

News and Publications

Lubbock, TX 79409-2022
(806) 742-2136
FAX (806) 742-1615

FOR IMMEDIATE RELEASE
REF: 1-3-5-90
CONTACT: Jennifer LeNoir

(EDITOR'S NOTE: A person from your area is included in this release.)

LUBBOCK -- Texas Tech University Vice Provost for Research Robert Sweazy, a professor of civil engineering, recently was named "1990 Engineer of the Year" by members of the South Plains Chapter of the Texas Society of Professional Engineers.

Sweazy joined the Texas Tech department of civil engineering as an assistant professor in 1970. From 1977 to 1985, he served as director of the Water Resources Center.

Born in Chanute, Kan., Sweazy received his bachelor's degree in biology and his master's degree in chemistry from Wichita State University in Wichita, Kan. He earned his Ph.D. in civil/environmental engineering at the University of Oklahoma in Norman.

The chapter also named Texas Tech mechanical engineering senior Kile Watson as the "1990 Student Engineer of the Year." The Baird (Texas) native received the award based on his "outstanding academic achievement and demonstration of student leadership," according to Edward E. Anderson, Texas Tech chairman of mechanical engineering.

Two other students were nominated for graduate and undergraduate scholarships. Robert Brashear, a civil engineering doctoral student from Dallas, and Arn Womble, a senior civil engineering student from Lubbock, will receive the scholarships in June from the Texas Engineering Foundation at the annual state meeting of the Texas Society of Professional Engineers.

The students were nominated for the scholarships based on their academic records, professional society involvement and service to the community.

TEXAS TECH

University & Health Sciences Center

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FOR IMMEDIATE RELEASE
REF: 2-3-5-90
CONTACT: Chris Patterson

LUBBOCK -- The 1990 PeeBee Awards will be presented at 8:15 p.m. Wednesday (March 7) during the Festival membership and fund-raising telethon for public television station KTX-TV (Channel 5).

The PeeBee Awards honor individuals and businesses that have made significant contributions to public television on the South Plains. The awards are presented in three categories: individual, business/corporate and advertising/public relations. The selections are based on overall merit, length of service, financial support and other contributions to KTX-TV.

Helen DeVitt Jones will be the recipient of the award in the individual category. She will be recognized for her continuing financial support of programming. Last year, she made a large contribution for support of "American Playhouse" to help renew the series for public television viewers on the South Plains. Her contribution completed the goal for Festival '89.

Jim Arnold will be recognized in the category of advertising/public relations. During the past four years, Arnold has provided on-air assistance during the Festival telethons. Each Festival is 16 days of on-air solicitations for contributions and support for public television programs.

The award in the business/corporation category will be given to Coopers & Lybrand. The business will be recognized for its donation of professional service since 1981. Coopers & Lybrand has provided Festival telephone volunteers and has underwritten numerous programs.

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MEDIA ADVISORY

REF: 3-3-6-90

CONTACT: Steve Kauffman

(EDITORS NOTE: Media are invited to attend the job fair and interview students and company representatives. Interviews also can be arranged by calling Paul Cheney at 742-3114.)

OPEN JOB MARKET VITALIZES COMPUTER SPECIALIST INTERNSHIPS

LUBBOCK -- Every Texas Tech University Management Information Systems (MIS) student garners an average of 10 job offers after graduation, according to university records. That fact has made the first Joint MIS/Computer Science Job Fair a collection of corporations seeking interns rather than senior students hunting for employment.

"The graduates have no trouble finding a full-time job. These internships have become important in giving the companies a chance to see the student in action and to possibly secure that student as an employee after graduation," said Paul Cheney, area coordinator of the MIS program in the College of Business Administration.

Cheney said the job fair internship opportunities also give students valuable work experience before they graduate. That experience could be the key in topping current MIS starting salaries of \$29,000 with a bachelor's degree and \$36,000 with a master's degree.

The job fair is sponsored by the Texas Tech student chapters of the Association for Computing Machines and the Data Processing Management Association. Scheduled companies include General Dynamics, Southwestern Bell Telephone and Anderson Consulting. Representatives will interview students from 10 a.m. to 2 p.m. Wednesday (March 7) in the University Center Ballroom.

