



TEXAS TECH UNIVERSITY SYSTEM

Office *of* Communications and Marketing

News Releases

January through April 2004

LOG SHEET		
Separated by Weeks		
01/05/04	Expert Available to Discuss Creating a Healthy Eating Plan	MR
01/05/04	Richard V. Homan, M.D. Named Vice President for Clinical Affairs	SCM
01/07/04	Daniel Cooke, Ph.D. Directs NASA-funded Research on Intelligent Controls Architectures	SS
01/07/04	Ronald J. Kendall, Ph.D. Appointed to the National Research Council on the Superfund Site Assessment and Remediation in the Coeur D'Alene River Basin	TTB
01/08/04	TTUHSC Continuing Nursing Education Program Presents "Ethical Dimensions of End of Life Care"	MHP
01/12/04	TTU Space Experts Available for Comment	SP
01/14/04	Seventh Annual Girls and Women in Sports Day	KH
01/14/04	Super Saturday Registration Now Open	SLP
01/20/04	Ribbon-cutting for the TTU Marsha Sharp Center for Student Athletes - Event Advisory	SLP
01/20/04	Water . . . Preserving Our Common Wealth Conference - Event Advisory	TTB
01/20/04	TTU Vietnam Center Celebrates Tet, the Vietnamese New Year	TTB
01/21/04	President Town Hall Meeting - Event Advisory	SLP
01/22/04	The Marsha Sharp Center for Student Athletes Opens	SLP
01/22/04	Four-year Graduation Contract with Incoming Freshman Begins Fall 2004	SLP
01/23/04	Texas Tech University News and Events	TTB
01/26/04	Pamela Eibeck, Ph.D. Named New Dean of the College of Engineering	SS
01/26/04	School of Nursing Annual Scholarship Stampede	RC
01/26/04	Red Raider Readers Valentine's Day Program	SCM
01/26/04	The Organization Efficiencies Committee and Accenture to Review Organizational Structure of TTU and TTUHSC	SLP
01/26/04	How Added Sweeteners Affect the American Diet - Event Advisory	MR
01/28/04	Third Annual African American History Month	SS
01/29/04	Diabetes Education for Health Care Professionals Program Offered	MHP
01/29/04	Texas Tech Receives \$10.5 Million in 2004 Federal Appropriations	SLP
02/02/04	Spring 2004 Enrollment Sets New Record	SLP
02/02/04	Grand Opening of Union Bistro	TTB
02/02/04	TTUHSC Experts Available for February Health Issues	MR
02/03/04	Carlton Britton, Ph.D. Receives the Outstanding Undergraduate Teaching Award	TTB
02/03/04	Gerald Myers Statement Regarding Altercation Between Chancellor and Knight	SLP
02/04/04	Third Annual African American History Month Continues	SS
02/05/04	Check Presentation from ExxonMobil - Event Advisory	PR
02/05/04	The Medical Management of Elder Abuse: A Practical Approach Workshop	MR
02/06/04	Eighth Annual Nurse Practitioner Workshops	MHP

