

Oct. 19-23,  
1987

[illegible]



Texas Tech University  
Texas Tech University Health Sciences Center

News and Publications  
Box 4640/Lubbock, Texas 79409-2022/(806) 742-2136

FOR IMMEDIATE RELEASE

REF: 2-10-20-87

CONTACT: Kippie Hopper

LUBBOCK -- Architect Zahair Fayez -- who exemplifies the work done during the intense growth of the early 1970s in Saudi Arabia -- will offer a discussion of modern architectural design during a presentation Monday, Oct. 26, at Texas Tech University.

The audio visual presentation will provide an overview of Saudi Arabian architectural development during the past 20 years. Scheduled for 1:30 p.m. in the University Center Allen Theater and free of charge, the lecture is being presented in only four United States cities.

Fayez and his architectural firm were a part of the movement in the 1970s when Saudi Arabia and the world changed each other as the Mideastern country became the principal producer of oil. During the decade, Saudi Arabia became one of the world's wealthiest countries and experienced accelerated development in education, medicine, transportation and architectural design.

The presentation shows the vast amount of architectural work that occurred in Saudi Arabia and portrays the strong fundamental religious and cultural foundations that carried an entire population from a rural environment into an urban society in less than 10 years, notes Dean of the Texas Tech College of Architecture, Wayne Drummond.

-more-

"No society in the modern world has moved into a position of wealth and development as rapidly as Saudi Arabia and they have handled this transition with exceptional skill," Drummond said.

The presentation will use 12 projectors and 2,500 slides with synchronized music.

The U.S. tour, arranged by Fayez to communicate architectural development in Saudi Arabia to people in the West, is sponsored by the Aga Khan Program for Islamic Architecture at Harvard University and by the Massachusetts Institute of Technology. The Texas Tech presentation is sponsored by the College of Architecture.



Texas Tech University  
Texas Tech University Health Sciences Center

News and Publications  
Box 4640/Lubbock, Texas 79409-2022/(806) 742-2136

FOR IMMEDIATE RELEASE

REF: 3-10-20-87

CONTACT: Preston Lewis

LUBBOCK -- Dr. Shirley McManigal, who has chaired the Texas Tech University Health Sciences Center (TTUHSC) Department of Medical Technology since 1983, has been named interim dean of the TTUHSC School of Allied Health.

McManigal succeeds Dr. Laurence N. Peake, who resigned as dean of allied health to resume full-time teaching duties and responsibilities in the Department of Occupational Therapy.

The announcement was made by TTUHSC Executive Vice President Bernhard T. Mittermeyer and was effective Monday (Oct. 19).

Peake had served as dean of allied health since September 1985 and as interim dean for 16 months before that.

McManigal came to TTUHSC in 1983 as the first chairman of the Department of Medical Technology. Prior to that, she was chairman and program director of the Department of Medical Technology at the University of Southern Mississippi.

Her background includes 16 years of hospital clinical experience and a decade of higher education administrative experience. She is a member of the American Society of Medical Technology, the American Society of Allied Health Professions and the American Society for Microbiology.

She holds a master's degree and a doctorate in medical microbiology and immunology from the University of Oklahoma Health Sciences Center. She received a bachelor's degree in biology from Arkansas State University.

-30-

Texas Tech University  
Texas Tech University Health Sciences Center

News and Publications  
Box 4640 / Lubbock, Texas 79409-2022 / (806) 742-2136

FOR IMMEDIATE RELEASE

REF: 4-10-21-87

CONTACT: Marydawn Webber

LUBBOCK -- Bosses of the business world, lend an ear.

If it were the last objective of your career, to what management theme would you hold true to the end?

Dr. Arthur G. Bedeian, president of the Academy of Management and Ralph and Kacoo Olinde Distinguished Professor of Management at Louisiana State University, will offer six observations on this theme during a lecture Friday at Texas Tech University.