SOURCE:

Paul Cheney, Ph.D. (806) 742-3114

Area Coordinator, Information Systems and Quantitative Sciences in the College of Business Administration, Texas Tech University

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FOR IMMEDIATE RELEASE

REF: 4-3-6-90

CONTACT: Chris Patterson

LUBBOCK -- Retired faculty member Laura "Kathryn" Evans Walton died March 2 in Astatula, Fla., following an illness. She was 77 years old.

Walton became a member of the College of Education faculty in 1964. She served from 1967-1972 as the chairperson of the department of elementary education. She retired in 1976, married Edwin Walton and moved to Astatula, Fla.

She held a bachelor's degree from Eastern Kentucky University, a master's degree from George Peabody College in Nashville, Tenn., and a doctoral degree from the University of Maryland. She was a member of Delta Kappa Gamma and Phi Kappa Phi.

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FOR IMMEDIATE RELEASE
REF: 5-3-6-90
CONTACT: Steve Kauffman

LUBBOCK -- Director of Texas Tech Health Sciences Center Development Nancy L. Birdwell has been named assistant vice president for health sciences center development in a series of administrative changes that will expand development efforts at the health sciences center.

Birdwell, who had served in her former position since 1988, came to the Texas Tech Office of Development in 1987 as director of corporate and foundation relations. Overseeing fund-raising efforts for the health sciences center, Birdwell helped to increase private giving from \$1.2 million in 1988 to \$2.85 million in 1989.

The development office changes also include expansion of the Office of News and Publications operations at the health sciences center. That office, under the direction of Margaret Simon, includes Assistant Director and Bureau Manager Preston Lewis, medical writer Kim Davis and receptionist Pearl Trevino. Davis and Trevino are new staff members. Lewis has managed the health sciences center news bureau since 1987.

Birdwell earned a bachelor's degree in advertising/public relations from Texas Tech in 1974. She has served on the executive committee and as an officer of the Ranching Heritage Association. She has been a board member of the Lubbock Cultural Affairs Council and Lubbock Civic Ballet. She also has been a fund-raising consultant for several nonprofit organizations.

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FOR IMMEDIATE RELEASE
REF: 6-3-7-90
CONTACT: Chris Patterson

LUBBOCK -- Texas Tech University's Division of Continuing Education has opened a second office in Suite 115 of the Pyramid Plaza Office Tower, located at 3223 S. Loop 289.

The new location will be the site for all Continuing Education computer classes.

Registration for any course offered by the Division of Continuing Education will be accepted at the new location or at the Office of Continuing Education on the Texas Tech campus. Both offices are open from 8 a.m. to 5 p.m. The Pyramid Plaza location also will register students during the noon hour.

For more information, contact the Division of Continuing Education at the Pyramid Plaza branch office, (806) 797-7203, or the campus branch office, (806) 742-2352.

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FOR IMMEDIATE RELEASE

REF: 7-3-7-90

CONTACT: Kim Davis

LUBBOCK -- The Sellmeyer-Henderson chapter of Public Relations Student Society of America (PRSSA) at Texas Tech University recently was honored as the outstanding PRSSA chapter in the Southwest District.

Junior Chris Wallace, Texas Tech School of Mass Communications public relations major from Denton and president of the chapter, accepted the award at the Southwest District Conference held in Austin March 2-4.

PRSSA chapters are chartered by the Board of Directors of the Public Relations Society of America to cultivate contacts between students and professional public relations practitioners. The Texas Tech chapter is one of 15 chapters in the Southwest District and one of 166 chapters nationally.

Membership in the chapter includes 48 students who are public relations or communications majors/minors. Chapter officers are: Wallace; seniors Christine Hanson, vice president from Houston; Eileen Scott, secretary from Corsicana; Beth Ann Parrish, treasurer from Houston; and Laurie Brown, public relations chairman from Lubbock. Cathy Morton, visiting assistant professor in mass communications, serves as faculty advisor.

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FOR IMMEDIATE RELEASE**REF: 8-3-7-90****OPTICAL NEURAL NETWORKS: COMPUTING AT THE SPEED OF LIGHT****By Jennifer LeNoir**

LUBBOCK -- Three-year-old children can recognize patterns or objects in the blink of an eye. In contrast, powerful supercomputers are capable only of a mediocre performance of the same task.

