

# TABLE OF CONTENTS

## JUNE

Date	News Release	Writer
06/01/09	Experts Available as 2009 Hurricane Season Begins	Leslie Cranford
06/01/09	College of Human Sciences to Host Fashion camp 2009—Find the Diva Within	Allison Ralston
06/01/09	Wind Power Could Affect Critical Texas Wetlands	Norman Martin
06/02/09	Ranching Heritage Association to Host Andy Wilkinson's Charlie Goodnight Concert	Marsha Pfluger
06/02/09	Texas Tech School of Music Presents 2009 Judson Maynard Summer Carillon Series	Liza Muse
06/04/09	Chancellor Hance's Addresses House Bill 51 - Advisory	David McClure
06/05/09	Texas Tech Summer Camp Youth Go Wind Sailing - Advisory	Leslie Cranford
06/05/09	HB51 and HJR 14 Provide Texas Tech Opportunities for Research Growth	David McClure
06/05/09	Texas Tech Engineering Students to Head to Toronto for EcoCAR Competition	Allison Ralston
06/05/09	Biological Sciences Graduate Student Receives 2009 Wilks Award	Allison Ralston
06/06/09	New Symposium Presents Viticulture, Enology Research to Aid Texas Wine Industry	Cory Chandler
06/16/09	Texas Tech Researcher: Climate Change Impacts Where Americans Live and Work	John Davis
06/16/09	Texas Tech Transfer Connection Earns State Awards	Sally Logue Post
06/16/09	Texas Tech Anticipates Visit from Minority Universities - Advisory	Allison Ralston
06/16/09	Two Environmental Toxicology Graduate Students Receive TWRI Grants	Allison Ralston
06/16/09	Texas Tech Chef Takes Top Honors in South Plains	Sarah Whetstone
06/16/09	Expert on College Alcohol Abuse and Prevention Available to Speak on New Study	Cory Chandler
06/17/09	Texas Tech College of Education Partners with Dallas Teacher Education Program	Leslie Cranford
06/17/09	Russ Bookbinder Named Vice Chancellor and Chief Marketing Officer	Michelle Hougland
06/17/09	As Captain America Rises From Dead, Book Considers His Cultural Legacy	Cory Chandler
06/18/09	Texas Tech to Help Raise Scholarship Money for Estacado High School Graduates	Allison Ralston

TABLE OF CONTENTS		
JUNE		
Date	News Release	Writer
06/19/09	Chemistry and Biochemistry Professor Receives National Institutes of Health Grant	Allison Ralston
06/24/09	Quality Not as Important as Branding to Survival of Texas Wine Labels	Cory Chandler
06/24/09	Animal Science Students Win National Championship in Academic Competition	Moriah Beyers
06/24/09	Texas Tech Restaurant and Hotel Institutional Management Partners with Overton Hotel	Allison Ralston
06/25/09	Texas Tech Board of Regents Set Special Meeting - Advisory	Sally Logue Post
06/26/09	Texas Tech Researcher Receives Outstanding Manufacturing Award	Leslie Cranford
06/26/09	Southwest Collection/Special Collections Library Receives Conservation Resources	Cory Chandler
06/29/09	Texas Tech Sets Tuition, Fees for 2009-2010	Sally Logue Post
06/29/09	Texas Tech Librarian Proves Existence of Spider-Man	Cory Chandler



TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: June 1, 2009

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

### **Experts Available as 2009 Hurricane Season Begins** Wind Scientists Studied Katrina, Rita, Ike and Other Hurricanes

The United States is preparing for what predictions say will be an average hurricane season. With June 1 serving as the official start of the season, some 35 million residents along the coastal United States take the predictions seriously and use the numbers to help them understand what to expect from the potentially dangerous weather.

Texas Tech University has a number of wind scientists with extensive experience researching hurricanes such as Rita, Katrina and Ike and can speak as experts about various aspects of these devastating storms.

Through Texas Tech's multi-disciplinary Wind Science and Engineering Research Center, the scientists study various aspects of a hurricane, such as: the meteorological forces at work as the hurricane makes landfall, wind damage to buildings such as houses and "lifeline" infrastructure, and the economic impact that evacuations have on cities, banks and stock prices.

Daan Liang, assistant professor of construction engineering technology, investigated building damages caused by Hurricane Katrina using satellite images and aerial photos along with ground survey results.

Liang has studied how the construction of buildings affects their vulnerability against severe windstorms with various probability models. Recently, his research is focused on the advancement of remote sensing technology in documenting and assessing wind damages to residential structures. **Liang can be reached at (806) 742-3538 or [daan.liang@ttu.edu](mailto:daan.liang@ttu.edu).**

Bradley Ewing, professor of operations management in the Rawls College of Business, has studied the economic impact of hurricanes and tornadoes for more than 12 years. He can speak to the impact of hurricanes and tornadoes in cities such as Oklahoma City, Corpus Christi, Wilmington, N.C., Miami, and Nashville, Tenn. **Ewing can be reached at (806) 742-3939 or [bradley.ewing@ttu.edu](mailto:bradley.ewing@ttu.edu).**

John L. Schroeder, associate professor of atmospheric science, visited affected areas after both hurricanes Rita and Katrina to deploy instrumented towers that gather high-resolution storm data at a time when most conventional observation systems fail.

-more-

Office of Communications and Marketing

*An EEO/Affirmative Action Institution*

Schroeder can offer insight into how hurricanes develop, move and react to various meteorological elements. He is an expert on how the hurricane interacts with man's built environment at landfall and has been actively intercepting hurricanes since 1998.

**Schroeder can be reached at (806) 742-2813 or [john.schroeder@ttu.edu](mailto:john.schroeder@ttu.edu).**

Ernst Kiesling, professor of civil engineering and executive director of the National Storm Shelter Association, recommends that homeowners who live above the flood plane in hurricane-prone areas buy a storm shelter for their home. They might also encourage local governmental agencies and school administrations to include community storm shelters in facilities planning.

As was seen in Houston preceding Hurricane Rita, evacuations often can put immense strain on traffic corridors, leading to traffic jams and – in the case of Houston – fatalities. By utilizing in-home shelters, some families who are not required to evacuate can remain where they are and ease the traffic flow.

However, Kiesling urges buyers to look for a seal of the National Storm Shelter Association when they buy a safe room for their home. Although there are a variety of products available for homes, Kiesling says that not all shelters are verified to be fully compliant with current standards for storm shelters and to provide full protection from extreme winds.

Kiesling can speak on the construction and use of residential and community shelters. Kiesling has more than 30 years of experience in the design, standards-writing and quality control of storm shelters. **He can be reached at (806) 742-3476, ext. 335 or [ernst.kiesling@ttu.edu](mailto:ernst.kiesling@ttu.edu).**

Larry Tanner, research associate in Wind Science & Engineering has just completed an investigation and six-month study working with the FEMA mitigation assessment team on the wind damage to residential structures from Hurricane Ike in Texas and Louisiana. He was also a member of the FEMA mitigation assessment team that studied Hurricane Katrina. He led a team that recorded wind and water damage along the coastline in Louisiana and Mississippi.

Much of the damage done by Katrina, he says, resulted from structures being built below the base flood elevation – or the elevation that flood waters will rise to during a 100-year storm event (meaning the storm only has a 1 percent chance of happening in a year). Regarding Ike, he reported that even though Ike's winds were less than code design speeds, extensive damage was inflicted on building wall cladding and roofing materials and that thousands of homes were washed away by Ike's tidal surge. **Tanner can be reached at (806) 742-3476 ext. 336, or [larry.tanner@ttu.edu](mailto:larry.tanner@ttu.edu).**





TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: June 1, 2009

CONTACT: Allison Ralston, [allison.ralston@ttu.edu](mailto:allison.ralston@ttu.edu)  
(806) 742-2136

### **College of Human Sciences to Host Fashion Camp 2009 – Find the Diva Within**

The Texas Tech University College of Human Sciences will host its second annual fashion camp for middle school and high school students.

Fashion Camp 2009 – Find the Diva Within will be available for two sessions. The first is from June 15-19, and the second session is June 22-26. The campers will stay in a Texas Tech dormitory and participate and learn about different aspects of fashion.

Hosted by the Retailing Program, the camp will allow students to understand and participate in the fashion world.

The camp will focus on a variety of topics related to fashion and campers will produce a fashion show and present it for friends and family at the end of the camp.

Other activities will allow campers to learn about fashion trends, color theory, visual merchandising, fashion history, jewelry design, toga making and how to style a fashion shoot.