The lecture, which is open to the public, begins at 12:30 p.m. in Room 204, Business Administration Building.

Dr. Bedeian's first topic of discussion will be "The Organization Theory Legacy: An Historical Perspective and Assessment."

A second topic, entitled "Are There Any Comments, Observations or Remarks?" will begin at 1:45 p.m. The lecture will concern six management themes Dr. Bedeian would present if this were the last lecture of his career.

-30-

Texas Tech University  
Texas Tech University Health Sciences Center

News and Publications  
Box 4640 / Lubbock, Texas 79409-2022 / (806) 742-2136

cutline---

5-10-21-87


DISTINGUISHED ALUMNI -- Former Texas Tech University students received plaques Friday during the Ex-Students Association Distinguished Alumni Awards Dinner. Honored for the distinction they have brought to Texas Tech University were, from left, Georgia Mae Smith Ericson '36, Robert L. Pfluger '51, Dr. Floyd C. Rector, Jr. '50, and Cong. Charles W. Stenholm '61. (Tech Photo)

-30-



Campus  
voice  
only

REF:



(caption) -- Members of the Young Entrepreneur Society (YES) hawk their wares for the camera on the Texas Tech University campus. Pictured clockwise from top are: Co-founder Todd Riddle, Pam Kinchloe, Jeff Baupain, co-founder Jason Brown, Tim Wilkins, and Todd Phillips, holding boxer shorts. (Tech Photo by Mark Mamawal)

Story ideas for week of  
Oct. 26, 1987  
9-10-23-87

TECH ALIVE -- There are plenty of story possibilities in a week of events highlighting health and safety for Tech students, Oct. 29-Nov. 4. "Tech Alive" week features 59 activities, displays, and services on subjects such as alcohol, nutrition, suicide, and crime prevention. On Nov. 3, Dr. Bruce Dull, former assistant director of the Centers for Disease Control, will lecture on AIDS at 8:15 p.m. in the Allen Theatre. For more information on the week's events, call Andy Kean, assistant coordinator of student activities, at 742-3621.

ONLY THE BEGINNING -- A person 30 years old twenty years ago was considered over the hill. Today it's completely different. A dramatic change in human life expectancy leading to a higher median age and the number of options available to women have dramatically changed our perceptions of age. Dr. Gwedolyn Sorell, professor of studies in human development and adulthood at Texas Tech says the very definition of "adulthood" and "middle age" is in a constant state of change when a woman can very easily have already raised a family and sent it off to college before she has lived half her life. For more on this, call Dr. Sorell at 742-3001.

For assistance in developing these or other story ideas, call News & Publications, 742-2136.



FOR IMMEDIATE RELEASE

REF: 11-10-23-87

CONTACT: Preston Lewis

LUBBOCK -- "Managing Organizational Change," a video teleconference for business and government executives, will be offered 2-4 p.m. Nov. 11 at the Texas Tech University Health Sciences Center Library (TTUHSC).

Open to the public, the teleconference costs \$25 and will meet in Room 5A100 of the Health Sciences Center. Information on this conference and other programs in Executive Communications' Management Vision series is available by calling the Library of the Health Sciences at 743-2213.

The Nov. 11 teleconference will feature Daryl Conner, president of Organizational Development Resources Inc., an Atlanta-based firm providing training and consulting support to organizations facing major change. The conference will also include a videotaped segment from Rosabeth Moss Kanter, author of "Change Masters".

Conner will present the elements of a structured, disciplined methodology for implementing major strategic decisions. Topics will include determining the level of senior management support needed for a specific strategic change; dealing with the "black hole" phenomenon or tendency for strategic decisions to be lost in mid-management levels; measuring the strength of resistance to change; assessing causes of opposition; and determining organizational support for change.

The teleconference will be broadcast via satellite to numerous locations nationally.

