across disciplines that's based on the current clinical practice guidelines."

Other researchers involved include Susan Hendrick, chairwoman for the Department of Psychology and Darcy Reich, an associate professor of psychology. From the Texas Tech University Health Sciences Center, Drs. Cindy Jumper and Everardo Cobos from the

Department of Internal Medicine and Betsy Jones and Dr. Mike Ragain from the Department of Family & Community Medicine.

Cohen said an estimated 435,000 Americans die annually from smoking-related deaths. It costs as much as $200 billion in health care costs and productivity losses.

The program could provide training to doctors across the region who reported a combined 88,000 patient visits annually, according to the grant proposal. If effective, the grant could help hundreds or thousands of Texans quit smoking.

A second $295,000 grant will go toward a program to promote healthy eating habits in rural communities as well as promote other cancer-preventing activities, said Conrad Lyford, an associate professor in the Department of Agricultural and Applied Economics and the lead investigator for the project.

Residents in rural communities will be taught how healthier diets can assist in fighting certain cancers as well as the importance of using sunscreen and smoking cessation.

"There have been studies in a number of other communities that show that a community effort to raise awareness about cancer as well as increasing people's activities in cancer prevention can reduce cancer," Lyford said. "You know, 50 percent of the cancer people get is preventable. We want more people to prevent those cancers. This type of community intervention has been done in other areas, but not in a rural community. So, many people will be watching this, and hopefully we'll have a measurable and sustainable impact."

The program will work through a partnership with United Supermarkets, he said. Other researchers include Eric Belasco, an assistant professor in the Department of Agricultural and Applied Economics, Barry McCool, an assistant professor in the Department of Nutrition, Hospitality and Retailing, and Audrey McCool. From the Texas Tech University Health Sciences Center, Dr. Billy Philips, the vice president of rural and community health and Dr. Barbara Pence, a professor in the Department of Pathology, also will participate.

CPRIT was created in 2007 after Texas voters approved it. The organization will award some $3 billion in cancer initiatives over the next decade. Its goal is to expedite innovation and commercialization in the area of cancer research and to enhance access to evidence-based prevention programs and services throughout the state.

More information about CPRIT is available at its website, www.cprit.state.tx.us.

TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
DATE: Feb. 25, 2011
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Texas Tech Educator to Attend United Nations Meeting

Scholars from academic and other institutions have been invited by the Department of Economic and Social Affairs Committee of the United Nations to discuss "Partnering with the Philanthropic Community to Promote Education for All."

Aretha Marbley, a professor in counselor education in Texas Tech University's College of Education, has been invited by the president of the Economic and Social Council (ECOSOC) to join the U.N. group on Monday (Feb. 28) at its headquarters in New York.

"The College of Education is proud to have Dr. Marbley represent the college and Texas Tech University in United Nations' discussions about partnering in order to promote access and education for our knowledge economy," said Charles Ruch, interim dean of the college.

In an effort to explore collaborative opportunities in advancing the Millennium Development Goals for education, the event will feature discussions on innovative partnerships focused specifically on the themes of enabling access for girls and boys to complete primary education and to promote education and training for the knowledge economy, issues which are high on the agenda of the United Nations.

Participating as panelists will be leading CEOs, heads of foundations, high-level representatives of the United Nations system and leading non-governmental organizations (NGOs). Ban Ki-moon, Secretary-General of the United Nations, will open the meeting.

The outcome of the deliberations will be shared with all U.N. member states during the ECOSOC high-level session in July.

In attendance will be ambassadors and member states delegates, representatives of U.N. organizations, corporate contributions executives, as well as leaders of private foundations, international NGOs and academic institutions.

The event is jointly organized by the U.N. Department of Economic and Social Affairs, UNICEF, UNESCO, the United Nations Office for Partnerships and the Committee Encouraging Corporate Philanthropy.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
DATE: Feb. 25, 2011
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Two Texas Tech Professors Receive Highest Faculty Honor

Two Texas Tech University faculty members have been named Horn Professors, the highest honor they can receive from the university.

Bruce Clarke, professor in the Department of English, and Markus F. Miller, professor of meat science and muscle biology and the San Antonio Livestock Show Distinguished Chair in Meat Science, were approved today (Feb. 25) by the Texas Tech University System Board of Regents.

"Horn Professors are a testament to the quality of our academics because they represent the very best of our faculty," said Guy Bailey, Texas Tech president. "These educators have garnered national and international acclaim for their research or other scholarly endeavors, and we value them for their many contributions to Texas Tech."

"We are proud to award these individuals with our university's highest honor," said Kent Hance, chancellor of Texas Tech University System. "Horn Professors truly embody what it means to be distinguished among their peers in teaching, research and service. Their commitment and dedication to Texas Tech, our students and their respective fields is unmatched."

The Horn Professorship was established in 1966 to recognize scholarly achievement and outstanding service to Texas Tech. The honor is named for Texas Tech's first president, Paul Whitfield Horn. Since its inception, 76 members of the faculty have been appointed Horn Professors and 35 remain on faculty.

"This is not a designation that is awarded lightly," said Bob Smith, Texas Tech provost. "While being recognized primarily for exceptional and sustained research or other creative and scholarly achievement, typically Horn professors are truly integrated scholars, with abilities to meld the tripartite mission of teaching, research and service."

Clarke joined Texas Tech in 1982. Among other awards and nominations he earned the Texas Tech President's Book Award in 2003. He has held officer positions in various professional organizations, including president of the Society of Literature, Science and the Arts from 2006-2008; and serves on the editorial boards of several professional journals. Clarke earned his bachelor's degree from Columbia University, and his doctoral degree from the State University of New York at Buffalo.