For more information, visit the official Fashion Camp 2009 Web site:  
[http://www.depts.ttu.edu/hs/nhr/ret/fashion\\_camp/](http://www.depts.ttu.edu/hs/nhr/ret/fashion_camp/)

**CONTACT: Jo Ann Landin Altman, supervisor of college development and external relations, College of Human Sciences, Texas Tech University, (806) 742-3264 ext. 259 or [joann.altman@ttu.edu](mailto:joann.altman@ttu.edu)**



TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: June 1, 2009

CONTACT: Norman Martin

(806) 742-4108, [norman.martin@ttu.edu](mailto:norman.martin@ttu.edu)

### Wind Power Could Affect Critical Texas Wetlands

Despite the attraction of wind as a nearly pollution-free power source, a Texas Tech University wildlife ecologist cautions that a tsunami of modern wind turbines dotting the South Plains of Texas could have as yet unknown ecological consequences on critical wetlands known as playas.

And there are plenty of playas on the Texas High Plains and in Eastern New Mexico – approximately 22,000, in fact. Indeed, it's the largest concentration in the world. Playas act as natural water storage sites, providing irrigation water and seasonally recharging the Ogallala, the nation's largest aquifer.

"We don't have any information specific to this region about the effect of wind farm construction on wildlife, and that's a problem because the Panhandle and South Plains of Texas are going to be major players in the wind industry," said David Haukos, an adjunct wildlife ecology professor in Texas Tech's Department of Natural Resources Management.

Texas, once the oil capital of North America, is rapidly turning into the capital of wind power. After breakneck growth the last three years, the state has reached the point that more than 3 percent of its electricity, enough to supply power to one million homes, comes from wind turbines.

But wind power is just gaining a toe hold here. Up to this point transmission capacity has limited the number of wind farms. But with the recent approval by the Texas Utilities Commission for construction of new transmission lines, the number of wind turbines is expected to increase dramatically in the next 5 to 10 years.

"As the technology related to wind farms improves, we're going to see bigger and bigger wind turbines," Haukos said. "When you start putting these large structures on the landscape, we really don't know how the animals and wildlife are going to respond."

Other wildlife researchers have found that in European wetland settings, birds have tended to avoid wind turbines. And avoidance of playas is not the impact anyone wants since these miniature wetlands are directly related to the success of wildlife survival and associated conservation efforts.

“Playas are much like an ecological oasis for wildlife,” said Haukos, who serves as a regional migratory bird specialist for U.S. Fish and Wildlife Service.

Estimates suggest that some 2 million waterfowl winter on Texas playas, making it the second largest wintering site in interior North America for ducks and geese. Furthermore, wildlife supported by playa habitats has spawned a thriving lease-hunting industry in the region, while simultaneously providing a popular draw for money-spending birdwatchers and nature photographers, as well.

On the Southern High Plains specifically, playas only occupy about 2 percent of the land area. They’re normally small; 90 percent of them are less than 30 acres in size. But these small, scattered wetlands form a system that supports most of the life in the area whether it’s plants, animals or people.

“Playas are keystone ecosystems,” Haukos said. “They’re the eco-systems that all the other eco-systems depend upon in this region. Loss of the playas would have a great effect on wildlife, plants and probably people in this part of the world.”

Today, there is no regulation that prohibits constructing a wind farm next to a playa on private land. There are some voluntary guidelines from Texas Parks and Wildlife and U.S. Fish and Wildlife for wind companies to consider, but none are mandatory.

Separately, several Texas Tech studies are underway examining wind farm construction, including their effect on bats and lesser prairie chickens. In addition, wind farm companies have been coming to the Lubbock campus looking for setback guideline recommendations, as well as bird surveys and migratory patterns.

**CONTACT: David Haukos, adjunct wildlife ecology professor, Department of Natural Resources Management, Texas Tech University, at (806) 742-1983 or [david.haukos@ttu.edu](mailto:david.haukos@ttu.edu)**



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: June 2, 2009

CONTACT: Marsha Pfluger, [marsha.pfluger@ttu.edu](mailto:marsha.pfluger@ttu.edu)  
(806) 742-0498

### **Ranching Heritage Association to Host Andy Wilkinson's Charlie Goodnight Concert**

A rare, 10-year reprisal of the musical "Charlie Goodnight: His Life in Poetry and Song" by Andy Wilkinson will be staged Aug. 22 at the National Ranching Heritage Center, 3121 Fourth Street in Lubbock.

The event is the annual fundraiser for the Ranching Heritage Association. Activities begin with a patio reception at 7 p.m., including complimentary bar and food courts plus a silent auction and raffle. The concert will get under way at 8:15 p.m. on a full stage constructed for the event in the National Ranching Heritage Center's historical park. The concert is comprised of more than 15 songs with full band. Poetic narration explains each song, which lead listeners through the life of the famous cattleman/trail driver.

Admission is \$75 each, with tables for six at \$650 and for eight at \$1,000. Table sponsors and underwriters will receive premier, reserved seating at the reception and concert and a copy of the "Charlie Goodnight: His Life in Poetry and Song" CD, which can be autographed by the cast that evening. Make reservations at [www.nrhc.com](http://www.nrhc.com) or call Tim Bynum at the RHA, (806) 742-2498.

With Wilkinson on stage and in the recorded project were talented friends who helped as vocalists, background voices and musicians bringing historic characters to life. Most of the original cast members will be back for the concert's reprise, with a few additions. Joining with Wilkinson will be TV/movie actor Barry Corbin, singer/poet Red Steagall, Grammy Award-winning producer Lloyd Maines, historian Byron Price; plus, Kenny Maines, La Tronda Maines, Terri Hendrix, Rod Taylor, Brian Griffin, Emily Wilkinson-Arellano, Alan Munde, Donnie Maines and Richard Bowden.

Goodnight (March 5, 1836 – Dec. 12, 1929) was a cattle rancher in the American West, likely the best-known rancher in the Panhandle of Texas. Essayist and historian J. Frank Dobie said that Goodnight "approached greatness more nearly than any other cowman of history."

All of the songs and poetic transitions in "Charlie Goodnight: His Life in Poetry and Song" were written by Wilkinson, who is a look-alike descendent of his distant uncle,

Office of Communications and Marketing

*An EEO/Affirmative Action Institution*

the man who helped establish the Goodnight-Loving Trail. Goodnight ranched in the Palo Duro Canyon area, where Wilkinson staged the first-ever showing of his now-classic musical.

Material for the musical comes from true stories of Goodnight's life, real events and people of the West, white, black and red, who were his friends. More than drawing inspiration from these stories, Wilkinson thoroughly researched each song and poem, making personal trips to the same places where Goodnight traveled, lived and worked. He devoted hours to research in a number of libraries and museums and conducted interviews with people who had an affiliation with Goodnight.

Last staged at the NRHC in August 1999, the concert was accompanied by a CD and book, both of which reaped numerous awards. In all, the project is unique in the world of music.

Find Texas Tech news, experts and story ideas at [www.media.ttu.edu](http://www.media.ttu.edu).

-30-

**CONTACT: Marsha Pfluger, National Ranching Heritage Center, at (806) 742-0498 or [marsha.pfluger@ttu.edu](mailto:marsha.pfluger@ttu.edu) or Andy Wilkinson at (806) 777-7851 or [andy.wilkinson@ttu.edu](mailto:andy.wilkinson@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: June 2, 2009

CONTACT: Liza Muse, [liza.muse@ttu.edu](mailto:liza.muse@ttu.edu)  
(806) 742-2270, ext. 295

### **Texas Tech School of Music Presents 2009 Judson Maynard Summer Carillon Series**

The Texas Tech University School of Music announces the return of the Summer Carillon Recital Series featuring the refurbished Baird Memorial Carillon located in the West Bell Tower of the Administration Building.

There will be a carillon concert at 8 p.m. Sundays starting on June 7 and continuing through July 26. A special concert for July 4<sup>th</sup> also is planned. Roy Wilson, adjunct professor of organ and carillon, said the public is invited to bring lawn chairs and picnic blankets and listen from Memorial Circle north of the Administration Building. Families with children are welcome.

The concerts start following the electronic bells chime the hour. Programming will include popular songs, classical, folk music, hymns, songs for children and original compositions for the carillon, including the complete works for carillon of former Texas Tech professor Mary Jeanne van Appledorn. The programs are 40-45 minutes in length.

Carillonneurs scheduled to play this summer are Judson D. Maynard of Denton, Texas Tech professor emeritus of organ and carillon; Roy Wilson, orchestra director for Lubbock Independent School District, organist at St. John's United Methodist Church and adjunct professor of carillon and organ at Texas Tech; William Balch, music education major and violinist; Cole Shooter, a political science graduate and music minor from Texas Tech; Arla Jo Anderton, immediate past president of the Guild of Carillonneurs in North America and science teacher at Coronado High School; and Denise Koncelik, flute instructor at Midwestern State University.