Texas Tech University  
Texas Tech University Health Sciences Center

News and Publications  
Box 4640/Lubbock, Texas 79409-2022/(806) 742-2136

FOR IMMEDIATE RELEASE

REF: 12-10-23-87

CONTACT: Preston Lewis

LUBBOCK -- A seminar on how parents and health professionals who work with handicapped children can join together to provide improved care is scheduled Nov. 13 at the Texas Tech University Health Sciences Center (TTUHSC).

"Collaborative Care for the Handicapped: Parental Perspectives" will be sponsored by the TTUHSC Cerebral Palsy-Neuromuscular Treatment Center. The seminar will give parents and health professionals direction in improving the potential growth and learning opportunities and in providing thorough daily care for handicapped children.

The seminar is scheduled 8 a.m. to 5 p.m. Nov. 13 in Room 2C103 of the Health Sciences Center Building.

Open to all interested individuals, the seminar costs \$15 for lunch and materials or \$5 for those not attending lunch.

Contact the Cerebral Palsy-Neuromuscular Treatment Center at (806) 743-3038 for more information on the seminar.

-30-



FOR IMMEDIATE RELEASE

REF: 13-10-23-87

CONTACT: Marydawn Webber

LUBBOCK -- Several Texas Tech University accounting faculty members and doctoral students presented programs during the Community College in Accounting Education Thirteenth Annual Workshop this month in Dallas.

Assistant Professor Ralph Byington moderated the workshop, which purpose was the improvement of accounting education.

Professor Paul Munter presented a "FASB Update" and Professor Don Finn presented the topic, "Teaching Cash Flow." Also participating, doctoral students Terry Crain and Pete Poznanski presented, "Tax Update" and "Teaching Present Value," respectively.

Approximately 90 participants attended the workshop, which was sponsored by the American Accounting Association, the Texas Tech Center for Professional Development and the Area of Accounting, College of Business Administration at Tech.

Texas Tech University  
Texas Tech University Health Sciences Center

News and Publications  
Box 4640/Lubbock, Texas 79409-2022/(806) 742-2136

FOR IMMEDIATE RELEASE

REF: 15-10-23-87

CONTACT: Carmella Gutierrez

LUBBOCK -- More than 220 Texas Tech University alumni and friends gathered on campus Friday night to honor four outstanding graduates of Texas Tech who have been selected to receive the Distinguished Alumni Award, the highest honor bestowed by the Ex-Students Association and the university.

The recipients were chosen for their significant contributions to society, for their work and for the distinction they bring to their alma mater.

The four Texas Tech graduates are: Georgia Mae Smith Ericson, of Crosbyton, class of 1936; Robert L. Pfluger, of San Angelo, class of 1951; Floyd C. Rector, of Sausalito, Calif., class of 1950; and U.S. Rep. Charles Stenholm (D-Stamford) of Arlington, Va., who received his bachelor's degree in 1961 and his master's degree in 1962.

Ericson, who graduated with a degree in food and nutrition, has held positions in dietetics and food service around the country. Her many community projects include the College Scientists Foundation and the Texas Tech University Ranching Heritage Association. She also has given funds for scholarships at Texas Tech and Lubbock Christian University. In 1983, the College of Home Economics recognized Ericson with a Distinguished Alumna Award.



The second recipient, Robert L. Pfluger, who has been active in all aspects of the ranching industry, has contributed most to the organizations and industries of Angora goat and sheep production. Pfluger, a native of Eden, graduated with honors from Texas Tech in 1951 with a degree in animal husbandry.

Pfluger was a founding member of the Mohair Council of America and has been actively involved in the Texas Sheep and Goat Raisers Association. He served as a member of the Texas Tech Board of Regents from March, 1975, until February, 1981.

The third recipient, Floyd C. Rector Jr. is noted for his contributions to the understanding of the function of the kidney. Rector is presently professor of medicine and physiology and senior scientist with the Cardiovascular Research Institute at the University of California Medical Center at San Francisco.

