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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 3, 2014

CONTACT: Megan Ketterer, megan.ketterer@ttu.edu
(806) 742-2136

African-American History Month Lecture Continues with Hip Hop Expert

Hip hop has emerged as a major part of American culture, and Texas Tech University is bringing an expert to challenge the current state of hip hop versus how the genre began.

Texas Tech's African-American History Month Lecture Series presents "Hip Hop Wars" by Tricia Rose at 7 p.m. Thursday (Feb. 6) in the Allen Theatre.

"Having an African-American History Month lecture series allows Texas Tech University to bring prestigious speakers to campus while providing a platform for new conversations," said M. Duane Nellis, Texas Tech president. "The distinguished lecture series is one example of Texas Tech's commitment to diversity as a competitive, inclusive and national university."

The lecture series is sponsored by the Office of the President, Office of the Provost, and the Division of Institutional Diversity, Equity and Community Engagement.

Rose, a professor of Africana Studies at Brown University, is an author and social critic who is known for her book on the emergence of hip hop culture. Her first book, "Hip Hop - Black Noise: Rap Music and Black Culture in Contemporary America" was listed as one of the "Top Books of the Twentieth Century" by Black Issues in Higher Education.

"Hip Hop Wars" challenges the contemporary state of hip hop and discusses the possibility of going back to how hip hop originated.

"Tricia Rose is a preeminent hip hop scholar in the world and she will be discussing a topic that is very important in African-American culture and even American cultural history," said Karlos Hill, director of the African-American History Month Lecture Series.

Rose received a bachelor of arts in sociology from Yale University and her doctorate degree from Brown University focusing on African Studies. She has taught at New York University, University of California at Santa Cruz, and currently is at Brown University.

The event is free and open to the public.

Office of Communications and Marketing

An EEO/Affirmative Action Institution

For more information on Tricia Rose, visit www.triciarose.com.

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

CONTACT: Karlos Hill, assistant professor, Department of History, College of Arts and Sciences, Texas Tech University, (806) 742-3744 or karlos.hill@ttu.edu.



News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 3, 2014

CONTACT: Chris Cook, chris.cook@ttu.edu

(806) 742-2136

Enrollment Growth Continues at Texas Tech with Record Spring Totals

Preliminary spring enrollment totals at Texas Tech have topped the 30,000 mark for the third straight spring semester as 30,864 students are enrolled as of the end of the 12th day of classes (Jan. 31).

The total is ahead of last spring's record of 30,399 and reflects the university's commitment to increasing enrollment with quality students and retaining those already enrolled. On the rise during the last decade with more than 27 percent growth, enrollment at the university is on course to reach an institutional goal of 40,000 by 2020.

"This is a testament to the many great attributes of Texas Tech University," said M. Duane Nellis, Texas Tech University president. "Among those are talented faculty and staff to educate and encourage our students, and the diligent efforts of those who reach out and recruit some of the best and brightest students to our great university. We are proud that more students are choosing Texas Tech, and greatly appreciative of the dedication of our people that make this a great place."

The overall spring total marks the largest spring enrollment since the university opened its doors in 1925 and the fifth largest semester total overall. The four largest enrollments occurred during the last four fall semesters, respectively. The undergraduate enrollment figure of 24,888 is the largest on record for a spring semester, while 5,976 graduate students reflects an increase over last spring's graduate enrollment total.

"Texas Tech has once again surpassed enrollment records, showcasing our commitment to growing both our student enrollment and academic quality," said Chancellor Kent Hance. "It is an exciting time to be a Red Raider, and we are thrilled that more and more students recognize that each year and choose our university to pursue their education."

The Rawls College of Business, College of Agricultural Sciences and Natural Resources, Whitacre College of Engineering, Honor College and College and Media & Communication all surpassed undergraduate enrollment totals from the previous spring, while eight of 11 colleges increased graduate enrollment figures.

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News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 7, 2014

CONTACT: John Davis, john.w.davis@ttu.edu
(806) 742-2136

Experts: Beatles' Ed Sullivan Appearance in 1964 Marked British Invasion

Pitch

On Feb. 9, 1964, variety show host Ed Sullivan introduced a new act from the U.K. The audience exploded when a group called The Beatles strummed out "All My Loving."

And just like that on a regular Sunday night, America changed forever by what beamed from Studio 50 in New York City into living rooms nationwide. A record-setting 73 million people watched and welcomed what we now call The British Invasion.

Experts from Texas Tech but can discuss the musical and cultural impact that the mop-top pop group had on the United States.

Experts

Christopher Smith, Director, Vernacular Music Center, School of Music, Texas Tech University, (806) 742-2270 ext. 249, or christopher.smith@ttu.edu; Roger Landes, Instructor of The History of Rock 'n' Roll, School of Music, Texas Tech University, (806) PHONE NUMBER HERE, or roger.landes@ttu.edu.

Talking Points

- The Beatles completed the transformation that was started by Elvis Presley.
- Beatlemania showed Americans what American pop music could be and spawned many imitators that formed after The Beatles' appearance on Sullivan.
- The Beatles changed American fashion and hairstyles, as well as have a major impact on musical instrument retailing.
- The 'combo shop' type of music store familiar to us and full of electric guitars, bass guitars, amplifiers, and drums, began at this time such was the demand for instruments fueled by The Beatles' popularity.
- The musical style of The Beatles and their imitators, their approach to songwriting, their vocal harmonies, even down to their instrumentation is still very much with us. The fact that we have rock bands at all is a testament to the influence of 'British Invasion' groups.

Quotes

- While two U.S. news networks had given a small amount of coverage to the 'Beatlemania' craze in Britain (NBC on November 18th and CBS on November 22nd, rebroadcast on December 10th), the actual beginning of the 'British

Invasion' can be dated to December 26th, 1963, with the release of 'I Want to Hold Your Hand.' This was pushed ahead by three weeks because DJs in Washington, D.C., had started playing the song on the air and area record stores were getting a ton of requests for the record, which they did not yet have. The fact that the record was released during the Christmas season is thought to have been a factor; since students were not in school they presumably had more time for Beatlemania. By the end of January the single was at the top of the charts. So the appearance on Ed Sullivan was the culmination of the build-up rather than the event that sparked the 'British Invasion.'" – Roger Landes

- “The Beatles phenomenon is really unique in that The Beatles more or less synopsized American pop music and synthesized it into a really potent and commercial form.” – Roger Landes
- “I think The Beatles do represent the first, explosive awareness in American pop culture of what was going on musically in England, especially London. The original rock 'n' roll boom in the USA in the '50s – Elvis, Buddy Holly, Little Richard, Chuck Berry, Bo Diddley, Jerry Lee Lewis – had devolved, and the stage was set for a next pop wave.” – Christopher Smith
- “The Beatles were unique – not only in hindsight, but even appreciably at the time. They wrote, sang and played their own music. They were a self-contained musical ensemble. They were four distinctively different personalities. They were very funny (and ‘cheeky’ – charmingly disrespectful). And finally, their songs had remarkable musical hooks.” – Christopher Smith

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 3, 2014

CONTACT: Megan Ketterer, megan.ketterer@ttu.edu
(806) 742-2136

Hip Hop Explains Culture, History

African-American History Month Lecture Continues with Hip Hop Expert.

Hip hop has emerged as a major part of American culture, and Texas Tech University is bringing an expert to challenge the current state of hip hop versus how the genre began.

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The lecture series is sponsored by the Office of the President, Office of the Provost, and the Division of Institutional Diversity, Equity and Community Engagement.

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Rose received a bachelor of arts in sociology from Yale University and her doctorate degree from Brown University focusing on African Studies. She has taught at New York University, University of California at Santa Cruz, and currently is at Brown University.

Office of Communications and Marketing

An EEO/Affirmative Action Institution

The event is free and open to the public.

For more information on Tricia Rose, visit www.triciarose.com.

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

CONTACT: Karlos Hill, assistant professor, Department of History, College of Arts and Sciences, Texas Tech University, (806) 742-3744 or karlos.hill@ttu.edu.



TEXAS TECH UNIVERSITY™

News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 3, 2014

CONTACT: Megan Ketterer, megan.ketterer@ttu.edu
(806) 742-2136

Internationally Acclaimed Dance Company Performs at Texas Tech

Parsons Dance kicks off spring season of Presidential Lecture & Performance Series.

The internationally acclaimed Parsons Dance Company will begin the spring semester's Presidential Lecture & Performance Series opening at 7 p.m. on Valentine's Day (Feb. 14) in Texas Tech University's Allen Theatre.

Parsons Dance is a contemporary dance company based in New York City and is under the direction of David Parsons. The company was founded in 1985 and has performed in more than 350 cities, 30 countries and five continents. More than 80 American works are included in the company's repertory.

"The company represents a level of professionalism and artistry that our community has few opportunities to witness in Lubbock," said Ali Duffy, Texas Tech assistant professor of dance. "Contemporary dance is something that every thriving community deserves, so Texas Tech's support of Parsons Dance is especially encouraging."

The contemporary dance company previously appeared on PBS, Bravo, A&E Network and Discovery Channel. Parsons Dance has performed live in Times Square as a part of the New Year's Eve celebration.

General admission tickets for the concert are \$18 and are available through all Select-A-Seat locations. Call (806) 770-2000 or visit www.selectaseatlubbock.com.

Texas Tech students receive one free ticket with a valid student ID at the Student Union Building information booth located at the entrance to the Allen Theatre.

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

CONTACT: Jo Moore, administrator, Presidential Lecture & Performance Series, College of Visual & Performing Arts, Texas Tech University, (806) 742-0700, or jo.moore@ttu.edu.



TEXAS TECH UNIVERSITY™

News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 3, 2014

CONTACT: John Davis, john.w.davis@ttu.edu
(806) 742-2136

Texas Tech Manuscript Project Up for Popular Award

Texas Manuscript Cultures, a project of Texas Tech University's Digital Humanities Lab, received a nomination for the 2013 Digital Humanities Award. The popular international award recognizes the best work of digital humanities projects each year.

Texas Manuscript Cultures preserves and promotes the hand-written social history of Texans through digital access. The project focuses on documents that reveal the shape and nature of life in Texas.

"It's a great honor to receive a nomination for this award, but now we need votes from Texas Tech faculty, students and staff to clinch a win," said Miles Kimball, interim chairman of the Department of Communication Studies and director of the Technical Communication & Rhetoric Program. "The scope of Texas Manuscript Cultures includes documents from all aspects of Texas lives. Documents currently in the archive include a hand-written newspaper created by Confederate prisoners of war, manuscripts by Texas poet J. E. Turnbull, and World War II letters from soldiers at San Antonio's Kelly Field. They offer unique insights into human experiences."

Digital humanities is a new field using technology to understand culturally important texts and to translate those texts into digital formats. Examples include digitally archiving literary and historical documents, analyzing them with digital tools, and using data visualization to understand them better.

The project, based in the Digital Humanities Lab, showcases the work of Kimball and Texas Tech faculty member Ann Hawkins, along with graduate and undergraduate student researchers.

The lab supports faculty and students in creating digital humanities projects and learning the methods and techniques for good digital humanities scholarship.

The project has a Facebook page at www.facebook.com/TexasManuscriptCultures.

To vote for Texas Tech, supporters can go to dhawards.org/dhawards2013/voting. Voting ends at 7 p.m. on Valentine's Day (Feb. 14). For more on Texas Manuscript Cultures, visit txmscultures.writingstore.com.

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CONTACT: Miles Kimball, interim chairman of Communication Studies and director of the Technical Communication & Rhetoric Program, Texas Tech University, (806) 834-6090, or miles.kimball@ttu.edu; Ann Hawkins, professor of English, Texas Tech University, ann.hawkins@ttu.edu



TEXAS TECH UNIVERSITY™

News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 4, 2014

CONTACT: Megan Ketterer, megan.ketterer@ttu.edu
(806) 742-2136

Landmark Arts Hosts Photo Exhibition of Wet Plate Tintypes

February marks the final month to see “S. Gayle Stevens and Judy Sherrod: Our Nocturnes” in the SRO Photo Gallery. The exhibition features artwork based off of an antique style of photography and is presented by Texas Tech University School of Art’s Landmark Arts.

The exhibit began Jan. 13 and concludes Feb. 16 and showcases wet-plate collodions by Stevens and Sherrod. Stevens, a wet-plate collodion artist, collaborated with Sherrod, a pinhole camera-maker, to create the series “Our Nocturnes.”

The two met in Mississippi to create wet-plate tintypes. The artists were inspired by the work and process of early survey photographers, such as Timothy O’Sullivan, as well as Claude Debussy’s orchestral nocturnes.

For more information, email srophotogallery.art@ttu.edu. Gallery hours are from 8 a.m. to 5 p.m. Monday through Friday; 10 a.m. to 5 p.m. Saturday; and noon to 4 p.m. Sunday. The gallery is in the Art Building, located at 2802 18th Street. Admission is free.

The exhibitions, speakers and related programs at Landmark Arts and the Texas Tech University School of Art are made possible, in part, by grants from the Helen Jones Foundation and The CH Foundation. Additional Support comes from cultural activities fees administered through the College of Visual & Performing Arts.

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CONTACT: Victoria Bee, director, SRO Photo Gallery Exhibitions, Landmark Arts, Texas Tech University, victoria.m.bee@ttu.edu.



News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 4, 2014

CONTACT: Leslie Cranford, leslie.cranford@ttu.edu
(806) 742-2136

Texas Tech Hispanic Honor Society Earns National Award

Texas Tech University's Alpha Phi Chapter of [Sigma Delta Pi, the National Collegiate Hispanic Honor Society](#), along with Illinois State University, was named co-recipient of this year's [Frida Kahlo Award](#) by the society's executive council.

Founded in 2006 and named after a renowned 20th Century Mexican artist, the Frida Kahlo Award is presented annually to a chapter for its [outstanding website](#). Selection is based upon the website's content, navigability, appearance, innovation and current maintenance.

Texas Tech's achievement comes under the direction of its Sigma Delta Pi Chapter adviser, Comfort Pratt, of the Department of Curriculum and Instruction in the College of Education.

"Dr. Pratt is committed to excellence in TTU students' acquisition of Spanish languages," said Scott Ridley, dean of the College of Education. "She works hard for her students and this commitment has made Texas Tech University's chapter of Sigma Delta Pi one of the very best in the country."

Established in 1919 at the University of California, Berkeley, Sigma Delta Pi honors those who have completed three years of study of college-level Spanish, including at least three semester hours of a course in Hispanic literature or Hispanic culture and civilization with a minimal grade point average of 3.0 in all Spanish courses taken. Candidates must also rank in the upper 35 percent of their class – sophomore, junior, or senior – and must have completed at least three semesters or five quarters of college work. Graduate students may also be elected to membership upon completion of two graduate courses in Spanish with an average which, if continued, will make them eligible for a graduate degree.

With 596 chapters nationwide and its headquarters at the [College of Charleston](#) in South Carolina, Sigma Delta Pi is a member of the [Association of College Honor Societies](#), the nation's only certifying agency for college and university honor societies.

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CONTACT: Comfort Pratt, director, Alpha Phi Chapter, Sigma Delta Pi, Texas Tech University, (806) 834-5710, or c.pratt@ttu.edu.



News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 4, 2014

CONTACT: Moriah Beyers, moriah.beyers@ttu.edu
(806) 742-2805 ext. 248

Texas Tech Meat Judging Team Wins in Fort Worth

Texas Tech enjoyed a 23-point victory at the Southwestern Livestock Exposition's Intercollegiate Meat Judging Contest in Fort Worth on Monday (Feb. 3). The team also won several divisions, including reasons, total beef, beef judging, lamb judging and pork judging. Teams from Colorado State University, Texas A&M University, University of Wyoming and Oklahoma State University completed the top five teams.

The 12-member team boasted three individuals in the top-ten overall and three individuals in the top ten of the alternate's division. The team is coached by graduate students Drew Cashman and Loni Woolley along with Travis O'Quinn, a post-doctoral research associate, and Mark Miller, a professor and the San Antonio Stock Show and Rodeo Chair in Meat Science.

Team members who received overall individual honors include:

- Lukas Ziegler, a junior from New Windsor, Md., was high individual
- Kaitlyn Farmer, a junior from Aztec, N.M., was fourth-high individual
- Zachary Grimsley, a sophomore from Abernathy, was eighth-high individual
- Caetlyn Avant, a senior from Copeville, was high individual in the alternate division
- Chad Vander Linden, a junior from Muscatine, Iowa, was second in the alternate division
- Lindsey Drey, a sophomore from Houston, was eighth in the alternate division

Additional team members include:

- Jeremy Garcia, a junior from Houston
- DeShea Hanagan, a sophomore from Artesia, N.M.
- David Holland, a junior from Killeen
- Meghan Murray, a sophomore from Wylie
- Autumn Ritchey, a sophomore from Houston
- Linay Runnels, a sophomore from Hondo

For a complete list of results, visit www.judgingcard.com.

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CONTACT: Moriah Beyers, Department of Animal and Food Sciences, Texas Tech University, (806) 742-2805 ext. 248, or moriah.beyers@ttu.edu.



Experts

FOR IMMEDIATE RELEASE

DATE: Feb. 5, 2014

CONTACT: Megan Ketterer, megan.ketterer@ttu.edu
(806) 742-2136

Experts Available for Valentine's Day Stories

Pitch

Valentine's Day is around the corner, whether it's a story about how retailers target different genders or which movies are the best to watch with a loved one on Valentine's Day, Texas Tech University has several experts who can speak to the holiday's many storylines.