Generally, computers can solve difficult problems more quickly than can the human brain, however, when the tasks involve "pattern recognition," the human brain cannot be beaten.

Researchers at Texas Tech University say mimicking the circuitry of the human brain may be the key to designing computers that can accurately recognize patterns and shapes. The scientists currently are arranging optical elements that model the neural networks or connections in the brain, according to John F. Walkup, director of the Optical Systems Laboratory in the College of Engineering.

Optical computing research at Texas Tech involves the transference of information -- or patterns and images -- through photon particles, or many beams of light. In current digital computing technology, information is processed in a slower and less efficient method in which electrons flow through copper wires.

"Depending on the way in which the circuit is structured, photons or tiny particles of light may carry information much faster than electrons," said electrical engineering Professor Thomas F. Krile, noting that photons are the fastest elements in the universe.

"In optical computing, the operation happens at the speed-of-light, allowing many beams of light to pass through one another without interference," said Walkup, a Paul W. Horn professor of electrical engineering.

In addition to the advantage of speed, optical computing is efficient because the beams of light are not limited to a flat surface as is traditional digital computing that uses chips connected by copper wires.

"The optical neural networks can be designed three-dimensionally, saving space on computer chips and increasing efficiency," Walkup said.

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OPTICAL COMPUTING/PAGE 2

One major problem with the two-dimensional digital computing technology is that the chips are limited in the amount of data that can be transmitted from chip to chip. Another problem is a similar limitation within each individual chip.

"The problem may be thought of as an interconnection bottleneck," Walkup said. "The use of optical interconnections helps to break this bottleneck with the availability of a third dimension."

However, using the current technology, another Texas Tech electrical engineering Professor, Sunanda Mitra, is studying ways to increase the ability of digital computers to recognize shapes.

Regardless of the particular technology used in computers, logic operations remain a core function. While conventional computing systems are expert at performing a sequence of precise instructions, or algorithms, they are no match for the memorization and recollection capabilities of the human brain, which effortlessly conquers most pattern recognition problems, Walkup said.

To generate three-dimensional images, Walkup and Krile are using holograms, one of the best known techniques for optically performing computations, or algorithms.

Explained simply, holograms direct photons of low-power laser light to form three-dimensional structures. The hologram is given instructions about how to recognize a pattern or image. These sets of logical instructions are algorithms.

"Teaching" a computer to recognize a shape or pattern requires a comprehensive definition of that object and every conceivable deviation of its description, Krile said.

Problems whose solutions require knowledge of almost every possible state of a system are termed "random problems." Solving random problems entails memorizing the set of all possible solutions and quickly selecting the best solution from the set, he said.

"As we look for more speed in computing, we have to develop new paradigms, or new ways of thinking, about computing," Walkup said.

In the future, researchers foresee building more sophisticated computer chips or integrated logic circuits based on the technology gained from optical computing studies.

OPTICAL COMPUTING/PAGE 3

An important aspect of optical computing technology involves its robotic applications, Walkup said. If robots can be "trained" to perform accurate pattern recognition tasks, they may "learn" to distinguish, for example, between parts required in manufacturing processes.

Pattern recognition also is crucial in security systems and in military applications, where computers can be taught to recognize targets, he said.

Recognizing the potential of the research, the Air Force Office of Scientific Research has funded optical computing systems studies with \$450,000 since 1987. Additionally, the Office of Naval Research since 1986 has funded a separate optical computing project at the university with \$320,000.

In total, Texas Tech's electrical engineering department has received more than \$2.3 million in funding since 1971 for its optical computing research.

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FOR IMMEDIATE RELEASE

REF: 9-3-7-90

CONTACT: Preston Lewis

(MEDIA ADVISORY -- You are invited to attend the recognition ceremony at 1 p.m. Monday in TTHSC Room 2B152. For details, contact CNE Coordinator Shelley Burson, 743-2734)

LUBBOCK -- After 584 courses reaching more than 14,500 nurses at 63 different sites, the Continuing Nursing Education (CNE) Program at the Texas Tech Health Sciences Center School of Nursing will mark its 10th anniversary Monday (March 12).

A ceremony is scheduled at 1 p.m. Monday in TTHSC Room 2B152 to mark a decade of service to nurses throughout West Texas. Among those who will be recognized will be Nursing Associate Dean Nancy Ridenour, whose presentation "Assessing the Chest: A Practice Session" was the school's first CNE program back in January 1980. Of the 580-plus courses since then, nearly all have been given in West Texas.