During Roy Wilson's performances, patrons are invited to come up into the West Tower of the Administration Building and quietly observe the performance, the unusual playing clavier and the 43 chromatic bells. If another musician is performing, the bells will be demonstrated after the performance and patrons are invited to feel the different weights of the clappers.

### **Performance dates:**

June 7 – Roy Wilson and Cole Shooter, Lubbock

June 14 – Judson Maynard, Denton

School of Music

*An EEO/Affirmative Action Institution*





## TEXAS TECH UNIVERSITY

June 21 – Maynard

June 28 – Denise Koncelik, Wichita Falls

July 4 – 9 a.m. Wilson and Arla Jo Anderton of Lubbock

July 5 – Anderton

July 12 – Will Balch, Katy/Austin

July 19 – Wilson, Soo Min and Soo Hyun Chae, Lubbock

July 26 – Koncelik

**CONTACT: Roy Wilson, adjunct professor of carillon and organ at Texas Tech, (806) 799-7227, or [royjaneann@hotmail.com](mailto:royjaneann@hotmail.com)**



# Advisory

**FOR IMMEDIATE RELEASE**

DATE: June 4, 2009

CONTACT: David McClure, david.mcclure@ttu.edu  
(806) 742-0012

**Chancellor Hance addresses House Bill 51**

**WHAT:** Chancellor Kent Hance will discuss passage of HB 51 and how this will help Texas Tech University's efforts to become a Tier One Research University.

**WHEN:** 11-11:30 a.m. Fri. (June 5)

**WHERE:** Texas Tech University Administration Building  
Board of Regents Meeting Room (Rm. 201)

**EVENT:** HB 51 was passed by the Texas Legislature on May 31. The bill establishes two new competitive funds to help seven emerging research universities gain national research institution status.

Chancellor Hance will discuss the components of the bill and how it will impact Texas Tech University.

-30-



TEXAS TECH UNIVERSITY

# Advisory

## FOR IMMEDIATE RELEASE

DATE: June 5, 2009

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

### **Texas Tech Summer Camp Youth Go Wind Sailing**

- WHAT:** Youth at wind-oriented summer camp will go wind sailing and construct wind turbines.
- WHEN:** 1:15 p.m. Tuesday (June 9), wind sailing  
10 a.m. to noon or 1 to 4 p.m. Thursday (June 11), wind turbines
- WHERE:** Building 250 at Reese Technology Center
- EVENT:** A new Texas Tech University residential summer camp, Run on the Wind: Engineering a Clean Tomorrow, is scheduled for June 7-12. The camp, offered through the Institute for the Development and Enrichment of Advanced Learners (IDEAL), provides students with information regarding careers in wind science as well as information about the necessary academic skills to succeed. Additional sessions and activities include: principles and physics of wind to electricity, atmospheric and meteorological aspects of forecasting wind power and a wind tunnel demonstration.

Martha Hise, IDEAL director, said that Run on the Wind provides students an introduction to the field of wind science and an opportunity to consider wind science as a future academic pursuit.

IDEAL, a department in the Texas Tech Division of Institutional Diversity and Community Engagement is a nonprofit organization. Formed in 1984, the institute has introduced thousands of students in grades K-11 to the university through a variety of on-campus academic enrichment programs.

**CONTACT: Martha Hise, director, Institute for the Development and Enrichment for Advanced Learners, (806) 742-2420, or [martha.hise@ttu.edu](mailto:martha.hise@ttu.edu).**



# News Release

## **FOR IMMEDIATE RELEASE**

DATE: June 5, 2009

CONTACT: David P. McClure, [david.mcclure@ttu.edu](mailto:david.mcclure@ttu.edu) (806) 742-0012

### **HB 51 and HJR 14 Provide Texas Tech Opportunities for Research Growth**

Bills passed last weekend by the Texas Legislature will provide Texas Tech University access to long-term funding needed to achieve National Research University status, often referred to as Tier One.

Four separate programs defined in House Bill 51 (HB 51) provide the framework for the university to earn short and long-term state support needed to create and sustain world-class research programs. The funding also will enable the university to attract more of the nation's top researchers. Those programs include the Texas Research Incentive Program (TRIP), the Performance Incentive Fund, the Research University Development Fund and the National Research University Fund (NRUF).

The creation of the National Research University Fund, incorporated in House Joint Resolution 14 and authored by State Sen. Robert Duncan, as an endowed permanent source of funding to enable the emerging research universities to achieve national prominence as major research universities is a focal point of the state's commitment. HB 51 establishes the competitive criteria for which all of the emerging research universities will strive to meet in order to receive NRUF funding. A constitutional amendment will need the approval of Texas voters in November.

"Sen. Duncan had the vision and the plan to create a permanent funding mechanism for research at Texas Tech and the other emerging research universities," said chancellor Kent Hance. "If it were not for Sen. Duncan, HB 51 would not have passed. We all owe him our thanks for getting this done."

"I think this legislation provides a challenge and an opportunity for Texas Tech University to rise to the next level," said Larry Anders, chairman of the Texas Tech University System Board of Regents. "This long-term commitment to research growth will enable us to develop the world class research programs needed for Texas Tech University to achieve Tier One status. Now it's up to us."

HB 51 was sent to Governor Perry for signature on Wednesday.



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: June 5, 2009

CONTACT: Allison Ralston, [allison.ralston@ttu.edu](mailto:allison.ralston@ttu.edu)  
(806) 742-2136

### **Texas Tech Engineering Students Head to Toronto for EcoCAR Competition**

Even as American automakers find the need to reinvent themselves in terms of fuel economy, emissions and even public image, 17 colleges will compete in the EcoCAR challenge in Toronto beginning June 8, to design a car with reduced emissions and decreased energy consumption.

A group of Texas Tech engineering students are among the groups competing in EcoCAR, a challenge to reengineer a 2009 Saturn VUE with improved fuel economy and greenhouse gas emissions, while maintaining the vehicle's safety features and consumer appeal.

Timothy Maxwell, a mechanical engineering professor and member of Texas Tech's EcoCAR team, said their car is unique and is an improvement on the stock VUE.

"The Texas Tech VUE has been designed to provide approximately 40 miles per gallon of gasoline equivalent and to exceed performance of the stock Saturn VUE in most other areas," Maxwell said.

The Toronto competition marks the completion of the first year of the three-year project. There the teams will be presenting for judging their vehicle architecture through models and simulations. At the end of the Toronto competition, the teams will be given the car and two years to make their designs become a reality.

Sponsors of EcoCAR include the U.S. Department of Energy, the Canadian government, and General Motors Corp.

**CONTACT: Tim Maxwell, professor, Department of Industrial Engineering, Texas Tech University, (806) 928-3636, or Richard Gale, (806) 535-9576.**



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: June 5, 2009

CONTACT: Allison Ralston, [allison.ralston@ttu.edu](mailto:allison.ralston@ttu.edu)  
(806) 742-2136

### **Biological Sciences Graduate Student Receives 2009 Wilks Award**

A Texas Tech University graduate student received the 2009 Wilks Award from the Southwestern Association of Naturalists for her presentation examining complex evolutionary relationships between mice in Guatemala and southern Mexico.

Nicté Ordóñez-Garza's research titled "Phenotypic and Genetic Concordance in Three Species of Central American *Peromyscus* (Rodentia, Cricetidae)" focused on differences of body structure and mitochondrial DNA based on geographic location of the mice.

Ordóñez-Garza's research suggests that previous studies involving the studied mice and their evolutionary relationships was incorrect. Some of the mice she used in her research are considered threatened or endangered giving this research significant importance.

The award was announced in April at the Universidad Autonoma de Nuevo Leon, in Monterrey, Mexico by the Southwestern Association of Naturalists, an international association founded to promote the field study of plants and animals in the southwestern United States, Mexico and Central America.

**CONTACT: Nicté Ordóñez-Garza, graduate student, Department of Biological Sciences, Texas Tech University, [nicte.ordonez-garza@ttu.edu](mailto:nicte.ordonez-garza@ttu.edu).**





TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: June 6, 2009

CONTACT: Cory Chandler, [cory.chandler@ttu.edu](mailto:cory.chandler@ttu.edu)  
(806) 742-2136

### **New Symposium Presents Viticulture, Enology Research to Aid Texas Wine Industry**

Texas Tech University and the Texas AgriLife Extension Service will co-sponsor a new symposium to present ways current and ongoing viticulture and enology research can benefit Texas grape growing and winemaking industries.