Originally from Slaton, Rector earned a bachelor's degree in 1950. His undergraduate medical education was at Southwestern Medical School in Dallas, where he also received training in internal medicine and nephrology. Rector has been presented with the Homer Smith Award, the highest honor bestowed upon a renal physiologist.

Noted for his leadership in the national agricultural economy, Charles Stenholm was elected to the U.S. Congress in 1978. He currently serves on the House Agriculture and Veterans Affairs committees.

Stenholm was honored in 1979 as an Outstanding Agriculturalist by the Texas Tech College of Agricultural Sciences and in 1981 as a Distinguished Alumnus. He received a bachelor's degree in agricultural education in 1961 and a master's degree in 1962.

Texas Tech University  
Texas Tech University Health Sciences Center

News and Publications  
Box 4640/Lubbock, Texas 79409-2022/(806) 742-2136

By Marydawn Webber

A generation that forged the apex of the 1957 Baby Boom era turns 30 this year.

Being a part of that generation now entering this new age conjures up an element of intense perspective, sprinkled with a mild dose of wonder and a pinch of amusement.

This hallmark event has not been especially enlightening, as anticipated, but rather maddeningly sedate.

"So, now what?"

The question grates awkward, at best, and the answers echo equally clumsy.

A cause celebre to causal confusion.

An Eleanor Rigby revisited; "keeping her smile in a jar by the door -- who is it for?"

A formidable timeless zone.

A sudden and off-guard casting away from my twilight of youthful idealisms.

I was an adult now -- with a capital A.

Of all my past future desires and aspirations, this was never a consideration.

This, was not a consideration, but rather, a condition -- a cursed challenge.

Just what is it, I ask, that adults are supposed to DO?

Are we now the THEY we always talked about, but never paid much attention to?

-more-



Whatever happened to that tangled grapevine to which we clung for enlightenment; that order of social disarray that tuned us in to ourselves, and turned us off to the chagrin of the establishment.

We experienced the civil rights movements, protested war, witnessed a multitude of assassinations -- and inherited absolute mediocrity.

We garnished our turbulent treatise with pastoral images -- tangerine trees and marmalade skies -- and we took it all into dreamy perspective.

We were the epitaph of the radical Sixties, the embryo of the tumultuous Seventies, and now the compromise of the conservative Eighties -- which entitles us to keep our options open.

This was the year when foundations were established and parameters defined.

The day motion slowed to a crawl. There was nowhere else to go.

The minute of silence, when the music quit grinding.

This, was the moment we died and crossed over.

The year we grew up.

\* \* \*

The 30s-generation today is awakening to a vastly different role in life's changing cycle, prompting new postulates for understanding revised standards for adulthood.

The stage for men and women entering this turning point today is not so set as it was 20 or 30 years ago; the parameters, not so defined for the "new adults" of the Eighties.

-more-



Thirty remains a time when the crossroads of the free-styling youth and the stable adult intersect. But in today's swift-paced social strata, there are new directions to face, and the patterns of transition have become more and more nondescript.

According to a U.S. Census Bureau report released in September, the nation's median age reached 31.7 years in 1986.

But even in light of this median population growth, most research into society's perceptions on turning 30 has focused on people who turned 30 years ago.

According to Dr. Gwendolyn T. Sorell, professor of studies in human development and adulthood at Texas Tech University, "These perceptions date to the '50s, as to what is the proper year to marry or have children, and what clothes are proper to wear and when."

But many people today have more liberal views of what is proper for particular age groups.

Dr. Sorell, 51, recalls, "When I turned 30, my physician told me, 'Oh, now you're a matron.' I thought that was a horrible thing to say. It was depressing, and far more disturbing 21 years ago than being 40 is today."

The time when turning 30 was the major focal point in life -- the biggy -- seems to have all but diminished entirely.

In this century we see adulthood for a greater part of our lives, and there's been no period of adulthood with a greater propensity for change and uncertainty.