02/09/04	Media Briefing on TTU, TTUHSC, TTUS	SLP
02/10/04	2004 College of Agricultural Sciences and Natural Resources Distinguished Alumni	TTB
02/10/04	C-130 Aircraft to be Used in Full-scale Testing of Wind Loading on Building and Roof Structures - Event Advisory	SS
02/10/04	The Society for Advancement of Chicanos and Native Americans in Science Selects Texas Tech as Home for Student Chapter	PR
02/11/04	Coast Guard Vice Admiral Terry M. Cross to Visit the Institute of Environmental and Human Health	SS
02/11/04	Third Annual African American History Month Continues	SS
02/11/04	Vanessa Siddle Walker to Speak at the College of Education	PR
02/12/04	College of Engineering Team Wins the Heavy Civil Division of the Associated Schools of Construction's Region V Student Competition	SS
02/13/04	First Student Chapter of the Society of Advancement of Chicanos and Native Americans in Science - Event Advisory	PR
02/13/04	Office of Women's Studies Mark March as Women's History Month at Texas Tech	PR
02/16/04	ING Alliance for Diversity in Financial Planning Event Advisory	TTB
02/16/04	2004 Fulbright Visiting Scholar Ali Loury, Ph.D. - Event Advisory	PR
02/17/04	Staff Members from the U.S. Senate and House of Representatives Become Doctors for a Day at TTUHSC	SCM
02/17/04	Texas Tech University News	TTB
02/17/04	TTU Speech and Debate Team Win First Place in the Texas State Speech and Debate Competition	PR
02/17/04	Career Gateway Co-Hosted by the Rawls College of Business Administration	TTB
02/17/04	2004 Agricultural Dean's Scholars	TTB
02/18/04	Architecture Hosts a Multipanel Student in Sustainable Architecture	PR
02/18/04	Victoria Sutton, Ph.D., Selected to Chair the Association of American Law Schools	PR
02/18/04	Health Care Expert to Speak at the Rawls College of Business - Event Advisory	SLP
02/18/04	Third Annual African History Program Continues	SS
02/18/04	ING U.S. Financial Services, TTU, Prairie View A&M University Launch the ING Alliance for Diversity in Financial Planning	TTB
02/18/04	Reception for Ag Sciences Dean Candidate Frank E. Gilstrap - Event Advisory	SLP
02/18/04	TTU Statement Regarding Financial Aid Investigation	SLP
02/19/04	President M. Roy Wilson, M.D. and Other Texas Tech M.D.s named in "The Best Doctors in America 2003-2004"	MR
02/19/04	Robotics Quest Festival	SS
02/19/04	2004 Spring Congressional Interns	SS
02/19/04	2004 Spring Congressional Intern - Clayton Bruce Isom, Idalou	SS
02/19/04	2004 Spring Congressional Intern - Crystal Renee Sumner, Mesquite	SS
02/19/04	2004 Spring Congressional Intern - Erin Elizabeth McCurdy, Houston	SS
02/19/04	2004 Spring Congressional Intern - Haley Ann Hillard, Abilene	SS
02/19/04	2004 Spring Congressional Intern - Krysta Ann Jones, Canyon	SS
02/19/04	2004 Spring Congressional Intern - Emily Grace Ehrlich, Perryton	SS
02/19/04	2004 Spring Congressional Intern - Richard Bland Dennis, Round Rock	SS
02/19/04	2004 Spring Congressional Intern - Ellie Mae Harrison, Lubbock	SS
02/20/04	2004 Chancellor for a Day	SLP