Experts

Narissra M. Punyanunt-Carter, associate professor of communications studies, (806) 742-3273, or n.punyanunt@ttu.edu.

- How affectionate communication can lead to a healthy relationship
- Why romance and affection are not just meant for Valentine's Day

Patrick Hughes, associate professor of communication studies and associate vice provost, (806) 742-2984, or patrick.hughes@ttu.edu.

- Everyday, mundane acts of kindness toward a loved one matter more than a blitzkrieg of candy and cards on Valentine's Day
- Lots of conflict in a relationship doesn't mean the end – it's how conflict is handled that matters

Dewey McMurrey, executive chef, Hospitality Services, (806) 834-4432, or dewey.mcmurrey@ttu.edu.

- Valentine's Day recipe: Easy but Upscale Dinner for Two ([video](#))

Ignacio Luis Ramirez, assistant professor of sociology, (806) 742-2400, or l.ramirez@ttu.edu.

- Lesser-known forms of intimate partner violence, such as psychological or mental abuse directed toward males
- Dating violence and psychological aggression toward men and women

Shannon B. Rinaldo, assistant professor of marketing, (806) 834-1825 or shannon.rinaldo@ttu.edu.

Office of Communications and Marketing

- Valentine's Day shopping trends
- How retailers target different genders
- Appropriate balance between price paid and length of the relationship
- How single ladies are a unique market for profit

Elizabeth Sharp, associate professor of human development and family studies, (806) 742-3000, elizabeth.sharp@ttu.edu.

- Life experiences of women single after a certain age
- Familial and social response attached to status of being single

Vickie Sutton, associate dean for Research and Faculty Development and Horn Professor, (806) 834-1752 or vickie.sutton@ttu.edu.

- Author, The Legal Kiss: The Rule of Law Meets the Kiss
- Includes litigation on the "Life Magazine" kissing sailor, murder trials triggered by a kiss, kisses for votes, fidelity agreements not to "kiss and tell," political kisses, and the banning of kissing reptiles and more

Rob Weiner, associate librarian and pop culture expert, Texas Tech University Library, (806) 742-2238 ext. 282 office, (806) 780-8775 mobile, or rob.weiner@ttu.edu.

- Valentine's Day movies
- Best current and past movies to watch on Valentine's Day



TEXAS TECH UNIVERSITY

Web Only

FOR IMMEDIATE RELEASE

DATE: Feb. 6, 2014

CONTACT: Callie Jones, callie.jones@ttu.edu
(806) 742-2136

Texas Tech Leads West Texas in Charitable Giving Campaign

Texas Tech University employees led the Greater West Texas State Employee Charitable Campaign (SECC) region, which includes Lubbock, Abilene and the Permian Basin.

Texas Tech's total of \$469,491.43 contributed to more than \$1 million raised by all employees in the Greater West Texas region. The record-breaking amount (\$1,022,927) was the third-greatest amount raised by any Texas region.

"The employees of Texas Tech are incredibly generous and their compassion and care for those in our community shows each year, making the campaign one of the most successful in the state," said David Abercia, Texas Tech and local employee committee chair.

Texas Tech University and Texas Tech Health Sciences Center employees contributed more than half of the total funds raised.

The campaign began in September 2013 and wrapped up in November. State employees are provided, by state statute, the benefit of donating to a long list of approved state and local charitable organizations through payroll deduction in the fall of each year.

"West Texas is known for its big skies, big winds and now for its big hearted state employees," said Paula Miser, division director for the Lubbock Area United Way.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 6, 2014

CONTACT: Karin Slyker, karin.slyker@ttu.edu
(806) 742-2136

Texas Tech Petroleum Engineering Accepts Donation from Chevron Half-million dollar gift enables teaching of modern drilling operations.

Texas Tech University officials announced a \$500,000 gift from Chevron, through its University Partnership Program, that will name the Chevron Reservoir and Drilling Center in the new Petroleum Engineering Research Building.

“We are truly grateful for such outstanding support from the Chevron Corporation,” said Chancellor Kent Hance. “The growth of the Bob L. Herd Department of Petroleum Engineering is evident, and together with Chevron’s ongoing support, we will continue to expand our research endeavors and graduate the best engineers to meet the demands of the worldwide energy industry.”

The Chevron Reservoir and Drilling Center is a virtual laboratory with drilling simulation equipment, allowing faculty and students to teach and conduct research on drilling practices and well control. The center’s equipment can simultaneously replicate a variety of geologic formations and allow students and faculty to specify various well pressures and well depths. This laboratory’s visualization and virtualization potential, through the partnership between Chevron and Texas Tech, will help future petroleum engineers, graduate students and industry in managing successful and safe drilling projects.

Reservoir simulation models are used by oil and gas companies in the development of new fields to understand the nature of a reservoir and exploit resources effectively. Models are often used in existing fields, where engineers use production forecasts to predict the best placement for wells or recovery methods, to help make investment decisions and retrieve more oil or gas. To aid in this process, the Chevron Reservoir and Drilling Center will also have 3-D capabilities, so that a student or researcher will be able to wear 3-D glasses and virtually “walk around” inside a simulated reservoir, adding significantly to the understanding of techniques and methods.

Bill Hunter, manager of Chevron’s University Affairs Program, said the company is proud to continue its long-standing partnership with Texas Tech by helping to establish the Chevron Reservoir and Drilling Center.

“We believe this lab will help provide state-of-the-art research and teaching capacity to benefit students preparing for careers in the oil and gas industry” he said. “Texas Tech students have a reputation for being incredibly creative and well-prepared to enter the workplace. Our partnership with the university is a key part of Chevron’s efforts to hire top-quality graduates to help us meet energy demands around the world.”

The new Petroleum Engineering Research Building will be a \$22.8 million facility with approximately 42,000-square feet of modern classroom and research space. It also will feature a unique cluster of laboratories, including the Chevron Reservoir and Drilling Center. Through a tight integration of these laboratories, a systems approach will be taken in petroleum engineering education that covers the entire spectrum of exploration and production, including business profitability analysis. Key courses in the new facility will address responsible and efficient use of water, the region and the world’s most precious resource.

“What better to teach our students the complexities of modern day drilling operations than this Reservoir and Drilling Center provided by the generous support of Chevron,” said Al Sacco Jr., dean of the Whitacre College of Engineering. “This will allow our students the opportunity to get the feel and the look of a real-world production operation to compliment our hands-on approach to engineering production operations.”

Chevron (CVX) is one of the largest multinational energy corporations in the world. It is headquartered in San Ramon, Calif., is active in more than 180 countries and employs over 62,000 people. The company was founded in 1984.

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News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 6, 2014

CONTACT: Callie Jones, callie.jones@ttu.edu
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Texas Tech Women's Studies Program Announces Spring Schedule of Events

Texas Tech University Women's Studies Program announced its schedule of events for the 2014 spring semester.

The Women's Studies Program is an interdisciplinary academic program that offers co-curricular events throughout the semester, examines culture and social construction of gender, explores the history of women, and studies influences of gender on the lives of women and men. Its mission is to emphasize critical thinking across disciplines vital to success through this program.

The schedule is as follows:

February

- Feb. 7: Brown Bag Lunch Series: "Stepping In and Out of the Man Box"
- Feb. 12: Brown Bag Lunch Series: "Intersectionalities: Race, Class and Gender in the Classroom"
- Feb. 14: "One Billion Rising" Student-Led Performance
- Feb. 14: "The Love Below" Student-Led Performance
- Feb. 21: Guest Scholar Jennifer Glass
- Feb. 25-Mar. 1: Feed Your Body and Soul Week

March

- Mar. 7: Brown Bag Lunch Series: "(Her)story is History"
- Mar. 8: "Lunafest 2014"
- Mar. 27-29: "The Vagina Monologues" Student-Led Performance

April

- Apr. 17-19: 30th Annual Conference on Women "Women's Studies on the Edge"
- Apr. 1-May 10: Hands of Hope Collection Drive

For more information on Women's Studies Program and these events, visit www.depts.ttu.edu/wstudies and on Twitter @TTUWSP.

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

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 7, 2014

CONTACT: John Davis, john.w.davis@ttu.edu
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Texas Tech Chemist Receives \$1.2 Million CPRIT Grant to Study How Breast Cancer Breaks into the Brain

A Texas Tech University bioanalytical chemist recently received a \$1.2 million grant from The Cancer Prevention and Research Institute of Texas (CPRIT) to study how breast cancer may metastasize to the brain.

The research also may discover a key to early detection of breast cancer cells that may have the ability to invade the brain.

Yehia Mechref, an associate professor in the Department of Chemistry and Biochemistry, is the first at Texas Tech to receive a grant under the highly competitive CPRIT's Individual Investigator Program. Only about 10 percent of the projects that apply for this grant are funded.

With the three-year grant, his project will study how certain sugar signatures on breast cancer cells might gain them entrance past the blood-brain barrier and allow them to metastasize in the brain.

The blood-brain barrier is semi-permeable and allows some materials to cross into brain tissue but prevents others. Mechref said his preliminary research has shown that perhaps these cancer cells contain a sugar compound that tricks pathways in the barrier into letting the cancer cells pass through into the brain.

"We believe sugar signatures on some breast cancer cells give them the ability to cross past the blood-brain barrier," Mechref said. "It's like they have a matching key to another compound that allows the cancer cells to come through. This is our hypothesis. Our preliminary data suggests there is truth to this fact."

In the first part of the research, Mechref will look to pinpoint the exact compound on the cancer cell that acts like a matching key. In the second part, he will look at breast cancer biopsies provided by Dr. Zeina Nahleh, chief of hematology-oncology at Texas Tech University Health Sciences Center (TTUHSC) in El Paso and Dr. Patrick Reynolds, director of the Cancer Center at TTUHSC in Lubbock, to see if the sugar signature is present in patients who did develop brain cancer compared to those who did not.

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“The goal is to see if these sugar signatures are related to brain cancer,” he said. “Breast cancer is being detected at earlier stages now, but we’re seeing a 15 to 30 percent increase in brain cancer originating from breast cancer each year. We are trying to see if we can find predictors that will help us determine which patients could end up developing brain cancer and which patients will not.”

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.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 7, 2014

CONTACT: Megan Ketterer, megan.ketterer@ttu.edu
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Texas Tech Participates in One Billion Rising

The event is part of the global campaign to stop violence against women and girls.

Members of the Texas Tech University and Lubbock communities are invited to join the student organization Feminist Majority Leadership Alliance (FMLA) and the Women's Studies Program at 1 p.m. Friday (Feb. 14) at Memorial Circle for One Billion Rising (OBR).

OBR began as a call to action based on the statistic that one in three women on the planet will be beaten or raped during her lifetime. With the world population at 7 billion, this equals more than one billion women and girls affected.

"We are honored to stand with Texas Tech students as they lead the initiative to make a campus rise to promote justice for all survivors of gender-based violence," said Patricia Earl, unit coordinator of the Women's Studies Program. "Participating in One Billion rising at Texas Tech brings us together to show that we stand unified to be the change we want to see."

OBR is a day of action held worldwide by V-Day, the global activist movement to end violence against women and girls. V-Day was created in 1998 by activist Eve Ensler, author of the play "The Vagina Monologues."

The campaign builds on the energy and momentum created last February, when one billion activists across 207 countries came together to demand an end to violence against women and girls. The campaign recognizes that violence cannot end without studying the intersection of poverty, racism, war and other world issues.

To learn more about the event, visit www.onebillionrising.org, or the local Facebook page by searching "Lubbock One Billion Rising." Follow the hashtag, #OBRTexasTech, on Twitter and let your voice be heard.

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TEXAS TECH UNIVERSITY™

Advisory

FOR IMMEDIATE RELEASE

DATE: Feb. 7, 2014

CONTACT: John W. Davis, john.w.davis@ttu.edu
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Texas Tech's CISER Hosts Distinguished Philosopher for Haragan Lecture Series

- WHAT:** Media availability for distinguished philosopher Graham Harman
- WHEN:** 5:30 p.m. Tuesday (Feb. 11)
- WHERE:** Room 169 of the Human Sciences Building, located off the southeast corner of Memorial Circle on the Texas Tech campus.
- EVENT:** Graham Harman, a distinguished university professor at the American University in Cairo, Egypt, will discuss the ecological conditions of modern living and demonstrate how philosophy is relevant to everyone living today during the 2014 Haragan Lecture Series, sponsored by Texas Tech's Center for the Integration of STEM Education & Research (CISER).

The event is free and open to the public. A reception will follow the lecture.

Recently, Harman was described as "one of the most important philosophers to emerge in the last 20 years" by Timothy Morton, Rita Shea Guffey Chair of English at Rice University.

The author of 11 books, Harman is a leading figure in a philosophical return to metaphysics known as Speculative Realism.

The Haragan Lecture series was initiated in 2002 in honor of President Emeritus, Donald R. Haragan, for his many years of unparalleled, distinguished service to Texas Tech University.

For more information, visit the [Center for the Integration of Science Education & Research](#)'s website.

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TEXAS TECH UNIVERSITY™

Advisory

FOR IMMEDIATE RELEASE

DATE: Feb. 10, 2014

CONTACT: Megan Ketterer, megan.ketterer@ttu.edu
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Literary Work Inspiration for Texas Tech's Night of Dancing

- WHAT:** Texas Tech University's Vernacular Music Center hosts "Dancing with Mr. Darcy at Downton Abbey," an event inspired by Jane Austen's novels and the Masterpiece Theatre series set in Edwardian England.
- WHEN:** 7 - 10 p.m. Saturday (Feb. 15)
- WHERE:** Museum of Texas Tech, 3301 Fourth St.
- EVENT:** "Dancing with Mr. Darcy at Downton Abbey" includes music by the TTU Celtic Ensemble as well as demonstrations and instruction in ragtime-era dancing. Dressing in clothing from the time period or formal wear is encouraged. A light buffet and coffee service will be available.

Single tickets are \$20, while couple tickets can be purchased for \$30. Tickets are available in advance only through www.selectaseatlubbock.com or can be purchased through Abi Rhoades, administrative coordinator at the Vernacular Center at (806) 445-4637.

For more information on the Vernacular Music Center and the event, visit <http://vernacularmusiccenter.org> or <http://on.fb.me/1b9UPAR>.

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News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 10, 2014

CONTACT: Callie Jones, callie.jones@ttu.edu
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Texas Tech's First TEDx Event Draws Sell-Out Crowd

In front of a sold-out crowd of more than 200 at the Lanier Professional Development Center at the School of Law, 17 speakers on Saturday (Feb. 8) gave short speeches and presentations as part of the first TEDxTexasTechUniversity conference, "Open Skies, Open Minds."

Founded in 1984, TED stands for "technology, entertainment, design" and is perhaps most famous for its online "TED Talks" that have been viewed by millions around the world. The annual TED conference brings together some of the world's leading thinkers and doers. In the spirit of "ideas worth spreading," TED created a program called TEDx where "x" indicates the events are independently organized.

For Saturday's event, each talk consisted of a short presentation by Texas Tech students, professors and members of the West Texas community. Topics ranged from "3-D printing with Nanomaterials and Microwaves" to "Female, Educated and Perpetually Single."

Several Texas Tech professors involved with research and outreach focused their topics on areas that have received substantial national attention. Joseph B. Dannemiller, an instructor at the National Wind Institute at Texas Tech talked about above-ground storm shelters and provided an account of the research his team has conducted on-site in Moore, Okla., the location of two destructive storms in May 2013.

Conference attendees consisted of Texas Tech students, faculty and staff, as well as members of the Lubbock community. Several attendees traveled from other cities in Texas as well as from Colorado and Utah. More than 40 students from area high schools were in the audience. Many of those who attended said they went because they enjoyed watching TED talks online, or because they are interested in giving a talk of their own in the future.

"I found TED Talks a couple years back and I've loved watching them ever since, so when I found out there was a TED event here I was excited to come," said Andrew Strahan, a sophomore at Texas Tech. "There have been some great points—things I've never thought about."

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The unique set at the event was designed and constructed by three Texas Tech students: Ty Mason, Rachel Burch and John Connor. More than 10,000 recycled plastic water bottles were illuminated by multicolored lights to create a memorable backdrop for each speaker. Associate Professor Kuhn Park of the College of Architecture and Assistant Professor Heather Warren Crow in the College of Visual and Performing Arts assisted with the design and implementation.

“Creating something this unique was definitely a challenge,” said architecture student and set designer Ty Mason. “It was also very time- and labor-intensive. Having to sort and assemble thousands of water bottles can be time-consuming, especially at this scale. However, it will be worth it to help grow the Tedx community. I’ve always been a huge fan of Ted Talks, and to take part in designing the stage is extremely rewarding.”

The College of Media and Communication provided social media outreach for the event, and reported social media activity came from as far away as Spain, Germany and India.

Sophomore Alec Ledet said the event provided a venue for open-mindedness for students, and was hopeful that even after the conference, others would take the opportunity to watch the talks online.

“Even though there isn’t a large portion of the student body here today, just to have these ideas spread to 100 to 200 people and have that permeate into the university is a really good thing,” Ledet said.

While each talk was filmed at the event and will eventually be made public for viewing, information about the speakers and topics is available at <http://tedx.ttu.edu/>.

