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News &amp; Publications

Box 42022  
Lubbock, TX 79409-2202  
(806) 742-2136  
FAX (806) 742-1615FOR IMMEDIATE RELEASE  
REF: 1-10-9-95  
CONTACT: Jennifer LeNoir

LUBBOCK -- The Division of Continuing Education at Texas Tech University and the Lubbock Political Network Committee will sponsor a two-part program titled "The World of Managed Care" and "Building a Practice in the Managed Care Environment" from 9 a.m. to noon and 1 to 4 p.m. Saturday (Oct. 14) in the Matador Room of the University Center. Registration can be made in advance or on the day of the workshop at 8:30 a.m. for an additional \$10 fee.

The program will feature pertinent information on managed care and its impact on the mental health care provider. It is designed for mental health care providers in private practice and agency settings as well as for social workers. Additional co-sponsors of the program include the West Texas Counselors Association, the Odessa/Midland Texas Mental Health Counselors Association, Charter Plains Behavioral Health System and the Centers for Children and Families in Midland.

The morning program, "The World of Managed Care" scheduled from 9 a.m. to noon, will provide an overview of the mental health marketplace. Participants will be provided with a history of national health care reform and become familiar with the managed care industry and the dynamics of change that are at work at national and regional levels. Topics to be addressed include the different types of managed care entities, the industry's future, choosing and working with managed care companies and creating managed care products and services. The private pay sector of mental health services and its future role also will be explored.

The afternoon program, "Building a Practice in the Managed Care Environment" scheduled from 1-4 p.m., will provide participants with tools for setting up a successful practice in a managed care environment. In this session, participants will learn to identify their particular professional development stage, clarify the aspects of their region in regard to managed care, make the transition from an agency setting to a private practice, prepare for marketplace requirements and manage their business. Successful new marketing strategies such as "Authentic Marketing" also will be presented. The entire program is based on a developmental model so that professionals at every stage of their practice can discover new ideas and tools that may help them in the present.

According to Linda Lawless, the program's presenter, recent health care reforms and managed care have forced many mental health care professionals to change their approach and ways of doing business.

"As the industry positions itself for the future, it's creating the future. This workshop will provide valuable information on managed care and how to stay successful in this changing environment," said Lawless.

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MANAGED CARE/PAGE 2

Lawless is a licensed marriage and family therapist and a licensed mental health counselor who has been working the mental health field for more than 20 years. She trained and worked in the California State Mental Hospital system for 15 years and then moved to the private sector where she managed 40-bed residential units of mixed diagnoses adolescents.

After earning a master's degree in clinical psychology from J.F. Kennedy University in Orinda, Calif., she co-founded the Professional Training Institute in Boston, which provides training and consultation for the life-span of the psychotherapist. She also provides counseling and practice consultations through Lawless & Company. Lawless travels nationally to lecture and train other professionals on how to design and develop their own professional practice and how to collaborate with managed care companies.

The fee for the all-day program is \$74 and includes handouts, professional credits, lunch and refreshment breaks. The program is approved for six hours of continuing education credits by the Texas State Board of Examiners of Professional Counselors and the Texas Association of Alcohol and Drug Abuse Counselors. Continuing Education Units for social workers also will be awarded. Marriage and Family Therapy credits are pending.

To register, individuals should call the Division of Continuing Education at (806) 742-2352 and ask for Personal and Professional Development. Phone registration may be charged to Discover, VISA, MasterCard or American Express. Individuals also may register at the Continuing Education office on the Texas Tech campus at the corner of 15th Street and Akron Avenue.

Persons with disabilities who plan to attend the program and who need auxiliary aids or services are requested to notify the Division of Continuing Education at the time of registration so that appropriate arrangements can be made.

FOR IMMEDIATE RELEASE  
REF: 2-10-10-95  
CONTACT: Steve Kauffman

LUBBOCK -- Families of Texas Tech University students will get a glimpse of campus life during a weekend of events centered around Family Day activities Friday and Saturday (Oct. 13-14), sponsored by the Texas Tech Dads and Moms Association.

Highlights of the weekend include a Saturday morning reception and luncheon prior to the 6:30 p.m. football game between Texas Tech and Arkansas State University.

Parents and family members will have an opportunity to meet Texas Tech administrators and faculty members from 11:10 to 11:45 a.m. during an informal reception in the University Center Courtyard. A noon luncheon will follow in the University Center Ballroom with Texas Tech President Robert W. Lawless as the featured speaker.