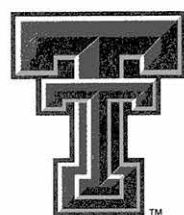
02/23/04	KTXT-TV 2004 Fundraising Festival	SLP
02/23/04	Texas Tech Fundraising Efforts	SLP
02/23/04	2004 Spring Intern - Deepa Sathianath Menon, Abu Dhabi, United Arab Emirates	SS
02/24/04	School of Mass Communications Hall of Fame Luncheon	PR
02/24/04	The Internet and its Impact on the 2004 Presidential Race	PR
02/24/04	Registration for TTU's Spring Break Camp Event Advisory	SS
02/24/04	Inauguration of John Whitmore, Ph.D., 14th President of TTU - Event Advisory	SLP
02/24/04	Classes Rescheduled Due to Weather	SLP
02/25/04	Four TTUHSC Researchers' article: Older Person's Evaluations of Health Care: The Effects of Medical Skepticism and Worry about Health is Published in the February 2004 <i>Health Services Research</i>	SLP
02/25/04	Tribute to Teachers 2004	PR
02/25/04	Civil Engineering Classes to Demonstrate the Rube Goldberg Machines	SS
02/25/04	Third Annual American History Month Program Continues	SS
02/26/04	Reception for Kevin Pond, Ph.D. as Dean Candidate for the College of Agricultural Sciences and Natural Resources Event Advisory	TTB
02/26/04	Human Sciences Week	TTB
02/26/04	Kishor C. Mehta, Ph.D. Elected to the National Academy of Engineering	SS
02/26/04	TTU Board of Regents Meeting	SLP
02/27/04	TTU Board of Regents Approve Tuition Rate Hike	SCM
02/27/04	A Large Portion of Tuition Increase to be Set Aside for Scholarships and Financial Aid	SLP
02/27/04	Professors Neil Kurtzman, M.D. Receives the Grover E. Murray Professorship and Abdelhafid Gaiti, Ph.D. Receives the Paul Whitfield Horn Professorship; New Board of Regents are Sworn In	PR
02/28/04	Jon Whitmore, Ph.D. Installed as Texas Tech's 14th President	SLP
03/01/04	Science: It's a Girl Thing Summer Camp	SS
03/01/04	Four-year Colleges and Universities Participate in Survey Concerning Tobacco Use Among College Students	SCM
03/02/04	Reception for Dean Candidate Marvin Cepica, Ph.D. Event Advisory	TTB
03/03/04	Landscapes of Jewish Experience Lecture by Lawrence Langer	PR
03/03/04	Nazi Political Posters: The Art of Propaganda Lecture by Ingrid Fry, Ph.D.	PR
03/03/04	37th Annual Comparative Literature Symposium	PR
03/03/04	Department of Engineering Technology Competing in the Associated Schools of Construction National Student Competition	SS
03/03/04	Back to Basic--Training for Leadership Workshop	TTB
03/03/04	Reception for Dean Candidate Mark Cochran, Ph.D. Event Advisory	TTB
03/03/04	Iron Horse Literary Review Presents Deborah Magpie Earling	PR
03/03/04	Eleventh Annual Forensic Science Seminar - Event Advisory	RK
03/04/04	TTU Rawls College of Business, Phi Sigma Beta, International Business Students and Tech Marketing Association Sponsor Blood Drive	TTB
03/04/04	Southern Association of Colleges and Schools Accreditation Plan	TTB
03/04/04	Prevention Tips for the West Nile Virus	MR
03/08/04	Annual Test of the Emergency Siren System - Event Advisory	SLP
03/08/04	Dina Day Trip for the Crusader Raider Club - Event Advisory	SS
03/08/04	Second Annual West Texas Economic Development Summit	PR
03/09/04	Spring Break Safety Tips	RC
03/09/04	Dedication Ceremony for the South Plains Closing the Gaps Coalition Event Advisory	MR