“It wasn’t just the talks, which were great; and it wasn’t just the venue, which was superb; it was the overwhelming sense of community and connection of faculty, students, speakers and citizens of this community that made the event a success,” said Ron Banister, assistant professor in the Department of Anesthesiology at the Texas Tech University Health Sciences Center and conference organizer. “We discovered we are ‘magic’ and we have ideas worth sharing that make a difference.”



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Web Only

FOR IMMEDIATE RELEASE

DATE: Feb. 11, 2014

CONTACT: Callie Jones, callie.jones@ttu.edu
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New Year, New You: Finance

Texas Tech health experts weigh in on resolutions for 2014.

Personal Finances & Credit

Chris Browning, assistant professor in the Department of Personal Financial Planning

- Learn how to set financial goals: These goals should be SMART: Specific, Measurable, Achievable, Realistic, and Timely. Specific means that you should identify the motivation for the goal, make it personal. Measurable means that a dollar value should be tied to the goal. Achievable means that it is something you can accomplish. Don't shoot for the stars right out of the gate. Set moderate goals you can accomplish and create some momentum. Realistic means that you are likely to achieve the goal. There are a lot of goals that are achievable, but not realistic. For a goal to be realistic it has to be motivated by something that is personally important. Timely means that the goal needs to be tied to a timeline. This helps you monitor your progress as you move towards completing the goal. While goal setting seems simple, this is a step that is overlooked by many, causing people to get stuck in a financial rut.
- Become a planned saver: While you are in school it is more about developing the habit of saving than stashing large amounts of money. Whatever you can save make sure it is part of your plan, pay yourself first, and repeat. If you create the habit now it is more likely to stay a part of your plan as your resources increase.
- Make positive steps towards building your credit: One of the best ways to build credit as a student is with a credit card. With that being said, if used inappropriately credit cards can also be a good way to damage your credit. The two main factors impacting your credit score are payment history and outstanding balances. So, if you are going to use a credit card to build credit always pay on time and keep your balances low. Because credit scores will impact your ability to be financially successful in the future (may impact your ability to get a job, buy a car, buy a house, insurance rates, etc.) it is important to learn to use credit to your benefit. Some tips for success:
 - Make sure that that limit on your credit card is low. Just because you get approved for a certain amount of credit doesn't mean you can afford that much credit. You can always call your credit card company and have them lower your limit. A good rule of thumb for those starting out with credit cards is to have a limit no more than what they have in their saved reserves. For example if you have \$500 dollars set aside for emergencies

then you can set your credit limit to \$500 dollars. This ensures that you can always pay your credit card balance in full, even if it's maxed out.

- Limit your monthly transactions to a small amount and pay the card off in full every month. This shows that you can use credit responsibly; again the two biggest determinants of score are payment history and outstanding balances. If you are paying on time and keeping your card paid off your credit score will benefit.
- Set up auto payments. This ensures that you will never miss or be late on a payment.

Angela Mazzolini, program director, Red to Black

- Get a clear picture of where you are financially: How much money is coming into your account each month? How much is going out? If you don't know exact numbers, it's time to do some tracking. Tracking can be as simple as using a pencil and paper or become as complicated as you choose to make it. Many people who are fond of using their smartphones might enjoy a tracking app, such as Mint.com. Once you know how much you are spending each month, you can make some adjustments if you are over spending.
- Understand your credit: Pull your credit report and verify the information. Everyone is entitled to one free credit report from each of the three main credit reporting bureaus each year. You can pull them all at once or you can pull one every 3 months from a different bureau. Annualcreditreport.com is the ONLY authorized source for your free credit report. Once you have your credit report, you can make sure all the accounts listed belong to you and are the correct balances. If you find a mistake, follow the directions on the credit reporting bureaus website to launch an investigation. If you need assistance reading your credit report, consider reaching out to a professional. Texas Tech students can contact Red to Black for help with their credit reports. Red to Black and TG will be co-hosting a free credit report review day on March 31st in the TLPDC. More information will be available on the Red to Black website at www.r2b.ttu.edu.

Entrepreneurship & Business Success

Michael R. Ryan, associate professor of practice in management and executive director for the Center for Entrepreneurship and Family Business

- It is not a closed club: Entrepreneurship crosses the full spectrum of domains. There are entrepreneurs that practice their craft in every field that is studied at Texas Tech. It is also a discipline that can be taught and learned. While business practices need to emerge to support the entrepreneur, they also can be learned or secured after the initial product or service has been created. That being said, it is still critical that good business practices be employed to sustain the newly developed entity.
- Find out what the customers want: Something that cannot be emphasized enough; you are not an entrepreneur until a transaction occurs. Creating a product or service might make you an inventor. Until someone is willing to exchange his or her money for what you created, you are not an entrepreneur. Creativity is



important and with practice can be developed further. If the creation does not meet a need (or create a perceived need) that encourages others to part with their hard earned money, you will not be an entrepreneur. There are few shortcuts. The most successful entrepreneurs do their homework exploring the potential market and devising a sound business plan to exploit that potential.

- Less is often more: Very few entrepreneurs hit home runs. Most simply aim to get on base. The mark of good entrepreneurs is that they identify a need and fill that need. Initially, they keep it simple. If you bring a good product to market and the customers embrace it, you will have ample time in the future to develop upgrades and additional features. If you try to address every conceivable nuance and feature, you may never get out of the starting gate. Consider the examples in the electronics industry; upgrades and additional features are seen as possibilities for future product development.

The bottom line is, if you can discover a need, verify that the public will see the value and purchase your product, and stay focused on the goal you will have the potential to be a successful entrepreneur



News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 11, 2014

CONTACT: Megan Ketterer, megan.ketterer@ttu.edu
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Pop-culture Expert: Shirley Temple Significant in American History

Pitch

Texas Tech's pop culture expert is available to comment on the passing of Shirley Temple Black.

Experts

Rob Weiner, associate librarian and pop culture expert, Texas Tech University Library, (806) 834-5126 office, (806) 780-8775 mobile, or rob.weiner@ttu.edu.

Quotes

- "It's hard for today's audiences to understand just how popular Shirley Temple was during the mid-1930s at the height of the Depression. Her films are often credited by historians for helping 20th Century Fox out of dire financial problems."
- "The major part of her career was a short span of about 5 years (1934-1939) in roles such as 'The Little Princess,' 'The Littlest Rebel' and 'Poor Little Rick Girl,' making her a major child superstar. Her films gave hope to a country embroiled in joblessness and despair. Shirley Temple provided a ray of light in the darkness for many people. The films were an escape that the whole family could enjoy. Children looked up to her and adults enjoyed her sense of humor and innocence that people needed during the Depression."
- "Temple had talent and spunk in addition to cuteness. Her dancing, acting and singing showed her versatility. The 'Good Ship Lollipop' is still an American standard."
- "Let's not forget just how important her partner Bill Robinson was. His talent and way he worked with Shirley was an important part of her films and career."
- "It's amazing to think how popular she was and that she more or less retired by the time she was 21."
- "It's a great loss to the world and her importance in the history of popular culture cannot be overstated."



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News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 11, 2014

CONTACT: John Davis, john.w.davis@ttu.edu
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Texas Tech Biologist, Climate Scientist Begin Painting Macro-Portrait of Future Bird/Wetland Scenarios Under Climate Change

Using a mountain of satellite photographic data and decades of waterfowl counts, a Texas Tech University biologist said she and others have found a correlation with the amount of waterfowl and the amount of wetlands available across the plains from Canada to Texas.

More wetlands meaning more waterfowl may sound like a no-brainer, but researchers were able to land at conclusion using macrosystems ecology said Nancy McIntyre, a professor of biological sciences and curator of birds at the Natural Science Research Laboratory.

The research appeared in a special edition of the peer-reviewed journal, *Frontiers in Ecology and the Environment*, dedicated to macrosystems ecology.

“The novelty of what we’re doing is in taking the weather data from the past to be able to say certain types of precipitation conditions led to X amount of available wetlands, which was associated with Y number of birds,” McIntyre said. “If future climate scenarios say we should get fewer but more extreme precipitation events, then we can estimate how many wetlands and birds will be around in the future, so long as no more wetlands are converted into farm use or turned into neighborhoods. That’s work in progress. It sounds straightforward, but it has never been done because of the complexity and the massive amount of data used here.”

Macrosystems ecology is a new and emerging science using large amounts of information that are analyzed by faster and smarter computers to not only create greater understanding of how habitats interact, but also make better predictions about how these systems may react in the face of global climate change, she said.

“A change in the number of wetlands available can cascade in to the variety and numbers of birds, as well as amphibians, dragonflies and a number of other animals,” McIntyre said. “In the United States, we’ve lost about 50 percent of the nation’s original wetlands in the past 200 years. The losses are particularly bad in the Great Plains, where about 98 percent of the wetlands have disappeared since 1986. With climate change on the horizon, we’re trying to understand how these wetlands and the animals that use them interact.”

The research was part of a \$1.6 million grant from the National Science Foundation. McIntyre and others looked at freshwater wetlands across the Great Plains from the prairie potholes carved by glacial activity in the north, through the Rainwater Basin of Nebraska down to the playa lakes of the South Plains.

“They call it the duck factory of the world,” McIntyre said. “Most of the ducks breed up there and overwinter down here. But there are about 300 species of regularly occurring, breeding land birds in the Great Plains, many of which use these wetlands.”

Researchers studied photos from satellites that passed over the same area of land every 16 days, she said. Scientists compared photos over a 13,225-square-mile area to see how many wetlands were full, how many were dry, how and when they would fill with water, how long they would retain water and the impact the lack of wetlands had during dry spells.

McIntyre said scientists also looked at connectivity, which is the ability of an animal to move through the network of wetlands.

“In the past, if all the playas were wet, an animal only needed to be able to move around two to four miles to get from wetland to wetland, she said. “Given that all playas are not wet due to drought and to land conversion, we found that even in best-case scenarios an animal effectively had to double the distance it could travel before it found water, and in some cases it was more than eight times as far. That’s because wet playas are sparse due to drought cycles and playa losses due to land conversion. Playas will become even sparser in projected futures.”

Katharine Hayhoe, co-investigator and a director of the Climate Science Center at Texas Tech, said her results showed a marked tendency toward increased drought in the future, even in places where researchers don’t expect to see climate change significantly altering the average precipitation.

“This will impact many aspects of life in the Great Plains, including the wildlife and migratory birds that depend on the playa lake network,” she said. “Today, any ecological study of a system or species that is sensitive to temperature, precipitation, or other aspects of climate, and which attempts to address the long-term sustainability or health of this system over decades, must take into account climate change or risk ending up with the wrong answer.”

For a copy of the report, contact John Davis.

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News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 11, 2014

CONTACT: Moriah Beyers, moriah.beyers@ttu.edu
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Texas Tech Livestock Judging Team Wins in Fort Worth

Texas Tech University's livestock judging team brought home its first win of the season this week as the students walked away with top honors Feb. 8 at the Southwestern Livestock Exposition's Livestock Judging Contest in Fort Worth. The contest was an important win for the 16-member team.

Texas Tech won the horse, sheep, swine and reasons divisions, and were second in beef. Texas A&M University, Kansas State University, West Texas A&M University and Sam Houston State University rounded out the top five teams overall.

"This is a very talented group of students from top to bottom," said Ryan Rathmann, the team's coach and an assistant professor in the Department of Animal and Food Sciences. "I'm expecting them to keep working hard and challenging each other to perform even better at the next two contests."

Texas Tech boasted six of the top-ten individuals. Nick Fitzsimmons, a junior from Vail, Iowa, was high individual overall. Taylor Frank, a junior from Berthoud, Colo., finished second while Hayden Brown, a junior from Midland, was third. Fifth-high individual was Austin Crissman, a junior from Bells; seventh-high individual was Bailey Riedel, a junior from San Luis Obispo, Calif.; and Garrett Foote, a junior from Texico, N.M. finished eighth.

Additional team members include:

- Brittany Blum, a junior from Howe
- Kylan Carson, a junior from Olton
- Colton Coker, a junior from Roby
- Cassie Godwin, a junior from Prescott, Ark.
- Tate Horwood, a junior from Sterling City
- Austin Langemeier, a junior from Marion
- Reina Lewis, a junior from Tulia
- Jacob Mckillip, a junior Lafayette, Ind.
- Ian Schaefer, a junior from Garden City
- Taylor Tjaden, a junior from San Angelo

The team is coached by Rathmann and graduate student Brady Ragland.

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

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 11, 2014

CONTACT: Megan Ketterer, megan.ketterer@ttu.edu
(806) 742-2136

Texas Tech School of Music Showcases Staff Talent

Texas Tech University's School of Music features the musical talents of its faculty and students in more than 300 recitals each year, but this Sunday, for the first time, the staff plans to display their talents.

The staff recital and art exhibit is at 7:30 p.m. Sunday (Feb. 16) in Hemmle Recital Hall. The art exhibition and reception opens at 7:30 p.m. in the lobby of Hemmle and will showcase art created by School of Music staff, from handmade jewelry to watercolor and photography. The recital begins at 8 p.m.

"The School of Music is full of extraordinary talent," said William Ballenger, director of the School of Music. "This is a unique opportunity to showcase our staff who don't always get the spotlight for they deserve for their wonderful work they do here."

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TEXAS TECH UNIVERSITY™

Advisory

FOR IMMEDIATE RELEASE

DATE: Feb. 12, 2014

CONTACT: Leslie Cranford, leslie.cranford@ttu.edu
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Texas Tech Hosts Animal Science Symposium Featuring Temple Grandin

WHAT: Texas Tech University College of Agricultural Sciences and Natural Resources hosts mini symposium on Beta Agonists and Animal Welfare.

WHEN: 9:30 a.m. Tuesday (Feb. 18)

WHERE: The Texas Tech Club

EVENT: Beta agonists are feed additives used to increase cattle and pig growth, improve efficiency and lower the livestock carbon footprint. The morning features key speaker Temple Grandin, a doctor of animal science and professor at Colorado State University (CSU). Grandin is one of the most accomplished and well-known adults with autism in the world. She also is an author and industrial designer whose own autism inspired her work of alleviating human and animal stress.

9:30 a.m.: Welcome, John McGlone, professor, Animal and Food Sciences, Texas Tech

9:40 a.m.: Beta agonists use in commercial pig and pork production, Dave Anderson, consultant, retired from Elanco, affiliate faculty, Animal Science, CSU

10:10 a.m.: Evidence for beta agonists as an animal welfare concern, Guy Loneragan, professor, Animal and Food Science, Texas Tech

10:40 a.m.: Do beta agonists impact animal well-being?, Ty Lawrence, associate professor, Agricultural Science, West Texas A&M University

11:10 a.m.: Observations in the field related to beta agonists and animal welfare, Temple Grandin, professor, Animal Science, CSU

11:40 a.m.: Panel discussion

Noon: Lunch

1:30 p.m.: Adjourn

There is no cost for the symposium, but space is limited and RSVP is required.

The event is sponsored in part by Elanco Animal Health, Merck Animal Health, and the Laboratory of Animal Behavior, Physiology and Welfare at Texas Tech University.

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Advisory

FOR IMMEDIATE RELEASE

DATE: Feb. 13, 2014

CONTACT: Alan Barhorst, alan.barhorst@ttu.edu
(806) 834-4951

150 High School Students Compete in Regional Robot Championships

WHAT: FIRST® Tech Challenge (FTC) Panhandle-Plains Championship Tournament

WHEN: Saturday (Feb. 15)
8 a.m. – Practice matches begin
1:05 p.m. – Opening ceremony
1:15 p.m. – Qualifying matches begin
4:15 p.m. – Elimination matches begin
5:30 p.m. – Final matches begin
6:30 p.m. – Awards and closing ceremony

WHERE: Frenship High School gym, 902 Dowden Road, Wolfforth

EVENT: Teams of 9th-12th graders from across the western third of the state will participate in the FIRST® Tech Challenge (FTC) Panhandle-Plains Regional Championship Tournament for an opportunity to win statewide recognition for design excellence, sportsmanship and teamwork and to advance to the South Super-Regional Championship Tournament in San Antonio.

FTC is a challenging mid-level robotics competition designed for high school students who want a hands-on learning experience to develop and hone their skills and abilities in science, technology, engineering, and math.

Teams of up to 10 students are responsible for designing, building, and programming their robots to compete in an alliance format against other teams. The robot kit is reusable from year-to-year and is programmed using a variety of languages. Teams, including coaches, mentors and volunteers, are required to develop strategy and build robots based on sound engineering principles.

For more information, visit the [FIRST® Tech Challenge website](http://www.firsttexaschallenge.com).

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 13, 2014

CONTACT: Karin Slyker, karin.slyker@ttu.edu
(806) 742-2136

Anadarko Presents \$1 Million Dollar Gift to Texas Tech Petroleum Engineering Funds will be used to create high profile lab focused on unconventional techniques.

Texas Tech University announced a \$1 million gift from Anadarko Petroleum Corporation (NYSE: APC) that will be used to create the Anadarko Unconventional Technology Center in the new Petroleum Engineering Research Building on the Texas Tech campus.

“I am pleased that the vision of Anadarko and our vision for educating engineering leaders in energy are so well aligned,” said Al Sacco Jr., dean of the Whitacre College of Engineering. “The Anadarko Unconventional Technology Center will allow us to explore new, more environmentally friendly and cost effective ways to create energy for our state and our nation.”

The Anadarko Unconventional Technology Center will be a high-profile laboratory focused on unconventional natural gas and oil operations. These recovery techniques have increased the industry efficiency of recovering oil and natural gas and have also proven to be environmentally friendly. This center will differentiate Texas Tech petroleum engineers by taking a systems approach to discovery, characterization, development and evaluation of unconventional resources through the integration of seismic, drilling, characterization, fracturing, development and environmental assessments.