The luncheon will include the recognition of outstanding members of the Dads and Moms Association and the presentation of the 30th annual Spencer A. Wells Faculty Award to a university faculty member in recognition of exceptional service to Texas Tech. Special guests will include the Texas Tech Cheerleaders and Pom Pon Squad, Raider Red and the Masked Rider.

Tickets to the luncheon are \$10 per person and can be purchased from the Dads and Moms Association through Thursday (Oct. 12).

Block seating for the football game is available for \$20 per person through the Dads and Moms Association.

A half time ceremony during the football game will recognize additional Family Day participants. Awards, presented by the Women's Service Organization with information supplied during Family Day registration, will recognize parents with the most children enrolled at Texas Tech and parents who traveled the greatest distance to attend the event.

Registration for Family Day activities and the parents' awards will begin at 8 a.m. and continue to 2 p.m. Saturday in the University Center Courtyard.

The weekend also will include an all-university talent show at 8:15 p.m. Friday in the University Center Allen Theatre. Tickets are \$3 in advance or at the door.

Tickets to any of the events can be obtained by calling the Dads and Moms Association at (806) 742-3630.



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FOR IMMEDIATE RELEASE  
REF: 3-10-12-95  
CONTACT: Josh Allen

LUBBOCK -- Norwest Bank in Lubbock recently created the Norwest Bank Masked Rider Endowment at Texas Tech University to fund operations of the Masked Rider program. Norwest Bank President Gary Lawrence presented a \$30,000 initial donation to Texas Tech Vice President for Student Affairs Robert Ewalt during a pregame ceremony Saturday (Oct. 7) at the Texas Tech-Texas A&M football game.

Norwest has pledged a total of \$250,000 to complete the endowment.

"We are very pleased with Norwest Bank's support for the Masked Rider program and its recognition of the horse and rider as a revered university tradition," Ewalt said. "This is a significant step in ensuring a permanent fund for the continuing stability of this program."

Currently, university funds and student fees, supplemented by donations, pay the ever-increasing annual expenses of the Masked Rider program. Those financial obligations include acquisition and upkeep of the horse, as well as equipment purchases, travel expenses and a scholarship for the Masked Rider.

As the first university-sanctioned Masked Rider, then-student Joe Kirk Fulton took to the field wearing jeans, a red shirt, a red and black cape and a black hat. When the Masked Rider debuted in the 1954 Gator Bowl leading the team to the field, an Atlanta Journal sports reporter wrote, "No team in any bowl game ever made a more sensational entrance."

The official mascot concept grew from a few unscheduled 1936 appearances by student George Tate dressed in a red cape and black mask on a horse "borrowed" from the animal husbandry stables.

"Most people don't realize how much exposure the Masked Rider gives Texas Tech in parades, pageants, rodeos and schools," Ewalt said. "The Masked Rider appears at many more events than football games."

Each year the Masked Rider makes more than 100 guest appearances throughout the year at athletic events, parades and celebrations, community ceremonies and other events around the region and state. The tradition continues with 1995-96 Masked Rider JoLynn Self saddling High Red.



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FOR IMMEDIATE RELEASE  
REF: 4-10-12-95  
CONTACT: Jennifer LeNoir

LUBBOCK -- The Division of Continuing Education at Texas Tech University and the South Plains Association of Governments' Dispute Resolution Center will sponsor a 40-hour certificate program in Basic Mediation Oct. 23-27 at the Ruidoso, N.M., Civic Center, 111 Sierra Blanca Drive. The registration deadline is Thursday (Oct. 19).

The program is open to any interested individuals, and will be of special benefit to accountants, administrators, attorneys and legal assistants, business owners, educators, mental health professionals, realtors and social workers.

Through lectures, discussions, case studies, group exercises and role-playing, participants will become familiar with the mediation process. Topics include the definitions of laws governing mediation, forms of alternative dispute resolution, mediation methods and strategies, problem solving and communication skills, confidentiality and ethics. Psychological, financial and legal issues also will be addressed. The program meets Texas Civil Practice and Remedies Code requirements and standards of various Alternative Dispute Resolution organizations.

Gene Valentini, the program's presenter and director of the Dispute Resolution Center, has been a mediator since 1981 and an active trainer in conflict resolution for the past seven years. Additionally, he has developed the South Plains Alternative Dispute Resolution System and assisted in developing the Texas Tech Agriculture Mediation Program.

"During the mediation process, trained mediators facilitate reconciliation, communication and settlement. They help the participants develop mutual agreements based on equality, rationality and non-violence," said Valentini.

The fee to attend the mediation program is \$550, and includes the cost of course materials, continuing education units and daily lunches.