"From the beginning," said Helen Cox, R.N., Ed.D., associate dean for CNE, "the School of Nursing has been committed to helping practicing nurses in West Texas improve their skills and maintain their required certifications. That is as important a part of our school's mission as educating new nurses for practice in West Texas."

Regular CNE offerings include general programs, personal order programs, co-providerships and home study courses. General programs cover a variety of topics of interest to a broad spectrum of nurses. Personal order programs are presented in hospitals which have requested a specific topic to cover a specific need for hospital staff.

Co-providerships are programs given by another agency or institution but provided CNE credit through the Texas Tech School of Nursing. The Texas Tech CNE program also provides home study courses on 14 different topics ranging from Spanish for health care personnel to avoiding medication errors.

The Texas Tech CNE Program over the last decade has contracted with two dozen West Texas hospitals or agencies for special programs. These hospitals have included West Plains Medical Center, Muleshoe; Medical Center Hospital, Odessa; Permian General Hospital, Andrews; Howard County Junior College and Veteran's Administration Hospital, Big Spring; Cochran Memorial Hospital, Morton; and McCamey Hospital;

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CNE ANNIVERSARY/PAGE 2

Also, Memorial Hospital, Seminole; Fisher County Hospital District, Rotan; Crane Memorial Hospital; Medical Arts Hospital, Lamesa; West Texas Rural Health Providers; Memorial Hospital and Region 18 Educational Services Center, Midland; Ward Memorial Hospital, Monahans; Caprock Hospital, Floydada; and South Plains Hospital, Amherst.

And, from Lubbock, the City Health Department; Oakwood Family Hospital; Methodist Hospital; West Texas Hospital; Visiting Nurse Service; St. Mary's Hospital; and Veteran's Administration Outpatient Clinic.

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FOR IMMEDIATE RELEASE
REF: 10-3-7-90
CONTACT: Kippie Hopper

LUBBOCK -- The opening of the third annual Student Art Competition exhibit is scheduled for 7-9 p.m. Friday (March 9) in the Fine Arts Gallery of the Art Building, located at 18th Street and Flint Avenue on the Texas Tech University campus.

The names of winning artists in the juried competition will be announced at 8 p.m. when three cash awards and several honorable mention awards will be presented.

About 60 student artists submitted 150 pieces in the competition, which was judged by Darrell Smith, an art faculty member at West Texas State University in Canyon.

Of those entries, the works of 40 artists were selected for display in the exhibit, according to Ronnie Thacker, gallery director for the Texas Tech art department.

The Student Art Competition exhibit will continue through March 16 in the Fine Arts Gallery. Hours for the gallery are 12-5 p.m. Monday, Wednesday, Friday and 10 a.m.-3 p.m. Tuesday, Thursday.

A reception for a second exhibit also is scheduled for 7-9 p.m. Friday in the Hall Gallery of the Art Building. The exhibit consists of drawings produced by freshman students enrolled in art core curriculum classes.

The "Core Drawing Show," organized by Tina Fuentes, assistant professor of art, will continue through March 16. The Hall Gallery is open 8 a.m.-5 p.m. Monday through Friday.

The opening receptions for both exhibits are open to the public and free of charge.

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FOR IMMEDIATE RELEASE

REF: 11-3-8-90

CONTACT: Chris Patterson

LUBBOCK -- Two Texas Tech University faculty members were named Fellows of the Texas Academy of Science during the academy's annual meeting March 2 in San Marcos.

Robert J. Baker, curator and director of the Natural Science Research Laboratory (NSRL) and Horn professor of biological sciences, and Clyde Jones, professor of biological sciences, were recognized for their contributions to the discipline of mammalogy -- the study of mammals.

The Texas Academy of Science names fellows to recognize members for their outstanding contributions to the field of science.

Although the academy promotes the advancement of science and the education of scientists in Texas, its membership extends beyond the state's borders.

Baker and Jones are two of only three current Texas Tech faculty to be chosen for the award. J. Knox Jones, Horn professor of biological sciences and curator at the NSRL, also is a fellow of the academy.