“Supporting higher education has long been a priority for Anadarko,” said Brad Holly, Anadarko vice president, Rockies Operations and a graduate of the Texas Tech Petroleum Engineering Department. “The recent revival in unconventional oil and natural gas development has provided the U.S. with an opportunity to significantly enhance its energy security and global influence, and the Anadarko Unconventional Technology Center will help ensure graduating students receive the highest level of instruction, maximizing their post-graduation opportunities in this important and growing industry.”

Anadarko Petroleum Corporation is among the world’s largest independent oil and natural gas exploration and production companies with approximately 5,700 employees and operations in more than 15 countries. The company’s mission is to deliver a competitive and sustainable rate of return to shareholders by exploring for, acquiring and

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developing oil and natural gas resources vital to the world's health and welfare. For more information about Anadarko, please visit www.anadarko.com or www.facebook.com/anadarkopetroleumcorporation.

“Texas Tech University is truly grateful for the generosity of Anadarko Petroleum Corporation,” said Chancellor Kent Hance. “The \$1 million gift will be matched with \$500,000 in state funds from the Texas Research Incentive Program, creating countless opportunities for research in our petroleum engineering program. We look forward to the Anadarko Unconventional Technology Center in the new Petroleum Engineering Research Building on campus and the exciting classroom experience it will bring to our students.”

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TEXAS TECH UNIVERSITY™

Advisory

FOR IMMEDIATE RELEASE

DATE: Feb. 13, 2014

CONTACT: Leslie Cranford, leslie.cranford@ttu.edu
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Texas Tech Hosts English Learner Science and Math Conference

- WHAT:** English Learner Science and Math Education Conference
- WHEN:** 8:30 a.m.-4 p.m. Saturday (Feb. 15)
- WHERE:** Region 17 Education Service Center, 1111 W Loop 289, Lubbock
- EVENT:** The two featured keynote speakers are Sylvia Celedon-Pattichis, associate professor at the University of New Mexico and co-author of “Beyond Good Teaching: Advancing Mathematics Education for ELLs” and Joanne Olson, associate professor at Iowa State University and president-elect of the Association for Science Teacher Education.

Teachers from across the region will participate in hands-on activities that promote the mathematics and science literacy of all students and, in particular, English Learners.

Breakout sessions are designed to support on-going and intensive professional development activities with the goal being to improve classroom instruction for English Learners in science and mathematics education.

The cost of the conference is \$25 which covers breakfast and lunch. Registration is available [here](#).

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News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 14, 2014

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Personal Financial Planning Students Take National Prize

Students from the Department of Personal Financial Planning at Texas Tech University have captured first place at the Industry Issues Competition hosted by the Foundation for Financial Service Professionals at the organization's annual conference, The Arizona Institute.

Graduate students Whitney Neal of Brady, Candace Scholz of Alice, and Michael Walsh of Florham Park, N.J. defended Texas Tech's national title last week against competition from the University of Missouri at St. Louis and California State Northridge. With this victory, Neal, Scholz and Walsh bring home \$5,000 in scholarship money for their department and keep Texas Tech University in the national spotlight for the second year in a row.

"It is an honor to represent Texas Tech University on a national level," Neal said. "Furthering exposure for my university, college and department by competing in a field which I'm passionate about not only enhances my marketability, but further solidifies Texas Tech as an institution capable of producing not only great research, but well-rounded students that are more than 'book smart.' This was a great experience to showcase our theoretical knowledge and pair it with industry insight gathered from so many professionals who assisted in our team's success."

Competing teams were charged with exploring three professions in the financial services industry and writing a 25-page paper delivering their findings. The team from Texas Tech researched elder law attorneys, life insurance underwriters and pension administrators. Texas Tech University was among the three teams chosen as finalists and presented their research at The Arizona Institute in Tempe, Ariz. before numerous financial service professionals.

In addition to scholarship money, the team gained exposure to elite professionals and their experiences as well as a year's worth of bragging rights.

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Advisory

FOR IMMEDIATE RELEASE

DATE: Feb. 14, 2014

CONTACT: Grace Acuna, grace.acuna@ttu.edu
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Rawls College of Business Hosts Alumnus and Entrepreneur

WHAT: Texas Tech University's Rawls College of Business Chief Executives' Roundtable Speaker Series

WHEN: 11:30 a.m. Tuesday (Feb. 18)

WHERE: Lubbock Country Club, 3400 Mesa Rd.

EVENT: Texas Tech's Rawls College of Business hosts Joshua Robertson, co-founder and executive vice president of National HME.

Growing up in a healthcare family, Robertson developed a passion for the business. He has become a healthcare entrepreneur, executive and philanthropist.

While a student at Texas Tech, Robertson wrote and executed a business plan focusing on meeting the medical equipment needs of the hospice industry. After graduation, in 2006, he started National HME.

Since the company's establishment, National HME has grown quickly and has become the leading force in the hospice industry. The company has partnered with more than 500 hospice organizations and continues to grow at a rate of 30 percent annually.

The Chief Executives' Roundtable series brings industry leaders to Texas Tech to share their experiences and insights with students, faculty and the Lubbock community.

For more information on the Rawls College Chief Executives' Roundtable Speaker Series visit <http://cxr.ba.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. 14, 2014

CONTACT: Lauren Kozlovsky, lauren.kozlovsky@ttu.edu
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Speaker Series Promotes Risk Education at Texas Tech

Texas Tech University Center for Campus Life is hosting the Clay R. Warren Memorial Risk Management Retreat and Speaker Series on Feb. 16-17.

The risk management series is in memory of Clay R. Warren, a Texas Tech student who died in a car accident while returning from a fraternity retreat in 2002. The purpose of the spring event is to educate members on hazing and how to prevent potential tragedies.

Associate dean of students at the University of West Florida, Gentry McCreary, will deliver his keynote address to members in the Greek community on Feb. 16 at the Lubbock Civic Center. McCreary has presented at the Association of Fraternity/Sorority Advisors, the International Prevention Association and various other events. The events are as follows:

- **6 p.m.:** Keynote to sorority women
- **8 p.m.:** Keynote to fraternity men

On Feb. 16, chapter advisors, chapter presidents and new-member educators will attend various training sessions about recognizing hazing and how to prevent hazing in organizations.

On Feb. 17, university staff and student organizations advisors have the opportunity to attend various training sessions focused on McCreary's hazing research. The events begin at 8:30 a.m. and end at 3:50 p.m.

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News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 17, 2014

CONTACT: Megan Ketterer, megan.ketterer@ttu.edu
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Lecture Brings Controversial Subject to Light

African-American History Month Lecture Series Closes Season with Koritha Mitchell.

This year's African-American History Month Lecture Series concludes with award-winning author Koritha Mitchell at 6 p.m. Feb. 20 in Texas Tech University's Escondido Theatre.

"Having an African-American History Month lecture series allows Texas Tech University to bring prestigious speakers to campus while providing a platform for new conversations," said M. Duane Nellis, Texas Tech president. "The distinguished lecture series is one example of Texas Tech's commitment to diversity as a competitive, inclusive and national university."

The lecture is called "Living with Lynching: African-American Drama & Citizenship," which will focus on the era during which African-Americans were lynched. Prior to the lecture there will be a dramatic reading of an anti-lynching one-act play.

"Koritha Mitchell's lecture demonstrates the ways in which African-Americans weren't simply victimized by lynching, but that they spoke and fought back against lynching, not through violence, but through literature and poetry," said Karlos Hill, director of the lecture series.

Mitchell is a literary historian and cultural critic whose research focuses on African-American literature and contemporary culture, as well as black drama and performance. She studies how written and performed works helped families and communities survive.

Her book "Living with Lynching: African American Lynching Plays, Performance and Citizenship, 1980-1930" won awards from the American Theatre and Drama Society and from the Society for the Study of American Women Writers.

Mitchell earned her doctorate degree at the University of Maryland-College Park and currently is an associate professor of English at Ohio State University.

The event is free and open to the public.

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The lecture series is sponsored by the Office of the President, Office of the Provost, and the Division of Institutional Diversity, Equity and Community Engagement.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 17, 2014

CONTACT: Megan Ketterer, megan.ketterer@ttu.edu
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Texas Tech Hosts Inaugural Symposium on Spanish as a Heritage Language

Texas Tech University's Department of Classical & Modern Languages & Literatures (CMLL) hosts its inaugural Symposium on Spanish as a Heritage Language on Feb. 21-22.

Diego Pascual y Cabo, an assistant professor in CMLL, said the symposium recognizes and validates United States Spanish as a different, but acceptable grammatical system while promoting scholarship, research and training in this area. He said the event will inform the public about the program and the benefits of bilingualism.

Researchers, professors and students from across the country were invited to submit 20-minute presentations in English or Spanish to share at the symposium. More than 80 people are expected to attend.

"The event is designed to showcase experts in the field of Hispanic Studies while engaging the student body and larger community in Lubbock," Pascual said. "The symposium examines the broad nature of heritage speaker bilingualism while developing awareness, fostering diversity and engaging the community in dialogues that will produce concrete changes in the social, cultural and linguistic landscape of Texas Tech and Lubbock."

Marta Fairclough, an associate professor of Spanish linguistics at the University of Houston, and Kim Potowski, an associate professor of Hispanic linguistics at the University of Illinois, are the plenary speakers. Both are experts in the field of heritage speaker bilingualism.

The symposium is sponsored by the College of Arts & Sciences, the Division of Institutional Diversity, Equity and Community Engagement, the Graduate School, the Language Learning Laboratory & Resource Center, Humanities Texas and Pearson.

For a schedule of symposium events, visit
http://www.depts.ttu.edu/classic_modern/spanishheritage/.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 17, 2014

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Texas Tech's Free Market Institute to Host Nobel Laureate Vernon Smith

As part of a free public lecture series, organizers at Texas Tech University's Free Market Institute and the Rawls College of Business will host Nobel Laureate Vernon Smith.

Smith will discuss "Rethinking Housing Bubbles: Recessions Since 1929" during the event, which runs from 5-6:15 p.m. Tuesday (Feb. 18) in Room 105 of the Business Administration Building, located at 703 Flint Ave.

"Dr. Smith has been an innovative thinker in economics for decades," said Benjamin Powell, director of the Free Market Institute. "Among Nobel Laureates, he is one of the most consistently pro-free market scholars and he has a new book on housing bubbles about to be released. In short, he's a leading economic thinker and has a new book on the most significant economic event in recent U.S. history. Put these together and he's the perfect lecturer for the Free Market Institute and the Rawls College of Business to host."

In his lecture, Smith will discuss how housing bubbles impact bank and household balance sheets and what that implies for economic recovery. He'll also talk about what the U.S. government has done with monetary and fiscal policy to delay rather than speed a recovery.

"Dr. Smith has always thought outside the box," Powell said. "He is one of the creators of an entire field known as experimental economics. In his early experiments he found that many standard economic assumptions in models of 'perfect competition' were not needed for markets to efficiently discover the information necessary for coordination. Despite his enormous intellectual accomplishments it is hard to imagine a more humble person who remains a lifelong learner and is always interested in new ideas."

Smith is a professor of economics at Chapman University's Argyros School of Business and Economics and School of Law in Orange, Calif., a research scholar at George Mason University Interdisciplinary Center for Economic Science and a fellow of the Mercatus Center, both located in Arlington, Va.

In 2002, Smith shared the Nobel Memorial Prize in Economic Sciences with Daniel Kahneman "for having established laboratory experiments as a tool in empirical

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economic analysis, especially in the study of alternative market mechanisms” in studies that integrated insights from psychological research into economic science.

The event is free and open to the public. Media can interview Smith 20 minutes prior to the event. Parking is available in the lots around the Rawls College of Business.

For more information, visit www.fmi.ttu.edu. Find Texas Tech news, experts and story ideas at [Texas Tech Today Media Resources](#) or follow us on [Twitter](#).

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 17, 2014

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University Library Developers Create Software to Test E-Book Sharing Texas Tech partners with Springer on new digital lending project.

Major publisher Springer and The Occam's Reader Project announced a partnership with Texas Tech University that has created a pilot program to test the sharing of e-books. The software, Occam's Reader ILL (interlibrary loan), was developed in collaboration with the Texas Tech University Library.

Ryan Litsey, Texas Tech assistant librarian in the document delivery department and director of the project, said the software is an important update for the world of libraries and their patrons.

"Occam's Reader software allows libraries to meet the digital needs of their patrons by offering the extensive Springer collection of e-books, for the first time, through inter-library sharing," Litsey said. "By developing an interface that works within libraries' already implemented ILL program, we believe that the software will provide a seamless integration allowing libraries an efficient and effective tool for addressing the growing trend of reading books electronically."

The [Greater Western Library Alliance](#), a consortium of 33 academic libraries, developed the idea. Developers at Texas Tech and University of Hawaii-Manoa, both members of the alliance, created the software.

Texas Tech University Library's partnership with Springer helps provide the Occam's Reader Project the opportunity to work with a leading, world-wide industry publisher on a new model for libraries, ILL and e-books.

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CONTACT: Ryan Litsey, director of Occam's Reader Project and assistant librarian for Document Delivery, Texas Tech University Libraries, 806.834.1156 or libraries.occams.reader@ttu.edu.



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News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 18, 2014

CONTACT: Chris Cook, chris.cook@ttu.edu
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Nellis Appointed to APLU Commission on Innovation, Competitiveness, and Economic Prosperity

Texas Tech University President M. Duane Nellis recently was appointed to the executive committee of the Commission on Innovation, Competitiveness, and Economic Prosperity (CICEP), which represents the economic development and technology transfer roles at higher education institutions nationwide.

Appointed by Association of Public and Land-Grant Universities President Peter McPherson, Nellis will serve on the executive committee in 2014, alongside other university presidents and administrators.

“This is a tremendous opportunity that gives Texas Tech University a seat at the table and a voice in discussing the future of innovation and economic development in higher education,” Nellis said. “I appreciate the leadership of Dr. McPherson and look forward to serving our peers on this important committee.”

The purpose of the committee is to provide direction and vision based on the CICEP Strategic Framework. Among the responsibilities of the committee, members suggest new initiatives, provide guidance on existing initiatives to the CICEP Implementation Committee and identify prospective external and APLU partners for collaboration on efforts of mutual interest.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 18, 2014

CONTACT: Megan Ketterer, megan.ketterer@ttu.edu
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Texas Tech Hosts Mobile App Competition

Two colleges at Texas Tech University are partnering to hold their second annual Appathon where students engage in design and develop mobile applications.

The College of Media & Communication and Whitacre College of Engineering will hold the event from 7 p.m. Friday (Feb. 21) to 7 p.m. Saturday (Feb. 22) in the Livermore Center (Sixth Street and Canton Avenue).

Within 24 hours, teams of one to three people compete to create a mobile app through coding and designing. Each team will present their app to judges, who will choose a winner based on functionality, accessibility and sustainability.

"I was able to meet new people and explore technologies that I normally would not have," said Sami Suteria, a member of the 2013 winning team. "The timed deadline made the experience of creating an app from scratch all the more exciting."

The Appathon committee consists of four coordinators: Randy Reddick, a professor in the Department of Journalism & Electronic Media; Andrew Byrne, a web design specialist in the College of Media & Communication; Jeff Sammons, director of marketing and communications in the College of Engineering; and Audra Morse, associate dean for undergraduate studies in the College of Engineering.

The committee chose Study Abroad as the theme for creating the app.

"The Study Abroad theme should be exciting for students because it will give them a chance to think about not only designing an app, but how that app might work in another country," Byrne said. "There are many logistical things that the Study Abroad program could benefit from that will bring a different perspective from a more direct app competition like last year."

This year's Appathon is sponsored by Laredo Petroleum, Inc., and Dominos and Fazoli's who are donating food for the event.

For more information about the event or to register, visit <http://ttuappathon.com>.

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News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 18, 2014

CONTACT: Karin Slyker, karin.slyker@ttu.edu
(806) 742-2136

Texas Tech University Engineering New Role Models for Women

Introduce a Girl to Engineering Day is Feb. 20.

Pitch

Engineering may traditionally be a male-dominated field, but Texas Tech University is breaking down gender barriers giving it a [Female Focus](#).

In conjunction with [National Engineers Week](#), Thursday is [Introduce a Girl to Engineering Day](#).

At the [Whitacre College of Engineering](#), female enrollment has risen from 12.9 percent in 2010 to 14.9 percent in 2013, in part through efforts of the following four women.

Experts

[Michelle Pantoya](#), professor and J.W. Wright Regents Chair, Department of Mechanical Engineering, (806) 834-3733 or michelle.pantoya@ttu.edu.

- As co-author of a children's book series, Pantoya engages future generations in the engineering process by showing them how vital the field is to everyday life as we know it.

[Tanja Karp](#), associate professor, Department of Electrical & Computer Engineering, (806) 834-8412 or tanja.karp@ttu.edu.

- Inspiring prospective engineering students through outreach programs, including the [Society of Women Engineers](#) and [GEAR \(Get Excited About Robotics\)](#) for school-aged children.

[Audra Morse](#), associate dean for undergraduate studies and professor, (806) 834-3474 or audra.n.morse@ttu.edu.

- Working in conjunction with [Engineering Opportunities Center](#) to increase visibility and numbers of female students in engineering, from recruitment to job placement.