Viticulture is the science of grape growing and enology is the study of winemaking.

The first Texas Viticulture and Enology Research Symposium will take place June 2-3 at the Granbury Resort Conference Center, 621 E. Pearl St. in Granbury.

The symposium will bring together researchers and students from Texas Tech and Texas A&M University to discuss topics including vineyard economics, wine marketing, sensory evaluations of Texas wines, the cancer-fighting affects of Texas wines, deficit irrigation, grape variety adaption and infestations of grape berry moths.

Presentations will conclude with summaries explaining how to apply research in vineyard or winery operations.

"Our primary audience is vineyard owners and wine producers, but we also hope to draw in other researchers as well as those who simply have an interest in grapes and wine," said Ed Hellman, a Texas Tech professor of viticulture with a joint appointment at Texas AgriLife Extension.

Keynote speakers include Peter Cousins, a grape rootstock breeder and geneticist with the U.S. Department of Agriculture's Agricultural Research Service who will deliver a viticulture address, and Patricia Howe, research enologist, winemaker and owner of Patricia Howe Wines & Consulting who will deliver an enology address.

"This symposium will be a great opportunity for those involved in the Texas wine industry to hear from scientists and respected speakers who will give an in-state and out-of-state perspective on current research in viticulture and enology," he said. "And Granbury's new conference facility and the town's geographically central location make it an ideal location for the first symposium."

Symposium and hotel registration is open, but attendees are requested to book their rooms early to receive a special discount rate available through May 9. For symposium and hotel information, go to: [http://winegrapes.tamu.edu/meetings/TX\\_Research\\_Symposium.pdf](http://winegrapes.tamu.edu/meetings/TX_Research_Symposium.pdf)

To register for the symposium online, go to: <http://agrilifevents.tamu.edu/> and search using the keyword "viticulture."

A pre-symposium dinner will be held at Barking Rocks Winery in Granbury, with registration for the dinner separate from the symposium. For information and to register for the dinner, go to: [http://winegrapes.tamu.edu/meetings/Dinner\\_Registration.pdf](http://winegrapes.tamu.edu/meetings/Dinner_Registration.pdf).

For more information about the town of Granbury and the Granbury Resort Conference Center, go to: <http://www.granburytx.com/Home.aspx>

Symposium registrants also will automatically be entered for a drawing to win a complete registration package to the 2010 Texas Wine & Grape Growers Association annual conference in Dallas, a value of up to \$500. The prize is courtesy of the association.

**CONTACT: Ed Hellman, professor of viticulture, Department of Plant and Soil Science, Texas Tech University, (806) 746-6101, or [ed.hellman@ttu.edu](mailto:ed.hellman@ttu.edu)**



TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: June 16, 2009

CONTACT: John Davis, [john.w.davis@ttu.edu](mailto:john.w.davis@ttu.edu)

(806) 742-2136

### **Texas Tech Researcher: Climate Change Impacts where Americans Live and Work**

New assessment of national, regional impacts shows challenges ahead for Great Plains.

Climate change is visible and occurring throughout the U.S., but the choices we make now will determine the severity of its impacts in the future, according to a Texas Tech University climate scientist who served as a lead author on a report released today by the White House.

Katharine Hayhoe, a research associate professor in the Department of Geosciences, was one of 31 scientists from 13 U.S. government science agencies, major universities and research institutes that produced the study. In 2007, she was invited to serve as the lead author for the Great Plains chapter of the report, which includes Texas.

"During the next decade or two, we are likely to see an increase of 2 to 3 degrees Fahrenheit across the United States," Hayhoe said. "How much temperatures rise after that depends primarily on our emissions of heat-trapping gases during the next few decades. Under lower emissions, temperatures could increase 4 to 7.5 degrees. With higher emissions, we can expect 7 to 11 degrees, with the greatest increases in summer."

Using projections such as these, authors crafted what they call the most comprehensive, plain-language report to date on national climate change. *Global Climate Change Impacts in the United States* provides the most current information on how climate change is likely to impact key economic sectors and regions of the country. The report spans both the Bush and Obama Administrations.

The study found that Americans already are being affected by climate change through extreme weather, drought and wildfire and details how the nation's transportation, agriculture, health, water and energy sectors will be affected in the future. The study also found that the current trend in the emission of greenhouse gas pollution is significantly above the worst-case scenario examined in this report.

Hayhoe said heat waves, drought and heavy rainfall events are all expected to become more frequent for much of the nation, including in the Great Plains. Warmer temperatures increase evaporation. Combined with increased risk of drought, this raises concerns about the region's water supply, already overtaxed in many parts of the Great Plains.

“Water is gold – here in Texas and across the Great Plains,” she said. “Much of it comes from the Ogallala Aquifer, which extends from Nebraska all the way down to West Texas. But on the South Plains, we’re already taking the water out faster than it can replenish, and aquifer levels across the region have dropped by more than 150 feet since irrigation began in the 1950s. Farming and ranching are already under pressure from expanding human development and limited water supply. Climate change will exacerbate these and other existing stresses on our natural environment and our society.”

Rising temperatures likely will further stress farms and ranches, shifting the areas where certain crops are grown, and allowing pests currently confined to the southern parts of the region to expand northward. Rising temperatures also will add to the pressure on the regions grasslands and playa lakes – unique habitats the Great Plains region offers to migrating and local birds as well as other wildlife.

The report emphasizes that the choices we make now will determine the severity of climate change impacts in the future. Earlier reductions in emissions will have a greater effect in reducing climate change than comparable reductions made later.

Main findings for the United States include:

- Heat waves will become more frequent and intense, increasing threats to human health and quality of life. Extreme heat also will affect transportation and energy systems, and crop and livestock production.
- Increased heavy downpours will lead to more flooding, waterborne diseases, negative effects on agriculture, and disruptions to energy, water and transportation systems.
- Reduced summer runoff and increasing water demands will create greater competition for water supplies in some regions, especially in the West.
- Rising water temperatures and ocean acidification threaten coral reefs and the rich ecosystems they support.
- Insect infestations and wildfires already are increasing and are projected to increase further in a warming climate.
- Local sea-level rise of more than three feet on top of storm surges will increasingly threaten homes and other coastal infrastructure. Coastal flooding will become more frequent and severe, and coastal land will be lost to the rising seas.

Hayhoe has led climate impact assessments for California, the Northeast, Chicago, and also contributed to the United Nations Intergovernmental Panel on Climate Change.

A product of the interagency U.S. Global Change Research Program and led by National Oceanic and Atmospheric Administration, the definitive 190-page report is intended to better inform members of the public and policymakers. It is available at [www.globalchange.gov/usimpacts](http://www.globalchange.gov/usimpacts).

**CONTACT: Katharine Hayhoe, associate professor, Department of Geosciences, Texas Tech University, (806) 392-1900, or [katharine.hayhoe@ttu.edu](mailto:katharine.hayhoe@ttu.edu)**



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: June 16, 2009

CONTACT: Sally Logue Post, [sally.post@ttu.edu](mailto:sally.post@ttu.edu)  
(806) 742-2136

### **Texas Tech Transfer Connection Earns State Awards**

The Texas Tech University Transfer Connection program won two Successful Transfer Enhancement Program (STEP) Awards during the recent Texas Transfer Success Conference.

The awards, open to all colleges and universities in Texas, recognize outstanding work in serving transfer students. There were 67 entries in six categories.

Texas Tech won a Gold Award in the Student Services and Development category and a Silver Award in the Internal Collaborations category. In addition, the Transfer Connection was one of seven programs cited as examples of excellence during the conference.

“We are excited to receive recognition for the Transfer Connection,” said Candice Laster, coordinator for the Transfer Connection. “We are also inspired to continue to build on our program and further assist transfer students as they continue their journey at Texas Tech.”

Transfer Connection is an umbrella for the programs and services offered by Texas Tech geared specifically for transfer students. Administered through the Center for Campus Life, Transfer Connection provides opportunities for transfer students to make connections with other students, faculty and staff.

“Transfer students experience a phenomenon called transfer shock,” said Greg Elkins, dean of students. “Students can feel lonely, lost, overwhelmed and uncertain about their decision to transfer. That can lead to a drop in grade point average and in some cases result in the student dropping out. We believe that offering transfer students the opportunities to make friends and find help will make the transition into Texas Tech much more successful.”

Transfer Connection works with a Transfer Council made up of recent transfers to Texas Tech to develop content and approaches to help students. There also is a Transfer Peer Mentor Program that works in connection with the Transfer Connection.