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FOR IMMEDIATE RELEASE

REF: 12-3-8-90

CONTACT: CHRIS PATTERSON

(EDITOR'S NOTE: A student from your area has been selected as member of a national honor society.)

LUBBOCK -- Four Texas Tech University students have been accepted as active members of Pi Omega Pi, the national business teacher education honor society.

They are: Christi Martin, daughter of Susan and Anthony Martin of Troup; Karen Mayes, daughter of Bob and Betsy Mayes of Grapevine; Noel Nelson, daughter of Mr. and Mrs. Bill Key of Seminole; and Shelley Williams, daughter of Mrs. Stephen Williams of Brownfield.

Active members in Pi Omega Pi must have completed 45 hours of course work, 15 of those in business or education, with a minimum 3.0 grade-point-average. Candidates also must have expressed the intention of becoming a teacher of business subjects.

Rhoda Vaughn, daughter of Charles and Evelyn Vaughn of Booker, was accepted as Pi Omega Pi pledge. The completion of 30 semester hours with a minimum 3.0 grade-point-average is required to become a pledge of the organization.

Pi Omega Pi was created to generate a fellowship among teachers of business subjects, to promote scholarship and ethics in business education, to encourage civic responsibility and to foster high ethical standards in business and professional life among business teachers.

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FOR IMMEDIATE RELEASE
REF: 13-3-8-90
CONTACT: Chris Patterson

LUBBOCK -- A Texas Tech University professor recently was named a "Pacesetter for the '90s" by "Hogs Today," a national publication for pork producers.

John McGlone, associate professor of animal science, was selected by the magazine as one of 25 people in the pork industry who will become recognized leaders in the trade.

McGlone, who received his doctorate from the University of Illinois, is an environmental physiologist at Texas Tech. His research focuses on how stress affects pig health, performance and behavior.

According to the publication, McGlone will play an important role in the animal welfare issue because of his research and knowledge in the area of stress and swine behavior.

The magazine states, "Animal activists far outnumber livestock lobbyists. It will take people like McGlone to make a difference."

"Hogs Today" is published by Farm Journal Publishing. The magazine has a circulation of 120,000.

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CALENDAR WEEK MARCH 9-16

REF: 14-3-8-90

CONTACT: News and Publications

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

MAR 9

KTXT-TV Festival '90 continues
through March 18

Play -- "The Elephant Man" continues
Texas Tech University Theater through March 11

Third annual Student Art Competition exhibit opening
7-9 p.m., Art Building Fine Arts Gallery
Exhibit continues through March 16
(release ref: 10-3-7-90)

Lecture -- 1990 Dean's Lecture in the Arts and Sciences
"Democracy and the Liberal Arts" by Daniel Fallon, Dean,
Texas A&M University College of Liberal Arts
7:30 p.m., Home Economics Room 169
(release ref: 20-3-2-90)

MAR 11

12th Annual International Food Festival
sponsored by University Center Programs
5-8 p.m., University Center Ballroom
(for more information, call 742-3621)

Junior recital -- Paula Cotten, soprano
6 p.m., Hemmle Recital Hall

Junior recital -- Melissa Catt, piano
8:15 p.m., Hemmle Recital Hall

MAR 12

10th anniversary recognition ceremony for the School of Nursing's
Continuing Nursing Education Program
1-2 p.m., TTHSC 2B152

Concert -- Cesar Frank, organ
8:15 p.m., Hemmle Recital Hall

Concert -- Stephen Slawek, sitar; Pranesh Khan, tabla
8:15 p.m., University Library Croslin Room

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CALENDAR/PAGE 2

MAR 13 Seminar -- "Auguste Rodin" sponsored by the Women's Council of the West Texas Museum Association
11 a.m., Texas Tech Museum Kline Room

Faculty recital -- William Westney, piano
8:15 p.m., Hemmle Recital Hall

MAR 14 Junior recital -- Diana Munoz, soprano; Darren Knezak, piano
8:15 p.m., Hemmle Recital Hall

MAR 15 Board of Regents committee meetings
TTHSC Regional Academic Health Center, Amarillo
(release will be mailed)

Seminar -- "Solid and Hazardous Waste Management: Changes and Choices for the 1990s" sponsored by the Water Resources Center
8 a.m. to 4:30 p.m., University Center Senate Room
(release ref: 10-2-27-90)