[Zaida Gracia](#), director of special projects, (806) 834-6184 or zaida.gracia@ttu.edu.

- Developing strategies to shift the ways that females perceive engineering, through outreach and leadership skills training.



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News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 19, 2014

CONTACT: Grace Acuna, grace.acuna@ttu.edu
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Texas Tech Launches Inaugural International Film Series

Texas Tech University will launch the International Film Series (IFS) on Feb. 24 with a free showing of “12 Years a Slave.” The new series replaces the Global Lens Program, which brought international and independent films to the Lubbock community.

“Cinema is a global language that we hope to use as a vehicle to connect people in Lubbock and foster diversity,” said Robert Peaslee, International Film Series coordinator and assistant professor.

The screening will take place at 6 p.m. in Room 281 of the College of Media & Communication building. IFS, a cooperative, campus-wide effort to celebrate the diversity and promote intercultural understanding through the medium of cinema, will have screenings once a month through May.

“Lubbock has a growing cultural community and this series will help open the door for students to explore Lubbock in a different way,” Peaslee said.

IFS is sponsored by the Texas Tech Cross-Cultural Academic Advancement Center, Department of Journalism and Electronic Media, and the Thomas Jay Harris Institute for Hispanic and International Communication.

For more information about the International Film Series visit <https://www.facebook.com/TTUIntlFilmSeries>.

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News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 20, 2014

CONTACT: Karin Slyker, karin.slyker@ttu.edu
(806) 742-2136

Oxy Makes \$1.5 Million Gift to Texas Tech Petroleum Engineering Donation will fund lab to evaluate new oil recovery techniques.

Texas Tech University announced a \$1.5 million gift from Occidental Petroleum Corporation (NYSE: OXY) that will name the Oxy Enhanced Oil Recovery Laboratory in the new Petroleum Engineering Research Building.

“Oxy’s new teaching and research laboratory will allow Texas Tech students to learn how to apply the latest in oil recovery techniques and help to evaluate groundbreaking technologies,” said Al Sacco Jr., dean of the Whitacre College of Engineering. “Given the importance of enhanced oil recovery in today’s petroleum industry, these hands-on experiences will provide students with the insight and tools necessary to continue the dominance of oil and gas production in Texas and the U.S.”

The Oxy Enhanced Oil Recovery Laboratory will allow students and faculty members to review novel techniques and procedures in extracting oil and gas that will significantly improve the economic performance of oil fields. This could lead to an increase in the usage and effectiveness of applications, like CO₂ flooding, to a broader group of reservoirs.

Prevalent in the Permian Basin of West Texas and Eastern New Mexico, CO₂ flooding is a key tool and skill that must be discussed and taught to Texas Tech petroleum engineers in the classroom and laboratory. The Oxy Enhanced Oil Recovery Laboratory will help students know how to choose the right solutions for individual reservoirs and apply them at the right time, an extremely important component in maximizing oil recovery.

“This generous gift will help establish a cutting-edge laboratory at Texas Tech to research and provide the latest skills in petroleum engineering,” said Chancellor Kent Hance. “With \$750,000 in anticipated matching funds from the Texas Research Incentive Program, the impact of this contribution on our students, faculty and the industry strengthens tremendously. We are truly grateful to Occidental Petroleum Corporation and its leadership.”

Occidental Petroleum Corporation is an international oil and gas exploration and production company with operations in the United States, Middle East/North Africa and

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Latin America regions. Oxy is one of the largest U.S. oil and gas companies, based on equity market capitalization. Oxy's wholly owned subsidiary, OxyChem, manufactures and markets chlor-alkali products and vinyls. Oxy is committed to safeguarding the environment, protecting the safety and health of employees and neighboring communities and upholding high standards of social responsibility in all of the company's worldwide operations.

"As an industry leader in CO2 flooding enhanced oil recovery, Oxy is proud to strengthen our long-standing relationship with Texas Tech by helping students develop innovative enhanced oil recovery skills in this impressive, first-class facility," said Bill Albrecht, president, Oxy Oil and Gas, Americas.

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TEXAS TECH UNIVERSITY™

Advisory

FOR IMMEDIATE RELEASE

DATE: Feb. 20, 2014

CONTACT: Callie Jones, callie.jones@ttu.edu
(806) 742-2136

Texas Tech Hosts Sibling Weekend

- WHAT:** Texas Tech University students' siblings of all ages will join them on campus for a weekend of events and celebration.
- WHEN:** Friday-Sunday (Feb. 21-23)
- WHERE:** Various locations on campus
- EVENT:** Students and their siblings will have the opportunity to participate in various events around campus, including activities at the Student Rec Center, Jones AT&T Stadium and the Student Union Building. Participants are invited to the Red Raider baseball game vs. Oral Roberts University and the Lady Raider basketball game vs. Oklahoma State.

A full schedule of events can be found at
<http://www.depts.ttu.edu/parentrelations/resources/SW%20Schedule.pdf>.

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

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News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 20, 2014

CONTACT: Megan Ketterer, megan.ketterer@ttu.edu
(806) 742-2136

Texas Tech's Early Head Start Seeking Donations After Flood

Burst pipe damaged several of the facility's rooms and ruined many donated goods.

Texas Tech University's Early Head Start is seeking donations after its facility recently suffered water damage due to a burst pipe.

The federally funded program is a partnership between Texas Tech and the Lubbock Housing Authority, and is designed to serve families with children between six weeks and three years old who qualify based on income.

The room directly affected by the flood was the Baby Bucks Closet, a room of donated items that is open twice a year to families using the program. The families earn points throughout the year to purchase items from the closet by participating in various activities, such as reading a book to their child at home.

The Baby Bucks Closet is next to where the flood started, so many of the donated items had to be discarded.

"People donate diapers, clothes, toys, strollers; anything donated, we love," said Denise Stovall, Early Head Start director. "We also take monetary donations. We take any item at any time."

Overall, the facility incurred more than \$100,000 in damages, Stovall said.

Donations may be taken directly to the facility at 515 N. Zenith Ave. in Lubbock. For more information, call the center at (806) 765-2737 or visit its [website](#).

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CONTACT: Denise Stovall, director, Early Head Start Program, College of Human Sciences, Texas Tech University, (806) 765-2737 or denise.stovall@ttu.edu.



TEXAS TECH UNIVERSITY™

Advisory

FOR IMMEDIATE RELEASE

DATE: Feb. 21, 2014

CONTACT: Megan Ketterer, megan.ketterer@ttu.edu
(806) 742-2136

Irish Band Performs Free Concert

WHAT: Brock-McGuire Band, an Irish band, will perform in a free concert sponsored by the Vernacular Music Center, the Roots Music Institute, the College of Visual & Performing Arts and the Caprock Celtic Association.

WHEN: 8 p.m. Tuesday (Feb. 25)

WHERE: Talkington Great Hall at The Legacy Events Center (14th Street and Avenue O)

EVENT: The Brock-McGuire Band has visited Texas Tech for a spring concert three previous times. Now the band is coming back to Lubbock and is led by County Clare's Manus McGuire on fiddle and Paul Brock on button accordion. The two are founders and members of bands such as Moving Cloud and Buttons & Bows. They are joined by banjo player Garry O'Meara and pianist Denis Carey. The band also will perform pieces from Anglo-Appalachian, Breton and French-Canadian music as well.

The event is free and open to the public.

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TEXAS TECH UNIVERSITY™

Advisory

FOR IMMEDIATE RELEASE

DATE: Feb. 24, 2014

CONTACT: Megan Ketterer, megan.ketterer@ttu.edu
(806) 742-2136

Texas Tech Music Center Celebrates Mardi Gras

WHAT: Texas Tech University's Vernacular Music Center hosts a 1920-themed Mardi Gras costume party.

WHEN: 7 - 10 p.m. Friday (Feb. 28)

WHERE: Yoga Bean Coffee Shop, 3135 34th St.

EVENT: The 1920s-themed Mardi Gras costume party features live music by a Preservation Hall-style jazz band, a second line parade, an antique car demonstration, dance demonstrations of the Charleston and a raffle for a king cake.

All ages are welcome. Tickets will be sold at the door for \$5 each. Admittance is free with purchase of dinner at The Crafthouse, a gastropub next door.

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News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 24, 2014

CONTACT: John Davis, john.w.davis@ttu.edu
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Texas Tech Professor Discusses Slave Rebellion for African-American History Month

As part of the ICC's African-American History Month celebrations, Texas Tech University's Office of International Affairs and The CH Foundation will host a discussion on the slave rebellion on Saint-Domingue, now known as Haiti, by the university's own Erin-Marie Legacey.

The event begins at 5:30 p.m. Wednesday (Feb. 26) in Room 105 of Texas Tech's International Cultural Center (ICC), 601 Indiana Ave.

Legacey will discuss The Haitian Revolution in Global Perspective. The most successful slave rebellion of its time took place in the French colony of Saint-Domingue and culminated in the creation of the Republic of Haiti. Its impact was felt worldwide, and it received particular scrutiny in the Southern, slave-holding states of the U.S.

"For abolitionists, the Haitian Revolution was a great source of inspiration," Legacey said. "In 1804 Haiti became the first state that was created to explicitly reject slavery. It even inspired conspiracies and slave uprisings in the early 19th-century American South. On the other hand, many southern slave owners were absolutely terrified by the events in Saint-Domingue and seriously feared that the revolution would spread to the American South, particularly after thousands of refugees immigrated to escape the violence in Haiti. For many in this group, the violence that had accompanied the uprising in Haiti was used as justification to maintain the institution of slavery in the South."

Legacey's talk will look at connections between the revolution in Haiti and the Revolution in France that preceded it, and explore the longer-term impact of the Haitian Revolution on Europe and the Americas. She also will situate the events in Saint-Domingue in a broader context by examining the global causes and effects of the Revolution by discussing the relationship between the French and Haitian Revolution and Haiti's influence on 19th century abolitionist movements in North and South America as well as Europe.

“I turned to the History Department’s French historian, Dr. Erin-Marie Legacey, as she was the natural choice to give this presentation examining the connections between the revolution in Haiti and the revolution in France, and its longer term impact on Europe and the Americas,” said Jane Bell, director of the ICC. “A discussion about the Haitian Revolution seemed like a perfect way for the International Cultural Center to celebrate African-American History Month. The events in Haiti had a profound impact on the American mind and were a constant reminder of the possible outcome of any society built on a foundation of slavery.”

The event is free and open to the public. For more information, call (806) 742-2917 ext. 232.

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CONTACT: Jane Bell, director, International Cultural Center, Texas Tech University, (806) 742-3667 or jane.bell@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 24, 2014

CONTACT: Megan Ketterer, megan.ketterer@ttu.edu
(806) 742-2136

Texas Tech Studio Art Seniors Display Artwork

Texas Tech School of Art presents studio work from this year's spring graduating seniors in the "Senior Studio Art BFA Group Show," on display from March 1-11 in the Landmark Arts Studio Gallery.

A reception for the show is from 6 p.m. to 8 p.m. March 1 in the School of Art building foyer. All events and exhibits are free and open to the public.

The group show features work in all media including ceramics, jewelry design and metalsmithing, painting and drawing, photography, printmaking and sculpture.

Gallery hours are 8 a.m. to 5 p.m. Monday through Friday, 10 a.m. to 5 p.m. Saturday and noon to 4 p.m. Sunday. The Art Building is located at 3010 18th Street. On Monday through Fridays, paid parking is available on the fourth floor of the Flint Avenue Parking Facility. Parking is free on weekends.

The exhibitions, speakers and related programs at Landmark Arts and the Texas Tech University School of Art are made possible by grants from the Helen Jones Foundation and The CH Foundation. Additional support comes from cultural activities fees administered through the College of Visual & Performing Arts.

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Feb. 25, 2014

CONTACT: Karin Slyker, karin.slyker@ttu.edu
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Petroleum Engineering Celebrates New Building, Research Laboratories

WHAT: Ribbon-cutting ceremony for the new Petroleum Engineering Research Building

WHEN: 4:30 p.m., Thursday (Feb. 27)

WHERE: Main lobby of the new building is located at 807 Boston Ave., northeast corner of the engineering key.

EVENT: Officials and guests of the Texas Tech University System (TTUS) host a ribbon-cutting ceremony to celebrate the opening of the new Petroleum Engineering Research Building.

Chancellor Kent Hance, President Duane Nellis and Al Sacco, dean of the Whitacre College of Engineering will be among those making remarks prior to the official ribbon cutting. Donors and TTUS officials will then cut the ribbon commemorating the opening of the building.

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TEXAS TECH UNIVERSITY

Web Only

FOR IMMEDIATE RELEASE

DATE: Feb. 25, 2014

CONTACT: Callie Jones, callie.jones@ttu.edu
(806) 742-2136

Siblings Enjoy Texas Tech Together

More than 100 siblings joined their older brothers and sisters who are students at Texas Tech University for Sibling Weekend 2014.

Students and their siblings participated in a host of events featuring the weekend's "Superhero & Sidekicks" theme, including adventures at the Student Rec Center, superhero photo opportunities and a movie viewing of "The Incredibles." Siblings also experienced college life first-hand by attending a class and the Texas Tech baseball and basketball games.

"We had a great turn out this year and had a lot of new participants as well as many returning participants," said Pamela Carrizales, unit coordinator for Parent and Family Relations. "Siblings really had the chance to experience what life is like at Texas Tech and many of them are looking forward to college and becoming a Red Raider. One of the best parts of Sibling Weekend is seeing everyone enjoy the activities and spend quality time with each other."

For Texas Tech graduate student Lauren Zacharias and her little sister Jana of Weatherford, this was the fourth year in a row the duo has attended Sibling Weekend together. Jana, who is in the seventh grade, enjoys spending time with Lauren and experiencing life as a Texas Tech student.

"My favorite part was being able to stay in the dorm with Lauren and getting to see what she does on a daily basis," Jana said. "I actually know what she's talking about when she tells us about her day. "

Lauren agreed, and said she likes having the chance to share her "home away from home" with Jana.

Although the sisters are veterans of Sibling Weekend, the superhero theme and associated events provided a fun new twist.

“My favorite part this year was how there was a theme and that the activities went along with the theme,” Jana said. “The movie night activities and watching ‘The Incredibles’ was great fun.”

The sisters, who have participated in every event during sibling weekend over the course of Lauren’s time at Texas Tech, said the weekend is a welcome occasion to see one another when they wouldn’t normally get to during the semester.

For Lauren, Sibling Weekend is an opportunity for her younger sister to experience college life at Texas Tech.

“I think it is important for Jana to experience what it is like to live on campus – to be able to experience the community feel that comes from living on campus,” Lauren said.

Jana already is excited to be a Red Raider herself one day.

“I think Texas Tech is great school, and ever since Lauren started going there I liked the school a lot,” she said. “As of right now I want to go to Texas Tech; I would love it.”



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Advisory

FOR IMMEDIATE RELEASE

DATE: Feb. 25, 2014

CONTACT: Leslie Cranford, leslie.cranford@ttu.edu
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Texas Tech Hosts LISD AVID Students

- WHAT:** Texas Tech University's College of Education hosts a celebration of 45 Lubbock Independent School District seniors participating in the AVID program.
- WHEN:** 5:30 p.m. Thursday (Feb. 27)
- WHERE:** Frazier Alumni Pavilion
- EVENT:** AVID stands for Advancement Via Individual Determination, a college readiness system designed to prepare all students for enrollment, acceptance, progress and completion in an institution of higher education. The program is designed for students who have the desire and determination to do their academic and personal best as well as to become leaders of a global society.

The 45 AVID high school seniors from Lubbock ISD graduating this spring are the biggest AVID graduating class and will be celebrated at the AVID family night event. Organizers expect 200 – 300 parents and students from grades 3 through 12 in attendance.

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Web Only

FOR IMMEDIATE RELEASE

DATE: Feb. 25, 2014

CONTACT: Callie Jones, callie.jones@ttu.edu
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Texas Tech Invests in Healthy Dining Options

As student enrollment at Texas Tech University continues to grow at a record pace, Hospitality Services has catered, literally, to a growing demand for healthy and dietary-specific menu options at dining locations across campus.

Registered dietitian and Texas Tech alumna Mindy Diller was brought on board in late 2013 to assist Hospitality Services with providing awareness and education for students, faculty and staff with their nutritional and dietary needs, as well as to help expand resources Texas Tech already has in place.

“For us to better serve the campus community, it just makes sense for us to have someone like Mindy in our department,” said Alan Cushman, business manager for Hospitality Services. “We’re really excited to have her in support with Executive Chef Dewey McMurrey.”

Although Texas Tech has increased its healthy food options across campus, many students, faculty and staff are unaware these options exist. Furthermore, many first-year students away from their families for the first time require assistance with healthy eating or finding campus dining options compatible with dietary restrictions.

“Our students’ top three requests are for vegetarian, gluten-free and healthy choices,” Diller said. “Right now we’re reviewing what we currently have in our kitchens and trying to determine which ones are gluten-free or vegetarian, so we can highlight those.”

Although the majority of diners currently live on campus, Cushman said the commuter dining plan is growing and more faculty and staff are looking for healthy options.

“You look across campus and you’ll find there are different communities within our campus,” Cushman said. “We definitely want to make sure the food we’re providing at each location across campus fits every community’s needs.”

Last fall, the dining facility at Horn/Knap was reopened as a Smart Choices dining location, with an increased menu of nutritional and dietary friendly options, including

yogurt-based ranch dressing, daily fresh-made hummus, salmon and made-to-order flatbread pizza.