The Transfer Connection consists of the Transfer Peer Mentor Program, Transfer Council, Transfer Techsans and the Transfer Connection Learning Community. The

Office of Communications and Marketing

*An EEO/Affirmative Action Institution*

Transfer Peer Mentor Program matches incoming transfer students with current students who transferred to Texas Tech. The Transfer Council provides an opportunity for transfer students, new or current, to work with the Student Government Association. The Transfer Techsans is a new student organization designed to help transfer students create a social network for involvement. The Transfer Learning Community is a new addition to the Connection umbrella of programs.

Find Texas Tech news, experts and story ideas at [www.media.ttu.edu](http://www.media.ttu.edu).

**CONTACT: Candice Laster, Transfer Connection coordinator, Texas Tech Center for Campus Life, (806) 742-5433, or [candice.n.laster@ttu.edu](mailto:candice.n.laster@ttu.edu).**





# Advisory

**FOR IMMEDIATE RELEASE**

DATE: June 16, 2009

CONTACT: Allison Ralston, [allison.ralston@ttu.edu](mailto:allison.ralston@ttu.edu)  
(806) 742-2136

**Texas Tech Anticipates Visit from Minority Universities**

Students and administrators will take in what the personal financial planning program has to offer.

- WHAT: Campus visit from students and administrators from minority universities.
- WHEN: 12:15 p.m. June 19, 2009
- WHERE: South side of the Administration Building near the Preston Smith statue.
- EVENT: Texas Tech will host undergraduate students and administrators from two historically minority universities, the University of Texas-Pan American and Huston-Tillotson University.

The group of six students from UT Pan American and one student from Huston-Tillotson will meet with various people on campus to hear about the importance of graduate school and what the Texas Tech master's program in personal financial planning has to offer.

Texas Tech plans to help establish an undergraduate program in personal financial planning at UT Pan American and other historically minority-serving universities, providing Texas Tech with a base of students to bring into the graduate program.

The trip is funded by the graduate school and the Department of Applied and Professional Studies.

Find Texas Tech news, experts and story ideas at [www.media.ttu.edu](http://www.media.ttu.edu).

**CONTACT: John Gilliam, assistant professor, College of Human Sciences, Texas Tech University, (806) 742-5050, or [john.gilliam@ttu.edu](mailto:john.gilliam@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: June 16, 2009

CONTACT: Allison Ralston, [allison.ralston@ttu.edu](mailto:allison.ralston@ttu.edu)  
(806) 742-2136

### **Two Environmental Toxicology Graduate Students Receive TWRI Grants**

Two environmental toxicology graduate students were each awarded a grant up to \$5,000 from the Texas Water Resources Institute (TWRI) for their water-related research.

Deborah Carr's proposal, "Biotransformation of Pharmaceuticals and Personal Care Products (PPCPs) at an Effluent Land Application Site," focuses on the appearance of prescription, over-the-counter drugs and personal care products in drinking water sources and how soil bacteria and fungi can be used to transform these PPCPs before entering the groundwater.

Adcharee Karnjanapiboonwong's proposal, "Occurrence of Pharmaceuticals and Personal Care Products (PPCPs) at an Effluent-dominated Wastewater Application Site: Estrogens, Triclosan and Caffeine," focuses on what the effects of PPCPs reaching the soil and aquatic environment are at field scale.

This year, TWRI has awarded 10 grants for water-related research to graduate students from around the state through funding from the U.S. Geological Survey as part of the National Institutes for Water Research annual research program.

**CONTACT: Deborah Carr, graduate student, Department of Environmental Toxicology, Texas Tech University, (806) 885-4567 or [deborah.carr@ttu.edu](mailto:deborah.carr@ttu.edu), or Adcharee Karnjanapiboonwong, graduate student, Department of Environmental Toxicology, Texas Tech University, (806) 252-2039 or [adcharee.kwong@tiehh.ttu.edu](mailto:adcharee.kwong@tiehh.ttu.edu).**



TEXAS TECH UNIVERSITY

**FOR IMMEDIATE RELEASE**

DATE: June 16, 2009

CONTACT: Sarah Whetstone, [sarah.whetstone@ttu.edu](mailto:sarah.whetstone@ttu.edu)

(806) 742-2136

**Texas Tech Chef Takes Top Honors in South Plains**

Hospitality Services looking toward an earth- and heart- healthy future.

In his nine years with the university, Rocky Rockwell has nurtured Texas Tech's hospitality services from "dorm food" into an inviting array of culinary choices. As the Certified Executive Chef of Hospitality Services, Rockwell and his staff have broadened dining choices, updated facilities and created a welcoming image on campus.

However, it is his work in the community - not the kitchen - that prompted Rockwell's colleagues at the South Plains Chef Association to name him Chef of the Year. Rockwell and his staff are committed to making Texas Tech, the Lubbock community and the environment a healthful place to live and eat.

"We do a lot of community work with events for the kidney association, the heart association and a lot of other groups," Rockwell said. "There are about 20 events a year for which we prepare food or supply labor."

Each year, the South Plains Chef Association and six other regional associations in Texas choose one chef from the region to accept the honor based on community involvement. The winners of the regional Chef of the Year award will meet in San Antonio in August where participants will choose a Texas Chef of the Year.

Rockwell has more plans to improve culinary practices on campus. With a background in the fast-paced, hectic kitchens of restaurants in New York City and Florida, Rockwell hopes to transfer to the school some practices he picked up in the city.

"My goal is for us to move more into sustainability, recycling and eventually farm-to-table type of things," Rockwell said. "And we've got a good start. I'd really like total recycling, from food scraps to turning the grease we use in the fryer vats into biodiesel, which we're already doing. That's the direction I'd like be headed."

Rockwell said the university is taking small steps toward a large goal by adopting recycling practices with food products and preparation materials.

Rockwell, began his culinary career at the Dallas Country Club. In 1999 he graduated first in his class from the Culinary Institute of America in Hyde Park, N.Y. From there, Rockwell studied under Jonathon Zearfoss in the American Bounty Restaurant Kitchen on the Culinary Institute of America campus in New York City. In West Palm Beach, Fla.,

-more-

Office of Communications and Marketing

*An EEO/Affirmative Action Institution*

Rockwell cooked at “The Restaurant” in the Four Seasons Hotel before joining Hospitality Services as the executive chef in 2000.

Rockwell is a member of the South Plains chapter of the Texas Chef Association and the American Culinary Federation and placed third nationally for college and university chefs in 2002 at the NACUFS national convention.

Find Texas Tech news, experts and story ideas at [www.media.ttu.edu](http://www.media.ttu.edu).

**CONTACT: Rocky Rockwell, Certified Executive Chef, Hospitality Services, Texas Tech University, (806) 742-1761 ext. 2, or [rock.rockwell@ttu.edu](mailto:rock.rockwell@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: June 16, 2009

CONTACT: Cory Chandler, [cory.chandler@ttu.edu](mailto:cory.chandler@ttu.edu)  
(806) 742-2136

### **Expert on College Alcohol Abuse and Prevention Available to Speak on New Study**

A report released by the U.S. National Institute on Alcohol Abuse and Alcoholism found that binge drinking and drinking-related deaths among college-age students are increasing.

Kitty Harris-Wilkes, director of Texas Tech University's Center for the Study of Addiction and Recovery, can speak about drug and alcohol abuse among college students and prevention methods that could help curb these trends.

The Center for the Study of Addiction and Recovery is the country's largest and one of the oldest campus recovery communities. It uses a peer-support system to help students recovering from drug and alcohol addictions and even issues such as gambling and eating disorders navigate the treacherous landscape of a college campus.

Dynamic and extremely personable, Harris-Wilkes has first-hand experience working with hundreds of college students who have managed to overcome drug and alcohol addictions. During the past 20 years, more than 500 students have graduated through the center with a collective GPA of more than 3.3 and only 7 percent of active participants suffered relapses.

The program has been so successful that Harris-Wilkes has overseen or advised the development of similar programs at schools such as the University of Colorado at Boulder, the University of Texas and the University of Texas at San Antonio. She also has created a curriculum model that is being distributed nationally.

Center researchers have amassed a body of research on the processes and factors involved in young adult addiction and recovery.

**CONTACT: Kitty Harris-Wilkes, director, Center for the Study of Addiction and Recovery, Texas Tech University, (806) 742-2891 or [kitty.s.harris@ttu.edu](mailto:kitty.s.harris@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: June 17, 2009

CONTACT: Leslie Cranford, [leslie.cranford@ttu.edu](mailto:leslie.cranford@ttu.edu)

(806) 742-2136

### **Texas Tech College of Education Partners with Dallas Teacher Education Program**

New bachelor's program will produce more bilingual/ESL teachers.