Concert -- University Symphonic Band
8:15 p.m., Hemmle Recital Hall

MAR 16 Board of Regents formal meeting
TTHSC Regional Academic Health Center, Amarillo
(release will be mailed)

Texas Tech Harp Festival begins
4 p.m., Hemmle Recital Hall through March 18

Conference -- "E.R. Nursing: Assessment, Triage and Communication," sponsored by Continuing Nursing Education
8:30 a.m. to 4:30 p.m., TTHSC Room 2C103

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FOR IMMEDIATE RELEASE
REF: 15-3-8-90
CONTACT: Kippie Hopper

LUBBOCK -- The Lubbock Chapter of the American Institute of Architects (A.I.A.) has donated \$20,000 to establish three endowments for the Texas Tech University College of Architecture.

John Mills, former president of the Lubbock A.I.A., presented the donation to Architecture Dean R. Wayne Drummond, A.I.A.

Two of the endowments will be funded through the Texas Tech University Foundation.

The first endowed scholarship completes one initially begun by friends of two former Texas Tech architecture professors, the late James A. Burran and the late Walter L. Calvert. The memorial scholarship is designated for a sophomore architecture major who soon will begin the junior design sequence.

A second endowment has been created to permanently provide a source of funds to purchase resource materials for the College of Architecture Reference Room. The funds will enable the non-circulating architecture library to add to its 10,000 volume collection.

The Lubbock A.I.A. is providing \$200 annually to purchase periodicals until the endowment generates sufficient yearly interest for acquisitions. Endowment funds will be used for the purchase of quality acquisitions and for the development of a Resource Center of Architecture for the South Plains.

The third endowment will be funded through the Texas Architectural Foundation and is for the support of graduate studies in the College of Architecture. The scholarship is open to all students in their final year of study in the Master of Architecture degree program at Texas Tech.

Future contributions to the endowment will commemorate the work of outstanding Lubbock A.I.A. members and firms.

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FOR IMMEDIATE RELEASE

REF: 16-3-8-90

CONTACT: Chris Patterson

LUBBOCK -- Jean Schwartzbauer, professor of biology at Princeton University, will lecture at noon March 13 (Tuesday) in Room 5A100 at the Texas Tech Health Sciences Center.

Schwartzbauer's lecture is part of Texas Tech University's Institute for Biotechnology seminar series. Her appearance is co-sponsored by the health sciences center.

Schwartzbauer will discuss her biomedical research that focuses on fibronectin -- a protein that helps hold cells together to form tissue and aids cell migration in the development of a fetus. Understanding the molecular biology of the protein could lead to advances in curing diseases that occur when fibronectin fails to function normally.

Schwartzbauer received her doctorate from the University of Wisconsin in Madison, Wis. She completed her post-doctorate work at the Massachusetts Institute of Technology.

The lecture is free and open to the public.

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FOR IMMEDIATE RELEASE

REF: 17-3-8-90

CONTACT: Steve Kauffman
or Jeff Parker

LUBBOCK -- Gary S. Elbow, professor of geography and director of the Latin American Area Studies Program at Texas Tech University, has been named the recipient of a Fulbright grant by the Board of Foreign Scholarships and the United States Information Agency.

The Fulbright grant has been awarded to Elbow to conduct geography seminars and field programs in Quito, Ecuador, during the summers of 1990 and 1991.

In 1990, Elbow will administer a session on cultural geography at the Pontificia Universidad Catolica del Ecuador and direct a field program in political geography with the Panamerican Center for Geographical Studies and Research. Elbow again will serve as director of the Panamerican Center program in 1991.

Elbow previously received a Fulbright grant when he was selected as a recipient in 1983 to conduct research on planning and urban development in Costa Rica.

A Texas Tech faculty member since 1970, Elbow has written numerous articles and has co-authored several texts on Latin America, geography and social studies. He spent the summer of 1988 teaching in Ecuador and has conducted research in Guatemala and Colombia.

Under the Fulbright program, approximately 1,500 U.S. grantees will travel abroad during the 1989-90 academic year. The program was established in 1946, through Congressional legislation introduced by former Sen. J. William Fulbright of Arkansas, to increase mutual understandings between the people of the United States and other countries. Recipients are selected on the basis of academic and professional qualifications and their ability to share ideas with people of diverse cultures.