As students make the transition to college, many find that without high school athletics or mom's cooking, and with the added component of exam stress, weight gain is inevitable unless adjustments are made.

In addition to an expansion of healthy options in the dining facilities, Diller provides hands-on counseling sessions for students. She and the student will go into different dining locations and learn what types of cooking surfaces are safe for specific dietary restrictions or which options encourage weight loss or weight gain.

"Being independent is something that's just part of adult growth and part of the college experience," Diller said. "We have to learn how to be independent with our food choices just like we have to learn to be independent with taking care of our own vehicles and bank accounts. It's just as important, not only for long-term health and success, but for success as students and in the classroom."

Diller and McMurrey will host a series of health and nutrition demonstrations at the Student Recreation Center throughout the semester and other events, including a healthy residence hall room demonstration this week.

"Food carries well into the residence halls and their off-campus environment," Diller said. "Teaching them to be successful no matter what environment they are in is key."

Although dining options can accommodate faculty and staff as well as parents and visitors to campus, Hospitality Services' primary goal is to provide students the best possible options and resources.

"We're here to help students in their educational needs and we're here to help them become adults; that's a big part of what this program and component of Hospitality Services represents," Cushman said. "We are here to help them grow, and how we're educating them is by helping them make the right choices, not only for now but for later in life."

More information about Hospitality Services' Smart Choices program can be found on the [Hospitality Services website](#).

Sidebar

Texas Tech's Feed Your Body and Soul Week is Feb. 23-27 and is designed to encourage healthy attitudes toward body image and overcoming disordered eating. A schedule of events is as follows:

Feed Your Body Fair
11 a.m.-1 p.m. Feb. 25



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Student Union Building CopyMail area

Try Bellydancing!

5:30 p.m. Feb. 26

Student Rec Center, Rm. 114

Movie: Do I Look Fat?

6:30 p.m. Feb. 26

Student Rec Center, Rm. 208

Celebration of Recovery!

7 p.m. Feb. 27

Center for the Study of Addiction & Recovery, Serenity Center



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News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 26, 2014

CONTACT: Leslie Cranford, leslie.cranford@ttu.edu
(806) 742-2136

Expert: Federal Judge Strikes Down Texas Same-sex Marriage Ban

A federal judge today (Feb. 26) struck down a ban on same-sex marriage in Texas, ruling that it has no “rational relation to a legitimate government purpose.” The decision is the latest in a chain of federal and state court moves to overturn current laws forbidding gays and lesbians from legal matrimony.

However, the judge stayed enforcement of his decision, pending an appeal, meaning same-sex couples in Texas, for the time being, cannot get married.

A Texas Tech University School of Law expert can discuss points involved in the debate.

Expert

[Arnold Loewy](#), George R. Killam Jr. Chair of Criminal Law and constitutional law expert, Texas Tech University School of Law; (806) 834-1852, or arnold.loewy@ttu.edu.

Talking Points

- The ultimate decision is months, if not years, in the future.
- The Austin couple, in addition to the obvious equal protection challenge, can challenge the state’s unwillingness to recognize a marriage performed in a sister state.
- One jurisdiction intruding into another was a big piece of last term’s Windsor case, invalidating the Defense of Marriage Act (DOMA).

Quotes

- “My best guess is that ultimately, the Texas limitation on homosexual marriage, in part because it is in the State Constitution, may well be stricken as manifesting excessive hostility to a minority group.”
- “Given the near certainty of appeal, it does make sense for the District Court to stay its decision, because if it is overturned, the status of those married between the decision and the reversal would become an unnecessarily complex question.



TEXAS TECH UNIVERSITY™

Advisory

FOR IMMEDIATE RELEASE

DATE: Feb. 26, 2014

CONTACT: Grace Acuna, grace.acuna@ttu.edu
(806) 742-2136

Jumpstart Celebrates the Birthday of Dr. Seuss

WHAT: Texas Tech University's Jumpstart program provides community celebration in honor of Dr. Seuss' birthday.

WHEN: 11 a.m. Saturday (March 1)

WHERE: Barnes and Noble, 6002 Slide Rd.

EVENT: Texas Tech University's College of Education's Jumpstart program will host a celebration honoring the 110th birthday of Theodor Seuss Geisel.

The event will include a variety of activity booths led by volunteers. Each station will involve a hands-on activity correlating with a book by Dr. Seuss such as *Cat in the Hat*, *The Lorax* and *Exit Station*.

Jumpstart is a national nonprofit organization which trains college students to be paired with preschoolers for one-on-one tutoring in reading skills.

For more information or to volunteer for the event contact Ami Chatrath at amritpaul.chatrath@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. 26, 2014

CONTACT: Karin Slyker, karin.slyker@ttu.edu
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Michael Herd Donates \$1 Million to Texas Tech Petroleum Engineering Gift will fund hydraulic fracturing research laboratory.

Texas Tech University officials announced today (Feb. 26) a \$1 million gift from Michael Herd that will name the Michael Herd Fracturing and Production Laboratory located in the new Petroleum Engineering Research Building in his honor.

As part of the Bob L. Herd Department of Petroleum Engineering, the new laboratory will serve as a cornerstone for the department and help build a state-of-the-art research space to study hydraulic fracturing and production operations.

Michael is vice president of Herd Producing Co., and president of the Bob L. Herd Foundation, which was established by his grandfather, Bob L. Herd, a 1957 Texas Tech petroleum engineering graduate and namesake of the Bob L. Herd Department of Petroleum Engineering. In 2008, the university accepted a \$15 million donation from Bob, resulting in the first academic department to be named at Texas Tech.

“The Herds have been tremendous donors to Texas Tech, and this \$1 million gift from Michael continues a tradition of generous support from a great family,” said Chancellor Kent Hance. “We are truly grateful to Michael and his grandfather for all their contributions to the university’s petroleum engineering program, which are helping expand our research endeavors and graduate the best engineers for a worldwide energy industry.”

The research from this laboratory will be a key component in the economic development of the new shale oil and gas reservoirs, often called unconventional reservoirs. Research in the laboratory will focus on the techniques and process of complex fracturing systems in these newly developing hydrocarbon reservoirs.

In addition, production technology, such as flow assurance, will be studied and optimized. The lab also will allow students to study flow obstructions and methods to optimize production and apply theories of hydraulic fracturing and production operations to real-world applications.

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Michael grew up in Dallas, where he attended W.T. White High School, and graduated from Texas Tech in 2010. While at Texas Tech, he was a member of the Rodeo Team and Sigma Alpha Epsilon. After graduation, Michael moved to Tyler, where he began his career in the oil industry and philanthropy. Michael, along with the Bob L. Herd Foundation, is helping to promote higher education by providing state-of-the-art facilities to provide students the best opportunity for advancement.

“As a graduate of Texas Tech and an independent oil man, I want to make sure our graduates are the most competent and capable individuals ready for the oil and gas industry,” Michael said.

The Herd Department of Petroleum Engineering is one of the largest petroleum departments in the world and is staffed with industry-experienced faculty. The curriculum of the department is focused on production, operations and completion. This educational niche is critical, as Texas Tech is a major supplier of petroleum engineers to the Permian Basin and the energy industry worldwide.

“Michael Herd’s gift will allow our students to study and experience a wide variety of methods of fracturing and production,” said Al Sacco Jr., dean of the Edward E. Whitacre Jr. College of Engineering. “Our graduates have been known for ‘hitting the ground running’ in their careers, and production is one of those areas where Texas Tech graduates excel. Michael’s generous gift will allow us to continue to be leaders in this aspect of energy development. It is gratifying that Michael has followed in his grandfather’s footsteps with substantial support of the college and the department. Once again, our Red Raider alumni continue to help us make the Bob L. Herd Department of Petroleum Engineering one of the best in the nation.”

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CONTACT: Jeff Sammons, director of marketing, Whitacre College of Engineering, Texas Tech University, (806) 742-3451, or jeff.sammons@ttu.edu.



News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 26, 2014

CONTACT: Leslie Cranford, leslie.cranford@ttu.edu
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Texas Tech Raider Red Meats has Best Picks for National Pig Day, March 1 Jalapeño bacon and blueberry sausage are among best sellers.

Started in 1972 by sisters Ellen Stanley, a teacher from Lubbock, and Mary Lynne Rave of Beaufort, N.C., the purpose of National Pig Day, according to Rave is “to accord the pig its rightful, though generally unrecognized, place as one of man's most intellectual and domesticated animals.”

The question of whether the holiday is a time to honor pigs or to appreciate their mealtime offerings (spare ribs, sausage, bacon and ham) is up for discussion.

At Texas Tech, it goes both ways, as the sale of pork products plays an important role in funding various programs in the Department of Animal and Food Science.

“All proceeds generated from the sale of [Raider Red Meats](#) provide funds for judging teams, graduate student research and scholarships for students within the department,” said Tate Corliss, director of Raider Red Meats.

When Raider Red Meats [debuted its blueberry sausage in 2008](#), it was a fairly novel item. Nearly six years later the healthier breakfast meat is in the top three best-selling items on the Raider Red Meats menu and is available in dozens of grocery stores.

However, bacon is unarguably king of morning mealtime. According to Red Raider Meats director Tate Corliss, the number one and two sellers are jalapeño bacon and hickory-smoked bacon, respectively. Peppered bacon also is available.

“We sell about 75 pounds of the sausage a month, as opposed to about 200 pounds per week of just the jalapeño bacon,” Corliss said.

While the blueberry sausage product was developed for its healthy properties – blueberries are a great source of antioxidants – the hottest selling bacon was developed just as a fun flavor and to have something unique, Corliss said.

“The jalapeño bacon was rolled out in about 2010, so it hasn’t been on the market nearly as long as the sausage,” he said. “But anything ‘bacon’ is going to sell well these days.”

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The pork products are available at [COWamongus](#) in the Animal Science Building and at 36 locations of United Supermarkets, including all of the Lubbock stores.

However, Corliss said, not all of the products' fans are local.

“Our alumni take good care of us, as far as buying our product,” he said. “I got a call one day from an alumnus in the Dallas area, thanking me for stocking the jalapeño bacon at the new United location in Dallas. He was truly excited!”

The bacon sells for \$8.49 for a 1.5-pound package. COWamongus is open 8-5:30 Monday through Friday and 10 a.m.-3 p.m. on Saturday.

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CONTACT: Tate Corliss, director, Raider Red Meats, College of Agricultural Sciences and Natural Resources, (806) 742-2804 or tate.corliss@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 27, 2014

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Chairman of Texas Tech's Theater Department Honored by Actors Hall of Fame Group cites education work with Kennedy Center American College Theatre Festival.

The chairman of Texas Tech University's Department of Theatre & Dance recently was honored by the Actors Hall of Fame for his work with the Kennedy Center American College Theatre Arts Festival.

Along with his duties at Texas Tech, Mark Charney also serves as national coordinator for the Kennedy Center's Institute for Theatre Journalism and Advocacy and its Dramaturgy Initiative. He was cited as instrumental in furthering education and embodying the mission of the Actors Hall of Fame: to educate, to inspire and to connect.

"This came as a total surprise, honoring me for my dedication to students and education and my two decades of work in that direction," Charney said. "It was a lovely moment, and it also was quite an honor to be recognized by such an incredible group of artists. I appreciate the Actors Hall of Fame because they have an educational mission, unlike most halls of fame. CEO Rusty Citron has a vision that includes collaborating with Texas Tech. I am especially proud to create opportunities for my students."

Charney said he has championed criticism throughout the U.S. through the Kennedy Center, and he created the new Institute for Theatre Journalism and Advocacy, revising the National Critics Institute.

He's worked with theater critics across the country, including Bob Mondello from NPR, Michael Feingold from The Village Voice, Nelson Pressley from The Washington Post and Peter Marks, from The New York Times and The Washington Post.

"I believe that any good chairman needs to look for national opportunities for his or her students, and this sort of induction with a hall of fame interested in education should help to get my students acting and directing for film and television in the future," Charney said. "That's exciting. And, of course, to be honored in the same evening with folks like Meryl Streep, Robert DeNiro, Olivia de Havilland, among others, is a huge honor I won't soon forget."

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Charney hails from South Carolina and Clemson University, where he worked as chairman of English and director of theatre, among many other administrative offices. Raised in a mill town in South Carolina, Charney attended Clemson University for his bachelor's degree, the University of New Orleans for his master's degree and Tulane University for his doctorate.

Carol Edwards, dean of the College of Visual & Performing Arts, said Charney's recognition is a reflection of his desire to make a difference in this world through engaging others in understanding the human condition through the arts.

"This national award brings significant recognition to Texas Tech of the type of student-focused education that our students receive - contemporary, relevant, engaged learning," she said. "Indeed, the highest praise for educational excellence."

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News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 27, 2014

CONTACT: Karin Slyker, karin.slyker@ttu.edu
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Petroleum Engineering Celebrates Ribbon Cutting for New Building, Laboratories Terry Fuller Petroleum Engineering Research Building is entirely donor funded.

The Bob L. Herd Department of Petroleum Engineering today (Feb. 27) celebrated the completion of its new \$22.8 million research facility with a ribbon-cutting ceremony, merging technological advancement with the excitement of future generations.

Funded entirely by industry and private contributions, the Terry Fuller Petroleum Engineering Research Building is named in recognition of lead benefactors and Texas Tech University graduates, Terry and Linda Fuller of Frisco, Texas, following a long-standing practice of honoring donors who contribute more than half the construction costs of a new building.

“Texas Tech’s Petroleum Engineering Department is one of the best in the country and now is home to one of the best facilities in the country as well,” said Chancellor Kent Hance. “Thanks to so many alumni, friends and donors, this state-of-the-art building is not only a beautiful addition to our campus, but also will allow us to educate more students, expand research efforts and make an even bigger impact on the petroleum energy industry.”

The primary goal of the new building is to provide a facility that integrates formal teaching environments with hands-on practical applications using cutting-edge research facilities and techniques. It houses 42,000 square feet of modern classroom and research space, and sets the national benchmark for petroleum educational facilities.

“Ever since I started teaching at Texas Tech, I have dreamed of a facility that would allow me to teach from a visual aspect,” said Marshall Watson, chair of the Herd Department of Petroleum Engineering. “I wanted so much to bring to the class what I’ve done in the field for the last 30 years. This new facility fulfills that dream.”

Some of the highlights of the modern facilities include smart classrooms, state-of-the-art integrated research and teaching laboratories, and collaborative student study areas, which will keep Texas Tech students and faculty on the leading edge of petroleum engineering techniques and innovations. Additionally the increased space of the building will accommodate anticipated departmental growth for years to come.

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There also is a new contribution to the Public Art Program, located in the courtyard to the south.

The new Terry Fuller Petroleum Engineering Research Building features a unique cluster of laboratories. Through a tight integration of these areas, a systems approach will be taken in petroleum engineering education that covers the entire spectrum of exploration and production, including business profitability analysis. Key courses in the new facility will address responsible and efficient use of water.

“The building is a testament to Texas Tech’s commitment to expanding petroleum engineering research,” said M. Duane Nellis, Texas Tech University president. “Together with this facility and its technology, the Herd Department of Petroleum Engineering will continue to lead the way, graduating top-quality engineers and sending them to meet the worldwide demands of the industry.”

The Herd Department of Petroleum Engineering is one of the largest petroleum engineering departments in the world and is staffed with industry-experienced faculty. The department’s curriculum is focused on production, operations and completion. This educational niche is critical, as Texas Tech is a major supplier of petroleum engineers to the Permian Basin and the energy industry worldwide.

At the request of donors, one of the building’s classrooms will be named the Herald Winkler Auditorium. The classroom honors Professor Emeritus Herald Winkler, known to students and colleagues as “The Wink,” who served as professor and chairman of the Herd Department of Petroleum Engineering from 1970 to 1985.

“The Terry Fuller Petroleum Engineering Research Building will help prepare our students to be at the forefront of production engineering and will produce future energy leaders for the state of Texas and the world,” said Al Sacco Jr., dean of the Whitacre College of Engineering. “I cannot thank our friends and alumni enough for their foresight to provide us with the support to make this building and this approach to engineering education possible.”

About the Fullers

Terry Fuller is CEO, president and founder of Phoenix PetroCorp, an independent oil and gas production and operating company headquartered in McKinney, Texas. He graduated from Texas Tech University in 1977 with a Bachelor of Science in petroleum engineering, and is married to Linda Schlinkman Fuller, who received her bachelor’s degree in English from Texas Tech University.

Terry Fuller was selected as a member of the Academy of Petroleum Engineers by the Herd Department of Petroleum Engineering in 2009 and named a Distinguished Engineer by the Whitacre College of Engineering in 2011. He serves as chairman of the board of



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directors for the Texas Tech Foundation, a non-profit organization that supports and promotes the Texas Tech University System and its universities.

Longtime supporters of their alma mater, the Fullers have established a scholarship endowment in every college and every sport at Texas Tech University. The couple has been recognized for their lifetime contributions with membership in La Sociedad de la Espuela (The Spur Society), the Engineering Key Society and the Athletic Hall of Legacy.

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News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 27, 2014

CONTACT: Megan Ketterer, megan.ketterer@ttu.edu
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Texas Tech Graduate Student Showcases Artwork

The Texas Tech University's School of Art presents "I was Hidden from Own Sight: Paintings by Yasaman Moussavi," an exhibition of works by Texas Tech master's of fine arts candidate Yasaman Moussavi.