Out-of-town participants are encouraged to contact the Best Western Swiss Chalet in Ruidoso, N.M., at (505) 258-3333 to inquire about special room rates.

The program is approved for Continuing Education Unit credits for professionals such as attorneys and legal assistants (CLE), certified public accountants (CPE), realtors (CEUs), social workers (CEUs) and law enforcement personnel (TCLEOSE).

To register, call the Division of Continuing Education at (806) 742-2352 and ask for Personel and Professional Development. Phone registration may be charged to American Express, Discover, MasterCard or VISA, or participants may fax their registration to fax number (806) 742-2318.



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FOR IMMEDIATE RELEASE  
REF: 5-10-12-95  
CONTACT: Josh Allen

[Editor's Note: Members of the media are welcome to interview Auñón at the awards rehearsal at the Hyatt Regency Hotel from 1 to 3 p.m. Saturday (Oct. 14). The press is also welcome to set an appointment with Auñón by calling him at the Hyatt, (713) 654-1234. Contact Rose Soto in the HENAAC office at the Hyatt for other requests.]

LUBBOCK -- Jorge I. Auñón, dean of the College of Engineering at Texas Tech University, will receive the Hispanic Engineer National Achievement Award for Education Saturday (Oct. 14) at the Hyatt Regency Hotel in Houston.

Auñón was chosen by an independent committee comprised of representatives from industry, government and academia for his dedication to engineering education, his promotion of science and engineering at the college level, and his leadership as a role model for hispanic youth.

"Needless to say, I was pleasantly surprised that I had been selected for such an honor. I am particularly honored that the selection committee considers me a role model for our youth," Auñón said.

Auñón came to Texas Tech University February 1 from Colorado State University where he served as interim dean of the College of Engineering and professor and chairman of the electrical engineering department. He also has served as a visiting scientist at the National Institute of Pediatrics in Mexico City. A native of Havana, Cuba, Auñón holds bachelor's, master's and doctoral degrees in engineering from George Washington University.

The seventh annual Hispanic Engineer National Achievement Awards Conference is hosted by Rice University, The University of Houston and Hispanic Engineer Magazine.

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FOR IMMEDIATE RELEASE

REF: 6-10-13-95

CONTACT: Jennifer LeNoir  
or Rhonda Davis

LUBBOCK -- The Texas Tech University Library's Arts in the Library Committee will sponsor the first event in a free public Readings in Literature series on Oct. 26. The reading is scheduled from 7:30 to 8:30 p.m. in the Special Collections Room on the third floor of the University Library.

Jill Patterson will be the featured speaker at the reading. Patterson will be reading a collection of her short stories. Her fiction focuses on the south and the southwest of today.

Patterson, an assistant professor in the department of English at Texas Tech, serves on the Board of Directors for the Texas Association of Creative Writing Teachers. She has served as a fiction editor for the *Cimarron Review* from 1990-93. The first two chapters of her novel "DQ Country" recently appeared in *Concho River Review*. In 1994, Patterson was awarded the Hemphill-Wells New Professor of Excellence Award from the Texas Tech Mom and Dad's Association.

The second event in the series will be presented from 7:30 to 8:30 p.m. Nov. 9 in the Special Collections Room of the University Library.

William Wenthe, the second featured speaker in the series and an assistant professor in the department of English at Texas Tech, will read poems from his first book as well as several new, unpublished works. Wenthe was a recipient of a fellowship in poetry from the National Endowment for the Arts.

Wenthe published his first book of poetry titled, "Birds of Hoboken" in 1995. His poems have appeared in several journals including *Poetry*, *The Georgia Review*, *The Southern Review* and *TriQuarterly*.

Further information on the series may be obtained by contacting librarian Susan Norrisey at (806) 742-2236.

Persons with disabilities who plan to attend the readings should contact Norrisey at least two business days prior to the event so that appropriate arrangements can be made.



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FAX (806) 742-1615**FOR IMMEDIATE RELEASE****REF: 7-10-13-95****CONTACT: Jennifer LeNoir**

**LUBBOCK --** The Division of Continuing Education at Texas Tech University will sponsor a two-day clinical training workshop titled "Borderline and Narcissistic Personality Disorder: Exploring the Clinical Demands of Theory, Diagnosis, and Treatment," from 1-6 p.m. Friday and 9 a.m. to 5:30 p.m. Saturday (Oct. 20-21). Registration may be made in advance or on the day of the workshop.

The program is designed to empower mental health professionals to effectively understand and treat Borderline and Narcissistic Personality Disorder. Psychodynamic, developmental and object relations theories will be used to conceptualize these disorders and to show how treatment can progress.