03/10/04	National Pain Foundation Website	MR
03/12/04	The English Department Receives the Texas Tech University's Teaching Academy 2004 Excellence in Teaching Award	PR
03/12/04	Third Annual Support Tomorrow's Educators Program Conference	PR
03/12/04	Seventh Annual city Lights Charity Ball	RC
03/15/04	2004 Quality Service Awards	SS
03/15/04	Gerald Skoog Named 2004 Robert H. Carleton Award from the National Science Teachers Association	PR
03/16/04	Match Day for TTUHSC Students - Event Advisory	MR
03/17/04	The Law Review from the TTU School of Law Hosts the 2004 National Conference of Law Reviews	PR
03/17/04	Sankar Chatterjee and R. J. Templin Discovered Keys to the Pterosaurs Wings	PR
03/22/04	Iron Horse Literary Review will be by Mark Spragg	PR
03/22/04	Seshadri Ramkumar, Ph.D. and Associates Develop a Friction Software Program for the Material-related Industries	TTB
03/22/04	TTUHSC School of Medicine Students Host "Put Your Boots on for Food and Fun" - Event Advisory	RC
03/23/04	Texas Tech University Chosen for One of Twelve Cluster Leaders for the Carnegie Academy for the Scholarship of Teaching and Learning	TTB
03/24/04	Patti Patterson, M.D. Appointed to the National Advisory Committee on Rural Health and Human Services	SCM
03/24/04	College of Engineering Announces Distinguished Engineer	SS
03/24/04	Carleton Phillips, Ph.D. Goes to Iraq to Help the Rebuilding of the Iraqi Science Programs	PR
03/24/04	Ph.D. Program Added to the Communication Sciences and Disorders Major in the School of Allied Health	MHP
03/24/04	TTUHSC Continuing Nursing Education Program Presents "Chronic Congestive Heart Failure and Hypertension"	MHP
03/24/04	Diabetes Education for Health Care Professionals Program	MHP
03/26/04	Emergent Technologies, Inc. License Antibody Drug Discovery Technology from TTUHSC	MHP
03/26/04	T. Boone Pickens to Speak at the Rawls College of Business	TTB
03/29/06	Handicapped Awareness Week - Event Advisory	TTB
03/29/04	Severe Weather Experts Available	SS
03/29/04	Second Annual TTU Health Professions Career Fair - Event Advisory	MR
03/31/04	International Water Law Expert Available	PR
03/31/04	New Reference Book by Herman E. Wyandt, Ph.D., and Vijay S. Tonk, Ph.D. <i>Atlas of Human Chromosome Heteromorphism</i>	RC
03/31/04	College of Education Co-Hosts Seminar Focusing on Siblings of Children with Autism	PR
04/01/04	Red Raider Readers Program	SCM
04/02/04	Festival 2004 Brings in \$99,049 for the KTX-TV Channel 5/Digital 39	TC
04/02/04	Seventh Annual City Lights Charity Ball	RC
04/05/04	Santa Fe Opera's Annual Apprentice Tour	SS
04/07/04	TTUHSC Closes Mobile Mammography Clinic	SCM

04/07/04	The Establishment of the First Community Health Observatory	SCM
04/08/04	2004 Exemplary Initiatives Awards Competition	PR
04/08/04	School of Music's 28th Annual Scholarship Concert	SS
04/08/04	TTUHSC Continuing Nursing Education Presents "Overview of Common Psychiatric/Mental Health Disorders	MHP
04/12/04	Marvin Cepica Selected as the New Dean of the College of Agricultural Sciences and Natural Resources	TTB
04/12/04	Order of the Whirling Dervishes of Rum to be Performed at the Student Union Building	SS
04/12/04	International Year of the Family Seminar - Racial Diversity Within Families: Challenges and Possibilities	TTB
04/12/04	Jeff Morris of ALON USA to Speak at the Rawls College of Business Chief Executive Roundtable - Event Advisory	TTB
04/13/04	Lighting the Path to Preeminence Symposium and Community Reception Event Advisory	SCM
04/13/04	FFA Career Development Judging Contest - Event Advisory	TTB
04/13/04	Ground Breaking for Natural Science Research Laboratory Addition Event Advisory	SLP
04/13/04	Tech Rodeo Team Members Place Third at the Western Texas College Rodeo	TTB
04/14/04	2004 Quality Service Awards	SS
04/14/04	Kent State University Donates the Social Movements Collection to TTU	TTB
04/15/04	Jon Whitmore Becomes Member of the College of Fellows of the American Theatre	SLP
04/15/04	Science: It's a Girl Thing	SLP
	William L. Ballenger, Ph.D. Named New Music Director	SS
04/15/04	Texas Tech Parents Association's Annual Spring Scholarship Breakfast	SS
04/15/04	Living with Grief: Alzheimer's Disease Teleconference	MR
04/16/04	Gen. Nguyen Khanh Visits Texas Tech - Event Advisory	TTB
04/16/04	Catch the Engineering Bug Sponsored by the Society of Women Engineers Event Advisory	SS
04/17/04	TTUHSC President Shares His Vision for the Health Sciences Center	SCM
04/19/04	Consul General of France to Speak on French and US Relations	TTB
04/19/04	Asthma Rates Higher in West Texas than US	SCM
04/20/04	College of Human Sciences Apparel Design and Manufacturing Program Host Fashion Show - Event Advisory	TTB
04/21/04	Two Major Gifts Announcement - Event Advisory	SLP
04/21/04	New Masked Rider - Event Advisory	TTB
04/21/04	San Antonio Livestock Exposition Gives Money for Endowed Chair in the College of Agricultural Sciences and Natural Resources	JW
04/22/04	Reading by author Jacqueline Kolosov-Wenthe - Event Advisory	PR
04/22/04	Anonymous Donor Gives \$6.5 Million Bequest	JW
04/22/04	NIH Grant Received for ACL Research	MR
04/22/04	Diabetes Education for Health Care Professionals	MHP
04/23/04	Scholarships for Bilingual or English as a Second Language are Available for the 2004 Summer Sessions	PR
04/23/04	Evan Smith, Speaker for the William S. Morris III Distinguished Lecture Series	PR
04/23/04	Angela Valenzuela, Speaker for Helen DeVitt Jones Lecture and Seminar Series	PR
04/23/04	Transfer of Reins Ceremony	TTB