The exhibition is on view from 6 to 9 p.m. March 7 as part of First Friday Art Trail in the School of Art Satellite Gallery at CASP/LHUCA. The exhibit also is on view from 1 to 5 p.m. March 8.

Moussavi's artwork utilizes drawing and large-scale oil painting to find subjectivity in the human experience and explore a reality often concealed. Moussavi creates self-portraits in which she is situated in a reality that is both familiar and beyond observable experience. From Iran, she uses everyday objects rooted in Persian culture and is inspired by vibrant patterns and colors of Iranian carpets and tiles.

The Texas Tech Satellite Gallery at LHUCA is located at 1108 Fifth Street. Gallery hours are 1 to 5 p.m. on Saturdays.

The exhibitions, speakers and related programs at Landmark Arts and the Texas Tech University School of Art are made possible by grants from the Helen Jones Foundation and The CH Foundation. Additional support comes from cultural activities fees administered through Texas Tech's College of Visual & Performing Arts. Support for Satellite Gallery exhibitions comes from the Ryla T. & John F. Lott Endowment for Excellence in the Visual Arts, administered through the School of Art.

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Feb. 28, 2014

CONTACT: Callie Jones, callie.jones@ttu.edu
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Check with Tech Chess Challenge

WHAT: The Texas Tech Chess Program hosts Check with Tech Chess Challenge, an Individual and Team Scholastic Championship, with rated and unrated sections. There is also an Open Section for adults.

WHEN: Registration begins at 9 a.m. March 1 (Saturday). The awards ceremony begins at 3 p.m.

WHERE: Monterey High School, 3211 47th St.

EVENT: Games are played in seven separate sections: Primary & Elementary (K-5), Middle School (K-8), High School (K-12) (no USCF membership required) and three rated "Championship" sections (USCF membership required): K-5, K-8, K-12 and Open (available to adults). There is a total of 30 minutes maximum per player per game.

Boards and sets are supplied.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 28, 2014

CONTACT: Chris Cook, chris.cook@ttu.edu
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Texas Tech Graduates Among Least Average Debt Leaders

Students at Texas Tech University are incurring a low average debt load upon graduation, according to the February issue of Kiplinger's Personal Finance.

"The leadership at Texas Tech University has done a wonderful job of being mindful of higher education costs," said Mickey Long, chairman of the Texas Tech University System (TTUS) Board of Regents. "The national dialogue surrounding the rising cost of higher education will remain, and we (Board of Regents) will continue to provide the necessary support to our institutions moving forward."

Kiplinger assesses quality according to a number of measurable standards, including the admission rate, percentage of students who return for sophomore year, student-faculty ratio and four-year graduation rate. Cost criteria include low sticker prices, abundant financial aid and low average debt at graduation.

Among the top 100 "best value public colleges" listed, Texas Tech is 11th in the group in students graduating with the least average debt at just more than \$18,000.

"Texas Tech University has been diligent in its efforts over the last several years to maximize resources and identify strategies to keep costs low, while not affecting the overall academic experience," said M. Duane Nellis, Texas Tech University president. "We are proud of this designation and honored to be among the national leaders in least student debt."

Since 1998, the rankings have recognized four-year schools that combine outstanding education with economic value. Texas Tech is ranked 87th this year, marking the second time it has made Kiplinger's list. The school was ranked 98th in 2003.

U.S. News & World Report also ranked Texas Tech among the top 30 nationally each of the last two years for students graduating with the least debt.

"An important priority of the Texas Tech University System and its component institutions is remaining ever cognizant of the effects of higher education costs on students and their families," said John Steinmetz, TTUS Board of Regent member and chair of the audit and finance committee. "By making the cost of higher education a focal

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point for the board, we hopefully can assist in alleviating students' concerns and help direct their full attentions on their education."

In addition, the university announced last May it would maintain current tuition and mandatory fees for the 2013-14 academic year, marking the first time since 2008 tuition has not increased.

Maintaining current tuition numbers, when combined with the slight 1.95 percent increase in 2012-13, reflects the lowest biennia increase in school history. Tuition and mandatory fees for the 2013-14 academic year are \$7,517 for 24 credit hours, which is equivalent to what undergraduate students paid during the recent academic year. Additionally, fees for parking, housing and board remained the same.

"We strive to provide our students with a solid education and the financial support needed, so they are not crippled with staggering debt after graduation," said Chancellor Kent Hance. "Twice in the past seven years we have not increased tuition, fees and housing rates at Texas Tech. This effort combined with financial aid and scholarships allows our graduates to hit the ground running in their professional careers."



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Advisory

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DATE: Feb. 28, 2014

CONTACT: Lauren Kozlovsky, lauren.kozlovsky@ttu.edu
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Texas Tech Raider Roadshow Heading to Houston

- WHAT:** 2014 Raider Roadshow
- WHEN:** 2:30 p.m. Sunday (Mar. 2); check-in is at 1:30 p.m.
- WHERE:** Westin Galleria, 5060 W. Alabama St., Houston
- EVENT:** Texas Tech University deans, associate deans, faculty and staff representing more than 100 academic colleges will attend the Raider Roadshow. Current students also will be available to talk about their experiences and what it's like being a Red Raider.

The event is open to anyone wishing to learn more about Texas Tech, including:

- high school underclassmen exploring their futures
- high school seniors needing to complete an application
- admitted and transfer students who want to attend information sessions
- parents seeking more information, who also will get the chance to meet other parents of Texas Tech students

Check-in begins at 1:30 p.m. followed by a welcome ceremony from the Office of the President. During the event, visitors will have the opportunity to meet with admissions, campus life, financial aid, scholarship, housing and hospitality, and academics to learn more about their future at Texas Tech.

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News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 28, 2014

CONTACT: Callie Jones, callie.jones@ttu.edu
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Tickets on Sale for Texas Tech University Press Literary Lubbock Benefit

The event features authors and local wines.

Tickets are on sale now for the 12th annual Literary Lubbock, an evening with authors and Texas Tech University Press (TTUP). Authors of six recently published TTUP books will share their stories during the benefit, which features local wines and a signature dinner created by L.E. Anderson of Honeychild Catering Solutions. The event benefits the Grover E. Murray Studies in the American Southwest, a TTUP book series honoring Texas Tech's former president.

Literary Lubbock, emceed by Lubbock writer and musician Andy Wilkinson, begins at 5:30 p.m., May 1, with a reception and book signing at The Legacy Event Center in downtown Lubbock.

"Literary Lubbock is a wonderful evening for book lovers," says TTUP Editor-in-Chief Joanna Conrad. "Not only is the menu superb and the venue beautiful, guests are given a rare opportunity to meet and visit with our published authors. It is a perfect event for an aspiring writer, an avid reader or anyone who wants to support letters and culture in our Lubbock community."

Tickets, \$65 for individuals and \$520 for a table of eight, may be purchased by calling (806) 742-2982. The deadline for reservations is April 25. Seating is limited, and early reservations are encouraged. Sponsorship tables also are available.

The books and authors to be featured are

- "Accused American War Criminal," by Fiske Hanley, II
- "The Fifth Season: A Daughter-in-Law's Memoir of Caregiving," by Lisa Ohlen Harris
- "Hog's Exit: Jerry Daniels, the Hmong, and the CIA," by Gayle L. Morrison
- "Remembering Bulldog Turner: Unsung Monster of the Midway," by Michael Barr
- "Seat of Empire: The Embattled Birth of Austin, Texas," by Jeffrey Stuart Kerr
- "Silent We Stood," by Henry Chappell

All authors are available for media interviews. More information on the books and authors is available at www.literarylubbock.org.

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All featured books will be available for purchase at a 30 percent discount.

For more information on sponsorship or to reserve tickets, contact Texas Tech University Press, (806) 742-2982.

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Web Only

Introducing a Girl to Engineering Day **By Lauren Kozlovsky**

Engineering may traditionally be a male-dominated field, but Texas Tech University is breaking down gender barriers and giving it a female focus. In conjunction with National Engineers Week, today (Feb. 20) is Introduce a Girl to Engineering Day.

At the Whitacre College of Engineering, female enrollment has risen from 12.9 percent in 2010 to 14.9 percent in 2013, in part through efforts of the following four women.

Audra Morse

Title: Associate dean for undergraduate studies and professor

Education: Bachelor of Science in environmental engineering; master's of environmental engineering; doctorate in civil engineering, Texas Tech

What inspired you to become an engineer?

A mentor at church suggested environmental engineering based on my favorite subjects in school, chemistry and biology, and an appreciation of math as a tool in my toolbox. My dad was a safety engineer.

How important is “Introducing a Girl to Engineering Day”?

Very important. We've been working in the College of Engineering to present the “softer” side of engineering to prospective students using new recruiting material. I believe viewing engineering from the female perspective as well as highlighting our fabulous female engineering role models is essential in converting “Introduce a Girl to Engineering Day” into a future female engineer.

What advice would you give to aspiring female engineers?

You can do it. Women are just as capable at succeeding in math and science as men are. Don't be afraid to ask ‘why?’ Maybe no one has ever thought to ask why before and there are great male and female role models to follow. Work hard and be yourself.

Michelle Pantoya

Title: Professor and J.W. Wright Regents Chair

Education: Bachelor of Science and master's in aeronautical engineering; doctorate in mechanical engineering, University of California

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What inspired you to become an engineer?

My father and all his creative pictures of outer space. He showed me “concept sketches” of projects he was working on during the Apollo projects and I was hooked. I went to a few air shows in San Diego and the fighter jets were the most impressive things I’d ever seen. I had to learn more about aeronautics and space; it was all just too exciting to pass up.

How important is “Introducing a Girl to Engineering Day”?

It is very important to introduce girls to what engineering and technology really are about. Kids think technology is something you plug into the wall, but there is far more than that to technology. Engineers use science and math to improve or make new technologies, things that solve a problem or fill a need. There is a little engineer in all of us. The creativity that is engineering comes from without our spirit and expressions, and girls have a lot to offer on that note.

What advice would you give to aspiring female engineers?

Keep a positive attitude and stay focused. There are a lot of hardships you will face along your path, but you can overcome all these obstacles with an attitude of persistence and perseverance. Don’t give up on your goals because a meaningful rewarding profession will keep you happy in all parts of life.

Zaida Gracia

Title: Director of special projects; female engineers outreach

Education: Bachelor of Science in mathematics, Universidad del Sagrado; master’s in science in mathematics, Michigan State University; currently working toward doctorate in higher education leadership, Texas Tech

What inspired you to become a mathematician?

I studied mathematics because I love the way nature can be modeled using an abstract language. It allows me to translate a real situation into a mathematical model and develop solutions to the model that will translate to solve the actual situation.

How important is “Introducing a Girl to Engineering Day” to you?

FLARE, female leadership, attraction and retention in engineering, was developed to increase women enrollment in the College of Engineering. “Introduce a Girl to Engineering Day” is part of a great example of an activity that contributes to shift the perception of engineering, send the message that engineering is a great option for women, bring the opportunity to help the community and bring solutions for real life situations.

What advice would you give to aspiring female engineers?

Engineering is for you, you can do it and you will not be alone. You will graduate to start a career with a competitive salary and you will be able to find the balance between your personal and professional life as well.



Tanja Karp

Title: Associate professor

Education: Master's and doctorate in electrical engineering, Hamburg University of Technology, Germany

What inspired you to become an engineer?

As a high school student, I really enjoyed math and physics. I was looking for a career that included both subjects and provided the opportunity to work in industry and to design products that improve life quality. As a high school senior, I attended a university day that was particularly held for young women interested in engineering. I talked to first-year female engineer students to hear their point of view about this field of study. Both experiences encouraged me to pursue my studies in electrical engineering.

How important is “Introducing a Girl to Engineering Day”?

Engineers are oftentimes the invisible workforce whose achievements everyone tends to take for granted: mobile connectivity through cell phones, constant increase of capabilities in medical equipment, intelligent cars, safe transportation infrastructure with smart traffic lights. Without an active effort to introduce the young generation to engineering, they might not be aware of this career option. Most incoming engineering students have some personal connection to a professional engineer who influenced them in their career choice. Events like “Introduce a Girl to Engineering” or engineering outreach events like Get Excited About Robotics (GEAR) or BEST (Boosting Engineering, Science and Technology) robotics offer a connection to the profession, its importance in shaping the society we live in, and to build connections with engineers or engineering students. Women are still an underrepresented group in engineering and encouragement to consider this career field and the connection to role models can play an important role in increasing the number of female engineering students.

What advice would you give to aspiring female engineers?

Go for it and don't let the guys intimidate you! Many of the young women who enroll in engineering majors oftentimes graduate among the top of their classes and it does not take any special superpower to do so.



Web Only

Schovanec Interview By Lauren Kozlovsky

Lawrence Schovanec joined the Texas Tech University faculty in 1982. More than 30 years later, he is provost and senior vice president for the university.

It's been a long journey for the Oklahoma native, who has served many roles during his three decades on campus. He served as interim provost for seven months before officially taking over the role on Jan. 1. Before that, he served for nearly a year as interim president and two years as dean of the College of Arts & Sciences. He also served as interim dean of the college from September 2008 through May 2010 and as chairman of the Department of Mathematics and Statistics beginning in 1998.

Schovanec earned his doctorate in mathematics from Indiana University, his master's degree from Texas A&M University and bachelor of science degree from Phillips University. He has received the President's Excellence in Teaching Award and is a member of the Texas Tech Teaching Academy.

What are your goals as provost?

Of course the strategic planning for the university has been put in place for three years, but the president has his own emphasis on certain aspects of that plan, so I support his initiatives. It's natural for me to do that because they relate to student success, academic quality and reputation, and growing research.

But we're putting a greater emphasis this year on starting with student success. Last week I spoke with all the advisors on campus, and we're going to improve our retention and graduation rates. And I've made this comment several times, that when you look at the quality of Tier One schools, it's not all about what the faculty do, it's about your student population and success. So we're going to pay a lot of attention to enhancing student success as it reflects in graduation rate and retention.

I will work very closely with the new vice president for research to build scholarships, scholarly activity and research funding. That's a high priority for Texas Tech, especially for federal and external support.

Within the initiative to grow enrollment there's going to be a greater emphasis on increasing our international population, so I've appointed a new associate vice provost for international affairs. We're also going to be expanding our presence in terms of online delivery. I've appointed a new vice provost who will be overseeing that initiative, and so

within the general strategic priorities for the university, those are going to be the general things we'll be focusing on.

What did you learn during your time as interim president?

Well, a lot. I was surprised by who I had to spend so much time with in that role; the CFO and I would communicate quite a bit, the athletic director, obviously the chief of staff, the Board of Regents and also, because we were in a legislative session, we made a lot of trips to Austin. That enabled me to meet a group of people that I wouldn't have had the opportunity to interact with, and they were all very impressive, successful people. Even in the short time I dealt with the presidents in the Big 12 Conference, I was very impressed by all of them. I have the highest opinion of how Kirby Hocutt manages the athletic program and all the other people that support him. And the Board of Regents, you really realize they know a lot of what goes on in this university, and you really appreciate what they do.

What has been your favorite part as a faculty member, dean, president, and now provost?

I would say as a faculty member and as a chair one of the best parts of the day was teaching and also having some success in your research. I'd never envisioned that I would not be doing the things I did in my first year. As dean, what was really new was dealing with the alumni; you really see what wonderful alums Texas Tech has. And when you make calls as a dean, you're calling on people who are pretty successful, so it was inspiring. In the president's role, it was great to see how Texas Tech is valued statewide and, again, how the alumni care about the university. In this role you're more into the weeds and you get a real sense of accomplishment and, again, you can enable people's success but you're also dealing with so many competing interests. It's sometimes frustrating when you know you can't do all you'd like to do. You have to manage expectations and you have to establish certain standards, and I think people want that. They want to know there's accountability, but they want a reward system as well.

What has made you stay at Texas Tech?

That's interesting because anybody who gets into administration is going to be contacted by many other schools about opportunities. But first of all I like it, I like Texas Tech; I like Lubbock. I remember one time there was a school in San Diego that wanted me to go out there and look at an administration position, and I asked my wife 'what do you think about living in San Diego?' and she said 'go ahead and do it, it's not a bad commute.' So, we're not going anywhere.

I've never seen a place that has so much upside as Texas Tech. You really get a sense of Texas Tech's growing reputation, and we're becoming a hot brand in Texas and nationally. You're seeing more and more visibility of the university.



Web Only

Student Spotlight: Athlete Succeeds in More Ways than On **By Megan Ketterer**

For a Texas Tech University student-athlete, success starts with having the right mindset.

Jorge Garcia, a senior industrial engineering major from Tampico, Mexico, is a shot put national champion in his native country, but for him success is measured beyond the ring.

“To be a good athlete, I have to be a good student also,” Garcia said. “If an athlete is failing, their mind is not in the right place during practice, and if they aren’t practicing well, then their mind is not right during school.”

He began competing in 2004, and two years later he won the Mexico national championship and held the national record. He was named national champion again when he turned 21.

When Garcia competed in the world championships, he said he realized he still had work to do to be the best in the world.

“I will never forget the first time I won nationals,” he said. “It feels nice to know that I won, but then my mindset changed. When I went to my first international event I realized I wasn’t the best of the best. I stopped thinking nationally and started thinking internationally.”

Garcia learned about the NCAA at an international track meet through another student-athlete at Arizona State University while Garcia attended Tecnologico de Monterrey in Mexico. Shortly after, his recruiting process began and Texas Tech reached out to him.