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REF: 18-3-9-90
CONTACT: Jennifer LeNoir**(EDITOR'S NOTE: A student from your area is included in this release).**

LUBBOCK -- Two Texas Tech University industrial engineering students recently placed second and third in a technical paper contest at a university conference at Oklahoma State University in Stillwater.

Texas Tech student Gabriel Bottazzi, a senior from Tegucigalpa, Honduras, placed second for his paper on "Direct Shipping." Bottazzi's paper resulted from a summer internship that he completed during 1989 for Hanes Men's Wear, a division of Sara Lee Knit Products, in Winston-Salem, N.C.

In his paper, he designed a direct shipping facility for the Lares, Puerto Rico, manufacturing plant. With the facility, merchandise can be packed directly into cases holding up to 12 dozen briefs and then loaded into containers for shipment to the Winston-Salem plant, where the cases are moved onto trucks for shipment to customers. The direct shipping facility significantly has reduced Hanes' cost by decreasing the expense of packing, shipping and warehousing its product.

Leanne Marshall, a senior from Anacortes, Wash., placed third for her paper, titled "Using Computer Simulation for Optimum Utilization of the Unit Production System for Sara Lee Knit Products." Marshall's paper also resulted from a summer internship that she completed during 1989 for Sara Lee Knit Products's sports shirt department in Winston-Salem, N.C.

In her paper, Marshall investigated computer simulation used to assist in the design of a Unit Production System (UPS), which is a computer-driven materials handling apparatus. As a result of Marshall's work, the Sara Lee Corp. plans to expand the use of simulation to include the modeling of new processes and facilities before beginning construction.

All together, 13 Texas Tech industrial engineering students and three faculty members attended the conference that was held in conjunction with the 31st Annual Institute of Industrial Engineers District IX university conference at Oklahoma State. Students from 10 universities in Texas, Oklahoma and Kansas also participated in the conference.

While in Oklahoma, the Texas Tech students and faculty members visited Halliburton Services, a manufacturing facility in Duncan, and The Ditch Witch equipment manufacturing plant in Perry.

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CONTEST WINNERS/PAGE 2

"Visiting manufacturing facilities is important because it provides students with the opportunity to see and learn more about industrial engineering applications, which also helps them better relate to classroom instructions about industrial engineering," said Charles L. Burford, Texas Tech professor of industrial engineering.

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HEALTH TIPSHEET

from

TEXAS TECH HEALTH SCIENCES CENTER

March 9, 1990

VACCINATION VICTIMS -- By law, all children are required to receive a variety of periodic immunizations before being admitted into the public school system. Although the shots are safe, there's no guarantee that vaccines will not cause adverse side effects in some children, according to TTHSC Neurology Professor Daniel Hurst, M.D. Hurst recently was asked to become an expert witness for the National Vaccine Injury Compensation Program -- a federally funded group dedicated to reviewing immunization complaints and compensating legitimate vaccination victims. The program -- which is funded \$80 million annually -- was established in 1986 as compromise legislation aimed at taking immunization cases out of the court system. For more information about immunizations or the National Vaccine Injury Compensation Program, contact Hurst at (806) 743-2758.

ETHICS OF CARE -- Health care ethics -- from professional problems to patient perspectives -- will be the focus of a two-day spring conference March 15-16 sponsored by TTHSC and University Medical Center. Lecturers from a variety of health-care fields, including the National Institutes of Health and the Institute of Pediatrics in Chicago, will discuss the ethical issues affecting professionals and patients alike. For more information on the conference or medical ethics, contact TTHSC Psychiatry Professor Thomas McGovern, Ed.D., at (806) 743-2800.

A DECADE OF SERVICE -- That is what the TTHSC School of Nursing Continuing Nursing Education Program will mark with a ceremony at 1 p.m. Monday in TTHSC Room 2B152. Through the program more than 14,500 nurses have participated in 584 courses at 63 different sites, primarily in West Texas. For details on the recognition ceremony or the CNE Program, contact CNE Coordinator Shelley Burson, (806) 743-2734.