Texas Tech University's College of Education is partnering with the Dallas County Community College District (DCCCD) and Dallas-area school districts to make much-needed bilingual/English-as-a-Second-Language (ESL) teacher certification accessible to more people.

Texas Tech will offer its existing Bachelor of Science in Multidisciplinary Studies (leading to EC-6 teacher certification in bilingual education and ESL) to students completing core requirements at community colleges in the Dallas area, including Mountain View College and Richland College.

The program partners also will work with Dallas-area paraprofessionals to complete core requirements before admission to the Texas Tech College of Education. Online instruction will begin in fall 2009.

Specifically, courses leading to initial certification as a bilingual/ESL teacher will be delivered through web-based instruction. Fewer than half of the 129 credits required for the degree will be offered by Texas Tech. Most, if not all, of the Texas Tech courses will be delivered online. Community college partners will deliver the first two years of coursework.

The non-traditional approach to preparing teachers through distance education provides pathways to baccalaureate degrees in high demand fields for students, said Dora Salazar, project director in Texas Tech's College of Education.

"Eligible school district support staff will have an opportunity to earn a bachelor's degree while remaining in their current position. The program enables the school districts in the region to 'grow their own' new teachers to help meet staffing needs in bilingual/ESL, while at the same time rewarding dedicated paraprofessionals, by encouraging professional growth," Salazar said.

The partnerships are made possible through a Title III National Professional Development (Project TEACH) grant received from the U.S. Department of Education's Office of English Language Acquisition.

Office of Communications and Marketing

*An EEO/Affirmative Action Institution*





## TEXAS TECH UNIVERSITY

Project TEACH (Teacher Education Alliance Collaborative for Higher Education) addresses a national need to improve education through the preparation and ongoing training of all teachers serving English Language Learners (ELLs) in the state of Texas. The Project is designed to increase the pool of highly qualified teachers and is designed to provide support for pre-service teachers, improve their teaching skills to work towards certification, and assist educational personnel with ELLs to meet high professional standards.

For additional information visit <http://www.educ.ttu.edu/projectteach/>

**CONTACT: Dora Salazar, project director, College of Education, Texas Tech University**, (806) 742-1998 ext. 480, or [dora.salazar@ttu.edu](mailto:dora.salazar@ttu.edu); or **Martha Harrison, unit coordinator**, (806) 742-1998 ext. 462, or [Martha.harrison@ttu.edu](mailto:Martha.harrison@ttu.edu).

**Mountain View College:** Karen Blue, director, Teacher Preparation Program, (214) 860-8632 or [Kblue@dcccd.edu](mailto:Kblue@dcccd.edu).

**At Richland College:** Adriana Rodriguez, director, bilingual/ESL Teacher Preparation, (972) 761-6821, or [adrianarodriguez@dcccd.edu](mailto:adrianarodriguez@dcccd.edu).



# News Release

**FOR IMMEDIATE RELEASE**

DATE: June 17, 2009

CONTACT: Michelle Hougland, [michelle.hougland@ttu.edu](mailto:michelle.hougland@ttu.edu)  
(806) 742-0012

**Russ Bookbinder named Vice Chancellor and Chief Marketing Officer**

Texas Tech University System Chancellor Kent Hance announced today (June 17) the hiring of Russ Bookbinder as vice chancellor and chief marketing officer. He will begin his duties on July 2.

Bookbinder will collaborate with Texas Tech University, Texas Tech University Health Sciences Center and Angelo State University to develop integrated marketing and communication strategies for each institution. He will also work to increase statewide and national awareness of the Texas Tech University System.

"Russ was a top executive with the Spurs organization and through his efforts, the Spurs went from a little-known team to one of the top franchises in the NBA. His expertise and leadership in marketing, communication, brand awareness and community relations will energize our efforts to promote all three of our institutions," Hance said.

Bookbinder previously served as the executive vice president of business operations with the Spurs. He retired from the Spurs last June after more than 20 years with the organization.

During his time in San Antonio, Bookbinder oversaw operations for four professional teams: the Spurs, the WNBA's Silver Stars, the NBA Development League's Austin Toros and the American Hockey League's Rampage. Bookbinder provided organizational structure and developed leaders and staff that helped grow the Spurs from a single team entity into a major sports and entertainment company.

"I am excited about joining the Texas Tech University System team," Bookbinder said. "The three universities have much to be proud of and I am anxious to work with a very talented group of marketing and communications professionals to develop strategies that increase perception and awareness of our system institutions."

Bookbinder received a degree in advertising from the University of Florida in 1974. He and his wife, Tammy, who is the daughter of former Baylor football coach Grant Teaff, have two children, Josh and Jessy.

Bookbinder replaces David McClure who was recently named the Associate Vice Chancellor for Technology Commercialization.



TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: June 17, 2009

CONTACT: Cory Chandler, [cory.chandler@ttu.edu](mailto:cory.chandler@ttu.edu)  
(806) 742-2136

### **As Captain America Rises From Dead, Book Considers His Cultural Legacy**

On July 1, Steve Rogers will return as Captain America. But should Americans welcome him back?

Is his country-first mentality a positive example for today's jaded youth, or has the star-spangled hero come to embody America's muscle-flexing foreign policies in the post-9/11 world?

Rob Weiner, pop-culture author, guru and an associate humanities librarian for the Texas Tech University Libraries, decided to examine the character's legacy in light of his highly-publicized assassination in 2007.

His book, "Captain America and the Struggle of the Superhero: Critical Essays," goes deeper under the mask and into the psyche of the shield-bearing patriot than perhaps any other work written on the subject.

"The book takes a look at Captain America as a cultural icon," Weiner said. "He is arguably the most patriotic superhero, and represents what America can and should be. I wanted to create a forum where scholars from all disciplines could treat him as a focal point for scholarly discourse."

Weiner invited scholars including historians, political scientists and art professors to delve into more than 60 years of Captain America comics, dissecting the writers and story arcs to consider how such a symbolically charged character can impact popular culture.

The result is a work that uses Captain America comics as a lens to study America's shifting political attitudes, race and class struggles, international relations and ideological ambiguities.

"Captain America and the Struggle of the Superhero: Critical Essays" is published by McFarland and available through Amazon.

Weiner has expertise on topics ranging from the Grateful Dead to American presidents in film. His previous book, *Marvel Graphic Novels and Related Publications: An Annotated Guide*, is an exhaustive 385-page reference work on the universe of Captain America, Spider-Man, Iron Man and The Fantastic Four.

Office of Communications and Marketing

*An EEO/Affirmative Action Institution*

**CONTACT: Rob Weiner, associate humanities librarian, Texas Tech University Libraries, (806) 742-2238 ext. 282, or [rob.weiner@ttu.edu](mailto:rob.weiner@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: June 18, 2009

CONTACT: Allison Ralston, [allison.ralston@ttu.edu](mailto:allison.ralston@ttu.edu)  
(806) 742-2136

### **Texas Tech to Help Raise Scholarship Money for Estacado High School Graduates**

Texas Tech has partnered with the Jerry Gray Foundation to raise funds for scholarships to help Estacado High School students attend college.

Gray, an Estacado High School alumnus and four time NFL Pro-Bowler, currently is the secondary coach for the Washington Redskins.

Through the Jerry Gray Golf Tournament, Lubbock golfers have the opportunity to help students achieve their ambition of college. Texas Tech will match the money raised through corporate contributions. The tournament will start at 9 a.m. on June 27 at Meadowbrook Golf Course.

On June 26 Gray will host a silent and live auction and barbecue dinner open to golfers and non-golfers. The dinner will be held in the Estacado High School cafeteria and costs \$10 for adults and \$2 for children.

The Office of Institutional Diversity handles the scholarships and scholarship receivers are required to be members of Mentor Tech. These incoming students will increase both ethnic and economic diversity within Texas Tech.

Mentor Tech focuses on enhancing the quality of the college experience of students from underrepresented populations. They pair students and mentors together according to their academic, professional, social and cultural interests, increasing the student's chance of success at Texas Tech.

Register for the golf tournament online at <http://www.jerrygrayfoundation.org/> or call 806-781-8310.

Find Texas Tech news, experts and story ideas at [www.media.ttu.edu](http://www.media.ttu.edu).

**CONTACT: Cory Powell, associate director, Lauro Cavazos & Ophelia Powell-Malone Mentoring Program, Texas Tech University, (806) 742-8692, or [cory.powell@ttu.edu](mailto:cory.powell@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: June 19, 2009

CONTACT: Allison Ralston, [allison.ralston@ttu.edu](mailto:allison.ralston@ttu.edu)  
(806) 742-2136

### **Chemistry and Biochemistry Professor Receives National Institutes of Health Grant**

A Texas Tech University professor of chemistry and biochemistry received a National Institutes of Health (NIH) R03 grant for new work with painkillers and anti-inflammatory medications.