"My students know they don't have it all together, but they think they're supposed to. Kids have the notion that adults are infallible and at some point in life they will know this infallibility," said Dr. Sorell.



Being an adult means "having it all together," "knowing what to do," "making decisions with confidence," "knowing what's right," "not making mistakes."

To become an adult means "everything is smooth sailing from here on."

According to Sorell, young people today don't feel competent to fulfill these images. They haven't been prepared to see adulthood as a time of doubt and uncertainty, so they fear that they have failed in growing up. At the same time, she says, these people don't want to grow up and face a life in which nothing ever changes.

And, psychologically, young people today still have parent figures around.

In addition to a dramatic increase in average life expectancies today, (almost twice what it was in 1900), a greater sense of loss of that official 'becoming of adult age' seems to also attribute itself to our modern, high technological times when world dynamics change daily and the productive pace moves more quickly.

"Society's requirements of adults are quite different from what they were 40 years ago. Life spans were shorter and there was the need for adults to be stable by 30, or even before then, and to remain stable" says Dr. Sorell.

In essence, those images of adulthood that today's 30-year-olds grew up with are no longer necessarily demanded or realistic.

"There are so many more options today -- especially for women. And most will very openly say, 'Life is confusing,'" she explains.

"When I turned 30, to be 30 was to be old."

Not so today.



"What are women supposed to do? Get married and have babies. Well, at 23, they've done that. Then the kids go to school and in a few years, they're in college. Mom is 30 and still has 40 or 50 years left."

Modern methods of health care and high technology also provides that these years can be productive ones.

"By this time, what is she supposed to do for the rest of her life? This is why going back to school and forming careers these days makes so much sense," Dr. Sorell says.

Thirty also represents a turning point for men, who may question during this period the career objectives and decisions, as well as family commitments, which they have worked to establish.

"The males who graduated at 21 or 22, and have been diligently pursuing their careers all that time, will often feel they are 'in so far' that they can't get out or change direction," says Dr. Sorell.

A restless vitality wells up as we approach 30, author Gail Sheehy states in her book: "Passages," on the predictable crises of adult life.

In her chapter, "Catch-30," Sheehy states: "Almost everyone wants to make some alteration. If he has been dutifully performing in his corporate slot, he may suddenly feel too narrowed and restricted. If she has been at home with children, she itches to expand her horizons. If she has been out pursuing a career, she feels a longing for emotional attachments.

"The restrictions we feel on nearing 30 are the out-growth of the choices of the twenties, choices that may have been perfectly appropriate to that stage (but) now the fit feels different."

"One of the big movements that came out of the '60s and '70s is a change of view of age," Dr. Sorell says.



Among others, such popular figures as Timothy Leary and Richard Alpert, Harvard University professors known for their LSD research and their roles as counter culture leaders, contributed to this movement of the times.

In addition, Dr. Sorell attributes this change to the many others who, like herself, drew inspiration from the youth of the 60s and 70s and decided to make midlife career changes.

"These people were not young. But they had to be involved and had to overthrow everything establishment."

Dr. Sorell said she regards those "adults who dropped out" in the 60s and 70s as having blazed the trail for change in younger generations.

Marietta Morrissey, professor of women's studies and sociology at Tech, calls this view a sort of "life backing up.

"Gloria Steinem says that today's 50 is what 40 used to be."

But also, professor Morrissey says, "Being 30 brings with it a realization that the formative years are over -- an end of youth -- while 40 has signals of limitations associated with it. If you're going to do it, it must be in the next ten years.

"You're seen as young, but at the same time, the biological clock is ticking away," she says, but adds, being 30 also opens up feelings of liberation in many people. "You're allowed to have character now."

"If I were going to make a statement about what 30 means today, I'd say it's just getting serious about your life," says Dr. Sorell, adding, "This view holds equally for both men and women."

And she warns that, by age 30, "There's probably going to be just a glimmering insight that, just maybe, we will never `get it all together.' Then, by the time we turn 40, we will fully realize that."