Through the use of didactic learning and case presentations, participants will learn to identify low, moderate and high functioning patients and will gain knowledge of an effective therapeutic treatment framework to further their training in these disorders of the self. Participants not only will learn to identify the visible symptoms but also will become familiar with hidden symptoms which, when missed, set the stage for patient acting out and countertransference reactions of the therapist.

The workshop will be presented by Terry Waldren and Sarah Kovich. Waldren is a licensed professional counselor and a licensed marriage and family therapist in private practice. An adjunct faculty member in the department of psychiatry at the Texas Tech University Health Sciences Center, he specializes in working with disorders of the self.

Kovich is a licensed professional counselor and licensed marriage and family therapist in private practice. She works with adolescents and adults in individual, couple and family psychotherapy. With specialties in disorders of the self, she has facilitated workshops at the local and state level.

The fee to attend the workshop is \$128, \$10 additional fee for registration on the day of the workshop, and includes handouts, professional credits and lunch on Saturday. The workshop is approved for 12 hours of continuing education credits by the Texas State Board of Examiners of Professional Counselors and the Texas Association of Alcohol and Drug Abuse Counselors. Continuing Education Units for Social Workers also will be awarded.

To register, individuals may call the Division of Continuing Education's Personal and Professional Development area at (806) 742-2352. Phone registration may be charged to American Express, VISA, MasterCard or Discover. Individuals also may register at the Continuing Education office at the corner of 15th Street and Akron Ave.

Persons with disabilities who attend this workshop and who may need auxiliary aids or services are requested to notify the Division of Continuing Education several business days before the program so that appropriate arrangements can be made.



**MEDIA ADVISORY**



News & Publications, HSC Bureau

3601 Fourth Street  
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**HEALTH TIPSHEET**

from

**TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER**

**October 13, 1995**

**SEASON OF GLOOM** -- A change of seasons can mean a change in mood for some people. In the fall and winter months especially, some people tend to suffer bouts of periodic depression and, on occasion, even persistent depression which has no obvious basis. Doctors now call this type of depression a Seasonal Affective Disorder (SAD).

TTUHSC psychiatry Professor Parviz Malek-Ahmadi, M.D., says SAD seems to be triggered by decreases in available daylight during the winter months. Although some medications such as lithium and antidepressants can be helpful, the disorder is most effectively treated by phototherapy, a treatment which exposes a patient to special lights.

Come spring and increased daylight, the symptoms of SAD usually go away. Malek-Ahmadi has done case studies on SAD and can be reached at (806) 743-2800 for details.

**COINCIDENCE?** -- Good health doesn't just happen, especially for children. Regular check-ups are important for catching potential problems early and for building good health habits.

"Babies, children or teens may look healthy and still have health problems," said Susan Sportsman, R.N., Ph.D., associate dean for practice programs for the School of Nursing in Lubbock. "Check-ups help find problems so they can be treated before they become serious."

Unfortunately, many parents do not realize that pediatricians recommend about 18 scheduled check-ups during a child's life, Sportsman said. For more information about pediatric check-ups offered by the Texas Tech Wellness Center, contact Sportsman at 743-2279.

A-10-13-95

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





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FOR IMMEDIATE RELEASE  
REF: B-10-6-95  
CONTACT: Preston Lewis

LUBBOCK -- The application deadline is Oct. 15 for persons wishing to enroll in the School of Nursing undergraduate program at the Texas Tech University Health Sciences Center's Lubbock campus this spring.

Applications for the spring semester are being accepted from entering freshmen and transfer students from other colleges or nursing programs.

The School of Nursing offers a bachelor of science in nursing degree. Registered nurses are eligible to receive credit for their previous nursing education.

The school also provides several options for graduate study. These options include a master of science in nursing degree, which offers advanced clinical preparation in community health, perinatal care and gerontics. A nurse practitioner option is available at the master's or post-master's level. A joint master of science in nursing and master of business administration option is also available.

The school also offers a doctoral degree through a joint program with the School of Nursing at the University of Texas Health Science Center in San Antonio. Application deadline for the doctoral program is April 1 for fall admission.

The Texas Tech School of Nursing offers programs in Lubbock and the Permian Basin. For information about the Lubbock undergraduate or graduate program and the application process, contact the School of Nursing Student Affairs Office at (806) 743-2737.

The Permian Basin campus accepts application only from registered nurses for admission in the fall of each year to the baccalaureate program. For additional information about the Permian Basin program, contact Regional Dean Gayleen Ienatsch at (915) 335-5150.