Guigen Li was awarded the grant for \$395,400 for two years. The grant, titled "Searching for Novel Analgesic and Anti-Inflammatory Agents," will focus on the design and production of new medicines using new synthetic methods developed by Li's research group.

The research centers on developing new methods for preparing multiple molecules of the same compound to contain amine groups, but with slightly different structures. These new molecules have potential activity as painkillers and anti-inflammatory agents.

Li and his collaborators have achieved 130 publications based on his research, with principal interests in asymmetric synthesis, asymmetric catalysis, and bioorganic and medicinal chemistry. In the past, he has been supported by the NIH twice and the Robert Welch Foundation four times as the principal investigator, and the National Science Foundation twice as co-principal investigator.

Find Texas Tech news, experts and story ideas at [www.media.ttu.edu](http://www.media.ttu.edu).

**CONTACT: Guigen Li, professor, Department of Chemistry and Biochemistry, Texas Tech University, (806)742-3015, or [guigen.li@ttu.edu](mailto:guigen.li@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: June 24, 2009

CONTACT: Cory Chandler, [cory.chandler@ttu.edu](mailto:cory.chandler@ttu.edu)  
(806) 742-2136

### **Quality Not as Important as Branding to Survival of Texas Wine Labels**

This may be a hard truth for budding vintners to swallow, but when it comes to the survival of a brand, quality winemaking may be less important than savvy marketing.

In fact, winemakers with limited resources are better off spending their money on marketing than purchasing higher quality grapes, according to a brand mortality study conducted by researchers at the Texas Wine Marketing Research Institute and Rawls College of Business at Texas Tech University.

The 15-year study tracked the fates of 25 Texas wineries beginning in 1991, when nearly 1,000 Texas wine enthusiasts rated the quality and name recognition of each brand.

When researchers examined the results, they found an unmistakable trend: the more recognizable the brand, the better its rate of survival. No such link existed between quality evaluations and a brand's success.

Their conclusion: high brand awareness is more likely to lead to brand survival than a high perception of wine quality.

"Quality doesn't necessarily determine survival of a wine," said Natalia Kolyesnikova, an assistant professor with the institute and one of the study's authors. "The quality may be excellent, but a wine brand will die without recognition."

The study was named the 2008 outstanding paper in the *International Journal of Wine Business Research*.

To view a copy of the report, visit (the study begins on page 13):

[http://www.depts.ttu.edu/hs/texaswine/docs/presentations/2009\\_Austin\\_TWMRI\\_Research\\_Update.pdf](http://www.depts.ttu.edu/hs/texaswine/docs/presentations/2009_Austin_TWMRI_Research_Update.pdf)

**CONTACT: Natalia Kolyesnikova, assistant professor, Department of Nutrition, Hospitality and Retailing, Texas Tech University, (806) 742-3068, or [n.kolyesnikova@ttu.edu](mailto:n.kolyesnikova@ttu.edu).**





# News Release

## **FOR IMMEDIATE RELEASE**

DATE: June 24, 2009

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

### **Animal Science Students Win National Championship in Academic Competition**

Texas Tech University's Meat Science Academic Quiz Bowl Team trounced its opponents 65-0 in the final round to become national champions at the 62<sup>nd</sup> Reciprocal Meat Conference (RMC) in Rogers, Ark.

The Red Raiders dominated 23 other teams that represented the top meat science programs at universities from across the United States. Penn State's team finished second in the competition. Texas Tech adds to national titles won at the competition in 2003, 2005 and 2007.

"These students have studied and worked hard for months and dedicated themselves to excellence," said Mark Miller, Texas Tech's San Antonio Livestock Exposition Distinguished Chair in Meat Science. "This is a dominating group of students with a humble attitude."

The 2009 team members included:

- Matt Bruton, a junior from Throckmorton
- Cassie Chancey, a May graduate from Satanta, Kan.
- Collin Corbin, a junior from Webster
- Tyler Cowie, a senior from Magnolia
- Paden Daniels, a senior from Athol, Kan.
- Ben Estes, a May graduate from Hollis, Okla.
- Kelly Hutton, a junior from Castle Rock, Colo.
- Meagan Igo, a junior from Plainview
- Kaleigh Janota, a junior from Gonzales
- Abby Long, a junior from Boerne
- Shanna Ward, a senior from Coffeyville, Kan.

The team was coached by meat science graduate student Travis O'Quinn.

Three Texas Tech students also were honored at the opening session by the American Meat Science Association (AMSA) for their outstanding academic achievement and leadership in the meat science industry. Ward and Daniels both received one of ten AMSA travel awards to waive their cost of attending the conference. Estes received one of ten AMSA academic achievement awards.

Office of Communications and Marketing

*An EEO/Affirmative Action Institution*

RMC is an annual conference sponsored by AMSA which brings together meat scientists and students from academia, industry and government. Texas Tech will host the 63<sup>rd</sup> RMC June 19-23, 2010 in Lubbock.

**CONTACT: Markus Miller, SALE chair - Meat Science, Food Processing & Preservation, Department of Animal and Food Sciences, Texas Tech University at (806) 742-2805 ext. 231 or [mfmrraider@aol.com](mailto:mfmrraider@aol.com).**



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: June 24, 2009

CONTACT: Allison Ralston, [allison.ralston@ttu.edu](mailto:allison.ralston@ttu.edu)  
(806) 742-2136

### **Texas Tech Restaurant and Hotel Institutional Management Partners with Overton Hotel**

Texas Tech Restaurant and Hotel Institutional Management (RHIM) students will have an opportunity to work and learn in the brand new Overton Hotel.

The 15-story 303-room hotel will provide a classroom on the second floor where students can experience software programs provided by 1859 Historic Hotels Ltd, the hotel's management, and take classes to further their education. Shane Blum, chairperson of the Department of Nutrition, Hospitality and Retailing, said this is a rare chance and an advantage for Texas Tech RHIM students.

"It will give our students an advantage over other students from universities that do not have state-of-the-art hotel facilities," Blum said. "Very few hospitality programs have hotels associated with them, and none have one as new as the Overton Hotel."

In the fall hotel operations, a class which examines the principles and practices of managerial functions relating to hotel and motel operations will be offered at the hotel.

"The class has a laboratory component and students will have rotations at the front desk, reservations, housekeeping, maintenance and sales," Blum said.

While this is the only class offered in the second-floor classroom in the fall, Blum and Hunter Carmichael, general manager of the Overton Hotel, look forward to offering more in the future.

Texas Tech will not be the only one benefiting from this partnership; Carmichael said he looks forward to RHIM students working and learning in the hotel.

"The students who are looking at hotel management as a career will allow us to have more professional, goal-oriented associates at our line level," he said. "This should be a big win for our students, our hotel and especially our guests."

The Overton Hotel is set to open July 25 and RHIM students and faculty will help the hotel staff set up rooms and prepare for its opening.

Find Texas Tech news, experts and story ideas at [www.media.ttu.edu](http://www.media.ttu.edu).

Office of Communications and Marketing

*An EEO/Affirmative Action Institution*

**CONTACT: Shane Blum, chairman, Department of Nutrition, Hospitality and Retailing, Texas Tech University, (806) 742-3068, or [shane.blum@ttu.edu](mailto:shane.blum@ttu.edu).**



TEXAS TECH UNIVERSITY SYSTEM

# Advisory

**FOR IMMEDIATE RELEASE**

DATE: June 25, 2009

CONTACT: Sally Logue Post, [sally.post@ttu.edu](mailto:sally.post@ttu.edu)  
(806) 742-2136

**Texas Tech Board of Regents Set Special Meeting**

WHO: Texas Tech University System Board of Regents

WHAT: Teleconference meeting

WHEN: 3 p.m. Monday (June 29)

WHERE: Room 201 Administration Building, Board of Regents meeting room

EVENT: Regents will set tuition and fees for Texas Tech University and Angelo State University. The agenda is attached.

Interviews will be available following the meeting.

**CONTACT: Sally Logue Post, director, Office of Communications and Marketing,**  
(806) 742-2136 or [sally.post@ttu.edu](mailto:sally.post@ttu.edu)



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: June 26, 2009

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

### **Texas Tech Researcher Receives Outstanding Manufacturing Award**

A Texas Tech University industrial engineering researcher is one of six recipients of the Society of Manufacturing Engineers (SME) 2009 John G. Bollinger Outstanding Young Manufacturing Engineer Award.