When Garcia first arrived in Lubbock, he said he hardly spoke English and it took time to learn American culture and traditions.

“The process was different for me than for many other student-athletes,” he said. “For many of my teammates it was coming to college and competing nationally, but for me it was going to college in Mexico, then qualifying for the world championships, and then coming here. I’ve come a long way.”

Garcia said it is this mindset that makes him different than some of his peers. Despite the cultural differences, he has learned how to be a better athlete because of his training, coaches and teammates.

Before he competes he is excited, but as he steps into the ring, he calms himself to make sure he executes the right movements.

“It’s about being patient, which is an entirely different mindset from Mexico,” Garcia said. “Here, everything changes. Division I NCAA is the best track and field in the world.”

Because it is Garcia’s last year as a student-athlete, he said he is more motivated than ever to qualify for nationals and represent Texas Tech and Mexico. In November, he will compete in the Central American Championships and then begin his professional life in industrial engineering.

What is your favorite memory at Texas Tech?

My first day of school.

Who is your favorite professor?

Milton Smith, who taught me Operations Research II in the fall of 2013.

What is your favorite spot on campus?

The “bubble” (Athletic Training Center) because I am always there. I laugh there, cry there, sweat there.

What is your favorite Texas Tech tradition?

When the track team always eats meals together after every meet.

What do you love most about being a Red Raider?

Lubbock loves Red Raiders. It motivates me.

What is your favorite Texas Tech memorabilia?

My red track competition outfit, because it fits me well and it looks really formal.



Web Only

Student Spotlight: Snowboarder Dreams of Olympics **By Megan Ketterer**

A Texas Tech University student plans to hit the slopes and compete against professional snowboarders in the 2022 Winter Olympics, but for this year's games he plans to watch from a distance.

"I know I can make history by becoming the first Olympic snowboarder from Texas," Austin Nettleton said. "I plan on making that happen."

The senior public relations major from Queens City said he began snowboarding at nine years old. His father took him to Ski Apache in Ruidoso, N.M., where he first learned the sport.

"The moment I stepped into those bindings, I fell in love with the sport," he said. "I didn't want to give it up, and that's when my addiction to snowboarding began."

As Nettleton continued to snowboard, he dreamed of becoming an Olympic snowboarder, but never thought he would have the opportunity to make it a career.

It wasn't until the spring of 2013 when the doors to his competitive career opened when he registered for the United States of America Snowboard Association Southwest Freeride Series Boardercross Regionals.

In December 2013, Nettleton was given the opportunity to train in Canada with John Shelly, a former International Ski Federation (FIS) World Cup pro snowboarder, who competed for five years with the New Zealand National Snowboard Team. Nettleton also trained with David Hugill, a FIS coach and retired professional freeride snowboarder. Both have coached snowboarders who competed in the Winter Olympics.

Nettleton was never coached in snowboarding before, so he was unsure of what to expect. However, he knew he was training with elite coaches after his first day snowboarding.

"Coach Shelly spent a lot of one-on-one time with me, transforming me from an average snowboarder to a snowboarder who could race and compete at the highest level," he said. "I literally had to relearn how to snowboard, and it was incredible."

Nettleton said Shelly told him if he continued to work hard and develop skills at his current pace, it was possibility for him to compete in the 2022 Winter Olympics.

For now though, Nettleton said he will root for his role model Nate Holland, a U.S. snowboarder competing for his first gold medal.

And in a few years, Nettleton could be competing alongside his role models.

“I take notes and study how the snowboarders race, their form and every detail that would help me,” he said.

What is your favorite memory at Texas Tech?

It is a three-way tie with my trip to Breckenridge, Colo., with Texas Tech Ski and Snowboard Club during the 2013 winter break; when Josh Abbott sang “Fight, Raiders Fight” at Jones AT&T Stadium; and when I led the men’s basketball team onto the court during a game in spring 2013.

Who is your favorite professor?

I’ve had incredible professors during my time at Texas Tech so I can’t pick just one. I’ve enjoyed Chris Cook, Alan Abitbol, Glenn Cummins, Bill Dean, Eric Rasmussen and Justin Keene.

What is your favorite spot on campus?

The College of Media & Communications building.

What is your favorite Texas Tech tradition?

Throwing tortillas during football games, the Raider Power chant and the Masked Rider leading the football team onto the field.

What do you love most about being a Red Raider?

The sense of family I have here. Every time there’s a football game on, I log on Twitter and see fellow Red Raiders cheering on our sports teams, no matter the score. Everyone cheers each other on no matter what they’re going through.

What is your favorite Texas Tech memorabilia?

My Texas Tech American flag. It is hanging up in my apartment, so it is the first thing anyone sees when they walk in.

Olympic Sidebar

Jordan Malone graduated from TTUISD in 2008 and will compete in Short Track Speedskating with Team USA in the 2014 Winter Olympics. In the U.S. Olympic Trials, Malone finished third in the 500m and fifth overall. Malone won bronze in the 2010 Olympic relay. This will be the last time Malone competes in the Olympics.

TTUISD is an online accreditation program at elementary, middle or high school levels to earn a TTUISD diploma.



TEXAS TECH UNIVERSITY

Office of Communications and Marketing

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Web Only

Student Spotlight: Wendy Acosta Quintero **By Lauren Kozlovsky**

Growing up in Colombia, Wendy Acosta Quintero often heard about Texas Tech University from her father, who came to campus in 1984 as an exchange student pursuing his master's degree in education.

When the family moved to the United States in 2003, her father couldn't wait to show them the university he came to love.

"When we moved, we planned a trip to the Grand Canyon and passed through Lubbock because my dad wanted to see how much Texas Tech changed over the years," Wendy said. "As he showed my family and me around campus, he told us stories about his experiences at the university."

Wendy followed her father's footsteps and recently graduated from Texas Tech in 2013 with her bachelor in environmental engineering. She is currently a graduate student at Whitacre College of Engineering working toward her master's in environmental engineering.

"I remember seeing pictures and anecdotes from my father's time in the United States," said Wendy, who is originally from Valledupar, Cesar, Colombia. "It was exciting to visit Lubbock with my family after already knowing so much."

Not only did she come to Texas Tech because of her father's past experience, but also because of her major. Passionate about nature, Wendy knew she wanted to solve problems and make a difference in the world.

"There are very few schools that offer the opportunity to study environmental engineering as an undergraduate student, which is why Texas Tech was the perfect place for me," she said. "The university has many resources and research opportunities for students to be involved."

Keeping close to her Colombian roots, Wendy joined Unidos por un Mismo Idioma, a Texas Tech student organization, that connects students from Latin America. She is also a student ambassador for the College of Engineering.

"It has been hard being away from home, but the student body is very diverse, which has helped me learn more about different cultures," Wendy said. "Being involved has helped me create great relationships with people in many of the departments here at Texas Tech, and the friendly faculty have made it very welcoming."

After graduation, Wendy wants to start her career in the United States with her family who currently live in Houston and, eventually, start traveling overseas to practice her profession abroad.

“My time at Texas Tech has been a memorable experience that I will carry in my heart forever; but I do hope to go back to Colombia to be closer to my people and culture that I love,” Wendy said.

Is there a professor or someone who has helped make this a memorable experience?

The College of Engineering faculty and staff as a whole have played a huge role in my success here at Texas Tech.

What is your favorite spot on campus?

Student Recreation Center

What is your favorite Texas Tech Tradition?

Carol of Lights

What do you love most about being a Red Raider?

The network and meeting other Red Raiders outside of Lubbock.

What is your favorite Texas Tech memorabilia or article of clothing?

A huge “Double T” pillow my mother gave me.

What advice would you give to a current Texas Tech student?

Take advantage of every resource and opportunity available to you.



Web Only

Texas Tech Alumna Interns at Paramount Pictures

By Lauren Kozlovsky

Known as the entertainment capital of the world, Hollywood is where dreams are made. For a recent Texas Tech University graduate, America's oldest running movie studio is where her dream started.

Katie Pfister, public relations alumnae from the College of Communications and Media, left Lubbock shortly after graduating in December and ventured to California for an internship with Paramount Pictures.

"I've always been interested in the entertainment industry and when I heard about this internship with Paramount Studios, I knew I had to apply," Pfister said. "I sent in my application and resume, then got an interview that led me to getting hired."

Founded in 1912, Paramount Pictures is a global producer and distributor of film and television entertainment. It has produced blockbuster hits such as "Titanic," "Indiana Jones" and "Grease," as well as produced hit television shows such as "Cheers," "Frasier" and "Criminal Minds."

Pfister is working with one of the seven production teams for the Dr. Phil show, which in its 12th season, is the number one daytime television show. Some of her behind-the-scene duties include researching, coding and making accommodations for guests on the show.

"Basically, I find people with interesting stories by reading through plugs sent to our website, as well as my own outside research," Pfister said. "Once an idea is nailed down, I do more research about that specific topic and find the right story with different angles that would be good for the show."

Pfister does more than office work; she also gets hands-on set experience.

"I get the guests to wardrobe, hair and makeup and then prep them before showtime to calm their nerves and reiterate what they need to talk about," she said. "After that, I get to watch the live taping of the show and that's my favorite part of the job because it's really exciting to see all the work we have done as a team come together."

Pfister also gets to have a round-table discussion with Dr. Phil McGraw and the rest of the production team and help plan for upcoming shows.

“I don’t think a lot of people know how much actually goes into producing a television show of this magnitude,” Pfister said. “It is fast-paced, exciting and a lot of hard work all at the same time.”

Pfister is thankful for everything she has gained from this experience and is ready to enter the workforce after her internship ends this spring.

“I never would be where I am right now to follow my dreams if it weren’t for the professors at Texas Tech that prepared me for life after college or my parents who have supported me through it all,” she said.

What is your favorite spot on campus?

The Recreation Center.

What is your favorite Texas Tech Tradition?

Carol of Lights during Christmas time.

What do you love most about being a Red Raider?

Running into other Tech alumni all over the state of Texas.

What is one word you would use to describe yourself?

Vivacious.

What is your favorite Texas Tech memorabilia or article of clothing?

A dark red leather wrap bracelet my little sister Emily gave me.

What advice would you give to a current Texas Tech Student?

Take advantage of every resource and opportunity available to you.



Web Only

Texas Tech Offices Win 22 ADDY Awards By Megan Ketterer

The Lubbock chapter of the American Advertising Federation recently announced the winners of the 2014 ADDY Awards.

Collectively, eight offices at Texas Tech University were awarded 22 ADDY Awards at the ceremony:

Office of Communications and Marketing

- Gold ADDY Award in Single Platform, Consumer for Long Live the Matadors – Allison Matherly, coordinator of digital engagement; and Matt Simmons, multimedia designer
- Gold ADDY Award in Photography, Color for Will Rogers – Ashley Rodgers, university photographer
- Silver ADDY Award in Campaign for Instagram Photo A Day – Allison Matherly, coordinator of digital engagement; and Melissa Padilla, graphic design intern
- Silver ADDY Award in Annual Report for President's Annual Report 2012 – Matt Simmons, multimedia designer; Michelle Hougland, assistant managing director; Chris Cook, managing director; and Patrick Gonzales, associate director
- Silver ADDY Award in Branded Content, more than 60 seconds for JFK, I Remember – Lacey Nobles, senior broadcast writer; and Nathan Edgar, senior producer
- Bronze ADDY Award in Services for Every Day, We are Red Raiders – Michelle Hougland, director of marketing and brand management; James Hodgins, writer; and Digital Base Productions
- Bronze ADDY Award in Integrated Campaigns – Consumer, Regional/National for Every Day, I am a Red Raider – Michelle Hougland, director of marketing and brand engagement; Matt Simmons, multimedia designer; James Hodgins, writer; Allison Matherly, coordinator of digital engagement; Jonathan Looney, multimedia designer; Chris Cook, managing director; Digital Base Productions; and Dailey Fuller, associate director of Communications & Marketing for the Texas Tech University System
- Bronze ADDY Award in Email for 2013 Holiday Card – Matt Simmons, multimedia designer
- Bronze ADDY Award in Catalog for 2013-2014 Viewbook – Jonathan Looney, multimedia designer; and Craftsman Printing

Rawls College of Business

Office of Communications and Marketing

- Bronze ADDY Award in Four Color for Rawls College of Business Strategic Plan – Catherine McGovern, communications coordinator; Michele Moskos, senior director of communications and marketing at the Rawls College of Business, Craftsman Printers

University Press

- Gold ADDY Award in Cover for The Fifth Season – Ashley Beck, designer and illustrator; and Kasey McBeath, art director and production coordinator
- Silver ADDY Award in Cover for Silent We Stood – Tiffany Homan, designer; and Kasey McBeath, art director and production coordinator
- Silver ADDY Award in Book Design (Entire Book) for Designing Dandelions – Irma Sizer, designer; and Barbara Werden, production
- Bronze ADDY Award in Book Design (Entire Book) for A Stitch in the Air – Kasey McBeath, designer

Student Union and Activities

- Gold ADDY Award in Single for Tech Can Share Food Drive – Matthew Upchurch, artist; and Autumn Arthur, manager
- Bronze ADDY Award in Single for Tech or Treat – Matthew Upchurch, artist; and Autumn Arthur, manager
- Bronze ADDY Award in Logo for Battle of the Bands Logo – Vanessa Damos, artist; and Autumn Arthur, manager

University Libraries

- Gold ADDY Award in Branded Content, 60 seconds or less for Bones to Pick – Amy Kim, electronic media coordinator; and Julie Barnett, assistant director

Public Television

- Gold ADDY Award in :30 for Nova: At the Edge of Space – Reagan Doyal, promotions producer
- Gold ADDY Award for Local (one DMA) Single for Texas Tech Public Television Summer Preview – Reagan Doyal, promotions producer

Student Housing

- Bronze ADDY Award in Local (one DMA) Single for Texas Tech University Student Housing Ad – Brandon Waits, client relations/creative; Whitney Paschall, section manager of marketing; and Janis Haney, associate director of client relations, welcome center, IT and marketing

Health Sciences Center



TEXAS TECH UNIVERSITY

- Silver ADDY Award in Audio/Visual for Medical Outreach documentary – Zachary Tijerina, direction, cinematography, editor; Mary Croyle, producer;

Students

Texas Tech students also submitted their work to the Lubbock Chapter of the American Advertising Federation. The following is the list of students who received ADDY Awards:

- Best of Show in Collateral Material-Brochure/Annual Report for French Paper Company Magalog – Luis Portillo
- Gold ADDY Award in Packaging for Blu Anchor – Melissa Padilla
- Gold ADDY Award in Packaging for Disobey Bags and Tags – Kate Zurawski
- Gold ADDY Award in Collateral Material-Brochure/Annual Report for Martin Guitar Co. Annual Report – Thomas Blake
- Silver ADDY Award in Packaging for Hourglass – Carson Bahr
- Gold ADDY Award in Cover for The Last of the Mohicans – Melissa Padilla
- Gold ADDY Award in Single for Glidden “Color with Character” Commercial – Steven Pence; Taylor Shofner; Ben Jarvis; Jennifer McKown; Cameron Eller, Caitlin Beale; Molly Jacobs; Kevin Helmer; Sarah Timmons; and Kent Lowry, professor in the Department of Advertising
- Gold ADDY Award in Packaging for Life in Progress – Adrianna Robertson
- Gold ADDY Award in Packaging for Prairie Gold Popcorn Packaging – Thomas Blake
- Silver ADDY Award in Collateral Material-Stationery Package for Thai Pepper – Gahye Lee
- Silver ADDY Award in Collateral Material-Stationery Package for Into Sharkness Stationery Package – Kate Zurawski
- Silver ADDY Award in Collateral Material-Stationery Package for Grow Kids Clothing – Kristi Tardy
- Silver ADDY Award in Poster, Single for Never Left Behind or Forgotten – Kristin Ivey
- Silver ADDY Award in Cover for Eating People is Wrong – Kristin Ivey
- Silver ADDY Award in Editorial Spread or Feature for King of the Hill Feature Spread – Rachel Albers
- Silver ADDY Award in Direct Marketing for Behr Family Reunion – Adrianna Robertson
- Silver ADDY Award in Direct Marketing for High School Reunion Invitation Package – Kylie Valigura
- Silver ADDY Award in Direct Marketing for Alice in Wonderland Banquet – Kristi Tardy
- Silver ADDY Award in Direct Marketing for Invitation – Brian Thiebaud
- Silver ADDY Award in Campaign for Mocking Dead Installation Campaign – Olivia Utley

- Silver ADDY Award in Consumer for Glidden Campaign – Steven Pence, Jessica Stark, Enna Post Gutierrez, Rachel Bottlinger, Sarah Kramer, Brittany Long, Taylor Shofner, and Ben Jarvis
- Bronze ADDY Award in Packaging for Sun Cove Packaging – Katie Shelton
- Bronze ADDY Award in Cover for I Never Promised You a Rose Garden – Jessica Anderson
- Bronze ADDY Award in Direct Marketing for It's Advertising (Rack Card and Poster) – Clara Vaughn; Camille Haider; Shannon Bichard, advertising department chairperson
- Bronze ADDY Award in Collateral Material-Stationery Package for The Clothespin – Whitney Whitt
- Bronze ADDY Award in Collateral Material-Brochure/Annual Report for Invisible Children Brochure – Rachel Albers

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

Entries that earn a Lubbock Gold ADDY automatically advance to compete in the District 10 ADDY Awards against advertisers and marketers from across Texas, Oklahoma, Arkansas and Louisiana.