04/23/04	The Other Carmina Burana Musical Presented by the College of Visual and Performing Arts - Event Advisory	SS
04/26/04	Sculpture of Jerry S. Rawls to be Unveiled	TTB
04/26/04	Arbor Day	TTB
04/26/04	Equestrian Center Donation - Event Advisory	TTB
04/27/04	Texas Tech 's Role is Agro-Terrorism Security	SLP
04/27/04	TTU Law School Student, Mark DesNoyer, Named Outstanding Law Student of the Year in Who's Who: American Law Students	PR
04/27/04	Rawls College of Business 2004 Distinguished Alumni Dinner	TTB
04/27/04	Creative Services Wins Several Awards for the Society of Publication Designers	SS
04/28/04	Annual Project Demonstration Day - Event Advisory	SS
04/28/04	Safety Fair - Event Advisory	SLP
04/28/04	TTUHSC President to Speak at the African-American Leadership Summit	SCM
04/30/04	Chancellor Smith Writes Report on Vaccines	SLP
04/30/04	News Conference to Announce Professorship in Human Sciences	SLP
	Event Advisory	
04/30/04	International Cultural Center to Sponsor Interdisciplinary Border Conference - Event Advisory	TTB



## EVENT ADVISORY

Date: March 1, 2004

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### SUMMER CAMP ENCOURAGES GIRLS WITH INTERESTS IN SCIENCE

- WHAT:** Applications are being accepted for "Science: It's a Girl Thing," a four-day, three-night residential camp at Texas Tech University.
- WHEN:** Fifth and sixth grades: 1 p.m., June 21-24.  
Seventh through 11<sup>th</sup> grades: 1 p.m., July 19-22.
- EVENT:** Campers at "Science: It's a Girl Thing" will explore different areas of scientific study through hands-on activities with experienced scientists. Areas of study will include physics, astronomy, medicine, engineering, aerodynamics and animal science, and activities will include telescope building, star viewing, blood typing, panel discussions, a tour of the Texas Tech University Health Sciences Center, special guest speakers and more.

The program's goals are to provide girls with strong role models, spark interest in the pursuit of scientific study, familiarize girls with scientific lab protocol and provide information to help girls focus on academic or scientific careers. Campers will learn about a variety of academic and career options in science and explore skills necessary for scientific and academic success.

"Science: It's a Girl Thing" is sponsored by the Howard Hughes Medical Institute, the Texas Tech Department of Women's Studies and the Institute for the Enrichment and Development of Advanced Learners (IDEAL).

Registration fees are \$135 for each week.