Iris Rivero, an associate professor and advisor of the Texas Tech's Manufacturing and Design Research Group, works in industrial and manufacturing engineering and has been awarded more than \$350,000 in grants. One of her recent projects includes designing a mass production process to fabricate carbon nanotubes composites with repeatable properties.

She has participated as a faculty fellow at NASA's Marshall Space Flight Center and has worked on funded projects from NASA, the Department of Energy, and SME. She also is the recipient of several awards, including Texas Tech's Alumni Association's New Faculty Award in 2006.

In addition to her research, Rivero teaches undergraduate and graduate courses in advanced manufacturing processes and nondestructive testing.

Her industrial experience includes developing advanced manufacturing systems and materials at Detroit Diesel Corp. and Honeywell Engines & Systems.

The award is given in recognition of significant achievements and leadership in the field of manufacturing engineering as a young engineer, and named in honor of John Bollinger for his lifelong contributions to manufacturing and long-time support of SME.

Rivero received her bachelor's, master's, and doctoral degrees in industrial and manufacturing engineering from Penn State. Her research interests include nanomaterials, manufacturing processes, biomedical engineering, and nondestructive testing.

Find Texas Tech news, experts and story ideas at [www.media.ttu.edu](http://www.media.ttu.edu).

**CONTACT: Iris V. Rivero, associate professor, College of Engineering, Texas Tech University, (806) 742-3543, or [iris.rivero@ttu.edu](mailto:iris.rivero@ttu.edu).**

Office of Communications and Marketing

*An EEO/Affirmative Action Institution*



# News Release

## **FOR IMMEDIATE RELEASE**

DATE: June 26, 2009

CONTACT: Cory Chandler, [cory.chandler@ttu.edu](mailto:cory.chandler@ttu.edu)  
(806) 742-2136

### **Southwest Collection/Special Collections Library Receives Conservation Resources**

Objects and artifacts held by the Southwest Collection/Special Collections Library at Texas Tech University will be preserved for future generations with help from the IMLS Connecting to Collections Bookshelf, a core set of conservation books and online resources donated by the Institute of Museum and Library Services (IMLS).

IMLS has now awarded almost 3,000 free sets of the IMLS Bookshelf, in cooperation with the American Association for State and Local History (AASLH).

"When IMLS launched this initiative to improve the dire state of our nation's collections, we understood that the materials gathered for the bookshelf would serve as important tools for museums, libraries and archives nationwide," said Anne-Imelda Radice, director of IMLS. "We were both pleased and encouraged by the overwhelming interest of institutions prepared to answer the call to action, and we know that with their dedication, artifacts from our shared history will be preserved for future generations."

The Southwest Collection/Special Collections Library will receive this essential set of resources based on an application describing the needs and plans for the care of its collections.

The IMLS Bookshelf focuses on collections typically found in art or history museums and in libraries' special collections, with an added selection of texts for zoos, aquaria, public gardens and nature centers. It addresses such topics as the philosophy and ethics of collecting, collections management and planning, emergency preparedness and culturally specific conservation issues.

The IMLS Bookshelf is a component of Connecting to Collections: A Call to Action, a conservation initiative that the institute launched in 2006. IMLS began the initiative in response to a 2005 study it released in partnership with Heritage Preservation. The multi-faceted, multi-year initiative shines a nationwide spotlight on the needs of America's collections, especially those held by smaller institutions, which often lack the human and financial resources necessary to adequately care for their collections.

For more information, visit <http://www.imls.gov/news/2007/www.imls.gov/collections>.

The Institute of Museum and Library Services is the primary source of federal support for the nation's 123,000 libraries and 17,500 museums. The institute's mission is to create strong libraries and museums that connect people to information and ideas. The institute works at the national level and in coordination with state and local



organizations to sustain heritage, culture and knowledge; enhance learning and innovation; and support professional development. To learn more about the Institute, please visit [www.imls.gov](http://www.imls.gov).

**CONTACT: Heather Soyka, assistant archivist, the Heritage Consortium for the Natural and Historic Southwest, The Southwest Collection/Special Collections Library, Texas Tech University, (806) 742-3749, or [heather.soyka@ttu.edu](mailto:heather.soyka@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: June 29, 2009

CONTACT: Sally Logue Post, [sally.post@ttu.edu](mailto:sally.post@ttu.edu), (806) 742-2136

### **Texas Tech Sets Tuition, Fees for 2009-2010**

The Texas Tech University System Board of Regents today (June 29) set tuition and fees for Texas Tech for the fall 2009 and spring 2010 semesters.

In order to continue to maintain and elevate the quality of its undergraduate and graduate programs as well as to obtain the university's goals of growing enrollment and research funding, regents approved an increase in tuition and fees. The total increase of both tuition and fees, based on a student taking 15 credit hours, is \$351. Of that, \$283 is tuition which goes to the university's academic mission and only \$68 in fee increases.

Fee increases include \$10 in the Student Recreational Center fee which was approved by a student vote to be implemented upon completion of the Student Leisure Pool; \$6 in the transportation fee to provide bus service for students; and \$22.50 in the information technology fee to continue to improve and expand services. There also is a \$60 increase in the library fee, but it is coupled with a \$30 decrease in the energy fee.

The university did not increase tuition, fees or housing rates during the 2008-2009 year.

Despite this increase in tuition and fees, Texas Tech remains one of the best values for a higher education. Since 2003, before the implementation of tuition deregulation, Texas Tech has had the lowest percentage of increase in total academic costs of any of the major research universities in the state. In fact, only the University of Houston at Victoria has a lower percentage increase of tuition and fees.

A portion of the additional revenue will be used for salary increases to retain high quality faculty and staff and to implement additional support programs for students.

In 2007, the Red Raider Guarantee was implemented. It guarantees free tuition and mandatory fees to first-time freshman students whose family's adjusted gross income does not exceed \$40,000 annually. About 1,800 students have qualified for the program.

The university also created the Graduate on Time program in 2004 to aid students in graduating in four years, thus reducing the overall cost of their degrees.

Texas Tech is committed to good stewardship of the money it receives both from students and their families and from the state. To that end, a new budget process is being implemented that focuses on accountability, productivity and efficiencies.

Office of Communications and Marketing

*An EEO/Affirmative Action Institution*



TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: June 29, 2009

CONTACT: Cory Chandler, [cory.chandler@ttu.edu](mailto:cory.chandler@ttu.edu)  
(806) 742-2136

### **Texas Tech Librarian Proves Existence of Spider-Man**

Yes, Mary Jane, there is a Spider-Man.

At least, that's what pop-culture guru and associate humanities librarian for Texas Tech University Libraries Rob Weiner set out to prove in an article published in the *International Journal of Comic Art*.

A note to comic buffs: don't get too wrapped up searching the skyline for web-slinging do-gooders just yet.

However, there's good news for anyone who's ever picked up a Spidey comic or just worn one of his T-shirts: thanks to you, Spider-Man has found life outside of comic-book pages.

In much the same way that editor Francis Pharcellus Church proved the existence of Santa Claus in his famous 1897 New York Sun editorial, Weiner contends that Spider-Man and his costumed peers have entered mankind's collective consciousness, filling a shared need for heroes.

"When I started reading graphic novels, I was struck by the fact that stories about Spider-Man or Batman and Superman could have as many plot twists and turns as any story by Shakespeare, Stephen King or Leo Tolstoy," he said. "I was struck by how good some of the writing was for these so-called 'kiddie' books, and that somehow these archetypal characters like Spider-Man were replacing Odysseus and Zeus as part of modern mythology."

Spider-Man boasts a resume that would make many celebrities salivate: blockbuster movies, a TV series, magazine appearances, graphic novels, videogames and action figures. He's spawned knock-offs, spin-offs and imitators. Fans from across the world could pick his mug out of a lineup.

Some people even don his costume while doing something as humble as feeding the homeless.

"While some of this (affectation) is categorically tongue-in-cheek and they don't have 'super powers,' these actual-world costumed figures are trying to do good for their fellow

citizens, which shows just how pervasive fictional realities can be,” Weiner said.

Weiner’s books on comic books include “Captain America and the Struggle of the Superhero: Critical Essays” and Marvel Graphic Novels and Related Publications: An Annotated Guide.

A copy of Weiner’s article is available as a pdf upon request, or a copy of the journal can be purchased at <http://www.ijoca.com/>.

**CONTACT: Rob Weiner, associate humanities librarian, Texas Tech University Libraries, (806) 780-8775, or [rob.weiner@ttu.edu](mailto:rob.weiner@ttu.edu).**