Miller has been a member of the Texas Tech faculty since 1990, after serving as an undergraduate employee and instructor in the early to mid-1980s. He is the director of the Meat Judging Program and the Meat Science Quiz Bowl Team, and co-director of the Meat Animal Evaluation Program. Miller has garnered more than $22.2 million in research, teaching, and scholarship grants and awards. He earned his bachelor's and master's degrees from Texas Tech and his doctoral degree from Texas A&M University.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
DATE: Feb. 25, 2011
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Texas Tech Hosts Dallas Cowboys Cheerleaders Recruiter
Students interested in the audition process should plan to attend an information session.

No professional spirit squad is more iconic than those young ladies on the sidelines cheering for the Dallas Cowboys.

The Texas Tech Spirit Program and the Texas Tech Pom Squad are partnering with the Dallas Cowboy Cheerleaders to enhance spirit at Texas Tech. Shelly Roper-McCaslin, head recruiter for the Dallas Cowboys Cheerleaders, will be on campus to meet with Texas Tech's spirit squads, their coaches and administrators.

For students interested in auditioning for the Dallas Cowboys Cheerleaders, Roper-McCaslin will hold an information session and discussion at 5:30 p.m. March 3 at the United Spirit Arena. Please use NW street-level entrance to gain access to the arena.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu.

CONTACT: Bruce Bills, Texas Tech pom coach, at (806) 742-5433 or bruce.bills@ttu.edu; or **Stephanie Rhode, Spirit Program supervisor**, at (806) 742-5433 or stephanie.rhode@ttu.edu.

TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
DATE: Feb. 28, 2011
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Texas Tech Animal and Food Science Scientists Receive Recognition for Collaborative Teamwork in Mexico

An international research team from Texas Tech University's College of Agricultural Sciences and Natural Resources and the International Center for Food Industry Excellence will be honored for teamwork and collaboration.

The research team will be recognized at and participate in the Agriculture, Food, Nutrition and Natural Resources R&D Round Table: Showcasing Exemplary Collaborations March 15 in Washington, D.C.

Mindy Brashears, Mark Miller, Kevin Pond and Alejandro Echeverry, all from the Department of Animal and Food Sciences, along with Todd Brashears from the Department of Agricultural Education and Communications, will receive special recognition for "Exemplary R&D Collaborations: Agriculture, Food, Nutrition, and Natural Resources."

Texas Tech's International Center for Food Industry Excellence, in cooperation with the United States Meat Export Federation (USMEF), COMECARNE (the Mexican Meat Council) and universities in Mexico with funding from USMEF and the USDA, developed a collaborative approach that has improved the safety of meat products in Mexico. In Mexico, among pre-school children (1 to 4 years), food-borne disease is the principal cause of mortality, while in children 5 to 14 years of age it is the 10th leading cause of mortality.

"We knew that we had to form a strong team to address problems in Mexico, but the work could have been done anywhere there was a need," said Brashears. "The award is for the ability to form teams and work together."

Texas Tech's project was one of many examples selected to illustrate that USDA played a significant role in the work done outside of USDA and will provide evidence that USDA R&D plays an important role beyond what is often perceived.

"At the roundtable, we will present our strategies for teambuilding and collaboration in research and education," Brashears said. "We have the opportunity to share our success story on collaborative teambuilding with the audience and hope to provide insight into the elements needed to build successful collaborations."

TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
DATE: Feb. 28, 2011
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Road Trip: University Parking Services and Community Prepares Students for Spring Break Drive

Texas Tech's University Parking Services and Scott's Complete Car Care invite students, faculty and staff to bring their vehicles to the free Car Clinic for check-up services.

The Car Clinic provides fluid and belt checks to ensure attendants are ready to travel the roads before spring break. The event will be from 2 to 5 p.m. on March 2 at the C17 parking lot at Texas Tech Parkway and Indiana Avenue, west of the law school.

The Car Care Council, a non-profit organization dedicated to educating motorists about regular vehicle care, reported that results of vehicle check-up events across the country revealed that 80 percent of vehicles need service or parts.

Parking services sponsors the Car Clinic three times a year; one is before Thanksgiving break, spring break, and the start of the fall semester.

All attendants will receive a goody bag and a chance to win a free parking permit.

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE
DATE: Feb. 28, 2011
CONTACT: Lori Cortez, lori.e.cortez@ttu.edu
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Texas Tech Wind and Engineering Speaker Series
Hosts Former Chief Economist

WHAT: The McDonald-Mehta Lecture Series

WHEN: 3:30 – 4:30 p.m. Wed. (March 2)

WHERE: Room 217 Electrical Engineering Building, Tech Texas Campus

EVENT: Texas Tech University's Wind Science and Engineering Research Center (WISE) will host Jamie Brown Kruse, director of the Center for Natural Hazards Research at East Carolina University, for the presentation "Social, Behavioral and Economic Sciences at NOAA."

The presentation will examine the current state of integration between the physical sciences and the social sciences at the National Oceanic Atmospheric Administration, where she served as chief economist in 2010. She also will speak on identifying the future challenges that will require a fully integrated approach.

Kruse has published more than 50 referred journal articles in addition to proceedings, abstracts and reports. She has held faculty positions at the University of Colorado, Texas Tech University and a visiting program at the Swiss Federal Institute of Technology. She graduated with a bachelor's with a distinction in agriculture from the University of Nebraska and a master's in agricultural economics from Colorado State University.

A reception will immediately follow the seminar. For more information visit http://www.depts.ttu.edu/weweb/mmls/2011/mmlecture2010.PDF.

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