**CONTACT:** **Martha Hise, camp director, Texas Tech University, (806) 742-2420, [martha.hise@ttu.edu](mailto:martha.hise@ttu.edu).**  
**Kelly Wisecup, program director, Texas Tech University, (806) 742-2420, [kelly.e.wisecup@ttu.edu](mailto:kelly.e.wisecup@ttu.edu).**



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**FOR IMMEDIATE RELEASE**

March 1, 2004

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**TEXAS SURVEY PROVIDES INFORMATION ABOUT TOBACCO USE  
AMONG COLLEGE STUDENTS**

LUBBOCK – More than 50 percent of Texas college students that smoke indicate that their smoking rates have increased since entering college. A survey of 13 four-year colleges and universities in Texas provides detailed information about tobacco use among college students.

The Center for Tobacco Prevention and Control at the Texas Tech University Health Sciences Center surveyed 21,410 students regarding their tobacco use, age of initiating tobacco use, and perceptions of tobacco use and tobacco policy in their respective institution. This study is the first of its kind to measure tobacco use among students enrolled in four-year colleges and universities in Texas.

The survey reports that 66 percent of college students have tried cigarettes and 24 percent have smoked one or more cigarettes within the past 30 days. Of these students, approximately 75 percent admit to trying their first cigarette under the age of 18, supporting findings that smoking is initiated before students enter college.

According to Donna Bacchi, M.D., M.P.H., director of the center for Tobacco Prevention and Control, college students that do not smoke everyday do not believe themselves to be smokers. "It is interesting to find that approximately 27 percent of college students only smoke socially at parties and do not consider themselves smokers."

Seventy-one percent of college students that smoke believe that they will not be smoking within the next five years. "Only 2-3 percent of people that want to quit ever do," Bacchi said.

The survey also indicates more than 71 percent of Texas college students who have used smokeless tobacco within 30 days reported using a smokeless tobacco product before the age of 18. More than 48 percent of the students that have smoked cigars within 30 days reported smoking cigars prior to entering college.

While tobacco companies have changed the way they do business since signing the multi-state settlement agreement, there has been an increase in advertising in college newspapers, musical events and bar promotions. Tobacco companies now spend more



than \$31.5 million a day in promoting their products, a 75 percent increase since the agreement was signed, she said.

This information was gathered through an e-mail survey. The schools that participated were Texas Tech University, Southwest Texas State, Midwestern State, Sul Ross State University, Texas A&M University-Corpus Christi, Abilene Christian University, University of North Texas, Stephen F. Austin University, Texas Lutheran University, Austin College, University of Texas at Arlington, Lubbock Christian University, and University of Texas at Austin.

For more information on this study visit the website at [www.studenttobacco.org](http://www.studenttobacco.org), or call Suzanna Martinez, associate director of News and Publications at (806)743-2143. .



**EVENT ADVISORY**

Date: March 2, 2004

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**RECEPTION SET FOR DEAN CANDIDATE FOR TEXAS TECH UNIVERSITY  
COLLEGE OF AGRICULTURAL SCIENCES AND NATURAL RESOURCES**

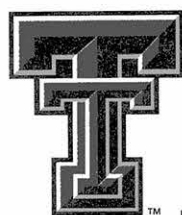
- WHAT:** Reception for members of the Texas Tech University and Lubbock communities to meet one of four candidates for Dean of the Texas Tech University College of Agricultural Sciences and Natural Resources
- WHEN:** 4:30 – 6 p.m., Thursday, (March 4).
- WHERE:** City Bank Room in the United Spirit Arena.
- EVENT:** A reception for Marvin Cepica, Ph.D., candidate for the position of Dean in the Texas Tech University College of Agricultural Sciences and Natural Resources.

Cepica is currently serving as interim dean of the college. He received his bachelor's and master's degrees in agricultural education from Texas Tech University. He received his doctoral degree in agricultural education from Oklahoma State University.