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

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News and Publications

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FOR IMMEDIATE RELEASE
REF: 20-3-9-90
CONTACT: Kim Davis

(MEDIA ADVISORY: You are invited to attend the conference on "Ethics of Care" March 15-16 at the University Medical Center McInturff Conference Center)

LUBBOCK -- Health care students and professionals interested in learning more about practice ethics can benefit from a conference sponsored Thursday and Friday (March 15-16) by the Texas Tech Health Sciences Center and University Medical Center.

The "Ethics of Care" -- to be held in the University Medical Center McInturff Conference Center -- will feature guest lecturers from across the country. The conference will begin at 7 p.m. Thursday with Edgar C. Ledbetter, M.D., director of the Department of Maternal, Child and Adolescent Health at the Institute of Pediatrics in Chicago. His focus will be on "Ethics of Care: Societal Implications."

At 9 a.m. Friday Sara Fry, Ph.D., R.N., associate professor at the University of Maryland School of Nursing, will discuss "Ethics of Care: Theoretical Perspective." Immediately following, Baruch Brody, Ph.D., professor of biomedical ethics at Baylor College of Medicine in Houston, will lecture on the "Policy Perspective" of health care standards. Brody also is the director of the Center of Ethics, Medicine and Public Issues at Baylor College of Medicine.

Ledbetter will return to the podium at 10:45 a.m. to discuss the "Clinical Perspective" of health care ethics. At noon, Ledbetter and Fry will conclude the two-day conference with an overview of "Ethics of Care."

The conference is open to the public at no charge. A light lunch will be provided during Friday's discussions.

For more information about the conference, call 743-2800. For information about professional credits, call Vickie Hollander at Continuing Medical Education at 743-2929.

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FOR IMMEDIATE RELEASE
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CONTACT: Kippie Hopper

LUBBOCK -- Texas Tech University female students interested in women's studies are encouraged to apply for the Florence Brown En Avant Club Scholarship.

The scholarship will be awarded to a female student who has a record showing academic excellence and an interest in the pursuit of knowledge concerning women's issues. The deadline for application is March 26.

The scholarship award is \$300 for one year and may be awarded repeatedly for a total of four years. Also, the scholarship may be carried into graduate work if renewed.

Qualified applicants must have a 3.0 grade-point-average and be enrolled as a full-time student. Applicants must complete a brief essay explaining their interest and involvement in matters particularly relevant to women's lives and must submit two letters of recommendation from faculty or other persons familiar with the applicant's academic work and interests.

The scholarship was established in the memory of the late Edna Gott, who was a faculty member in the Texas Tech department of economics. A similar scholarship was awarded to Gott when she was a student at the University of Texas during the 1940s. Gott is the earliest feminist to have taught at Texas Tech, where she advocated equality and non-discrimination for women.

For more information about the scholarship, contact Gwendolyn T. Sorell, Ph.D., coordinator of the Women's Studies Program, at 742-3001.

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REF: 22-3-9-90

CONTACT: Margaret Simon

LUBBOCK -- The Texas Tech Board of Regents will hold its March meeting at the Regional Academic Health Center in Amarillo on Thursday and Friday (Mar 15-16). Committee meetings will begin at 1 p.m. on Thursday in Room 100 of the Amarillo Campus, 1400 Wallace Blvd. Meetings open to the public will conclude within two hours that afternoon and resume at 9 a.m. on Friday.

The formal meeting of the Board of Regents will begin at noon Friday in the same location. Most of the discussion of agenda items occurs during the committee meetings. The formal meeting will last until 1 p.m. and includes reports from Texas Tech President Robert Lawless, Executive Vice President and Provost of the University Don Haragan and Executive Vice President and Provost of the Health Sciences Center Bernhard Mitemmeyer. The regents will also hear reports from the department of psychiatry at the health sciences center and the department of chemistry at the university.

Other highlights of the meeting include:

- Designation of Paul Whitfield Horn Professorship(s). These professorships have been awarded since 1966 to acknowledge scholarly achievement and outstanding service to the university;
- Granting of academic tenure for certain faculty at Texas Tech;
- Changes in academic rank for certain faculty at Texas Tech;
- Approval of traffic and parking regulations and the holiday schedule for 1990-91;
- Authorization of the president to establish a budget to develop additional clinical space on Pod C of the fourth floor of the health sciences center building in Lubbock.

Please contact Margaret Simon, Director of the Office of News and Publications, (806) 742-2136, for additional information about the March Board of Regents meeting.