Cepica also has served as executive associate dean, associate dean, director of academic and student affairs and professor for the college.

Cepica has been or currently is a member of Agriculture Consortium of Texas, American Association of State Colleges of Agriculture and Renewable Resources, Southern Association of Deans and Directors of Academic Programs, National Association of State Universities and Land-Grant Colleges, American Distance Education Consortium Program Panel and the Professional Ag Workers of Texas.

John Abernathy, Ph.D., resigned from the position of dean Aug. 31, 2003. One more candidate, Mark Cochran of the University of Arkansas, also will visit campus.



**EVENT ADVISORY**

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**LANGER LECTURE OPENS SYMPOSIUM ART EXHIBIT**

**WHAT:** An introductory lecture, "Landscapes of Jewish Experience," by Lawrence L. Langer, Holocaust scholar, will be followed by a reception.

**WHEN:** 10 a.m., Saturday, (March 27).

**WHERE:** Texas Tech University Library, third floor conference room.

**EVENT:** The lecture and reception mark the official opening of the Samuel Bak art exhibit in the gallery of the Texas Tech Library. The exhibit will run from March 25 – April 13. Admission is free and open to the public. The lecture and exhibit are part of a series of public events associated with the 37<sup>th</sup> Annual Comparative Literature Symposium titled, "Memory and History: Cultural Representations of Genocide and Displacement." For more information please visit [www.languages.ttu.edu/events/symposium37/](http://www.languages.ttu.edu/events/symposium37/).

**CONTACT:** Ingrid Fry, Ph.D., associate professor, German, Classical and Modern Languages and Literatures, Texas Tech University, (806) 742-0564, or [ingrid.fry@ttu.edu](mailto:ingrid.fry@ttu.edu).



Texas Tech University System  
NEWS & PUBLICATIONS

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**FOR IMMEDIATE RELEASE**

Date: March 3, 2004

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**LITERATURE SYMPOSIUM TO FEATURE FRY LECTURE**

LUBBOCK – Texas Tech University German professor Ingrid Fry, Ph.D., will present a lecture, “Nazi Political Posters: The Art of Propaganda,” at 7 p.m., Tuesday, (March 9), at the Lubbock Public Library Godeke Branch, 6601 Quaker Ave.

The lecture is part of a series of public events associated with the 37<sup>th</sup> Annual Comparative Literature Symposium. The theme for the 2004 symposium, scheduled for March 25-27, is “Memory and History: Cultural Representations of Genocide and Displacement.”

Fry’s presentation of propaganda posters from Nazi-era Germany will include a discussion on the use of art to promote the ideals of ethnic purity which helped create the moral climate for the Holocaust. The lecture also will include an introduction to the historical context, nationalism and propaganda techniques. A question-and-answer session will follow the lecture.

Admission to the event is free and the public is invited.

For more information, contact Fry at (806) 742-0564, or [ingrid.fry@ttu.edu](mailto:ingrid.fry@ttu.edu), or visit [www.languages.ttu.edu/events/symposium37/](http://www.languages.ttu.edu/events/symposium37/).

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Texas Tech University System  
NEWS & PUBLICATIONS

n e w s   r e l e a s e

**FOR IMMEDIATE RELEASE**

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**ART EXHIBIT TO HIGHLIGHT COMPARATIVE LITERATURE SYMPOSIUM**

LUBBOCK – An exhibit of paintings titled “Landscapes of Jewish Experience,” serving as the centerpiece of the 37<sup>th</sup> Annual Comparative Literature Symposium, will open March 25 in the Gallery Area of the third floor of the Texas Tech University Library.

The exhibit features the works of well-known artist and Holocaust survivor Samuel Bak. Admission is free and open to the public. The Samuel Bak exhibit is made possible, in part, by a grant from Humanities Texas, a state partner of the National Endowment for the Humanities. The paintings may be viewed from 9 a.m. to 8 p.m., Monday through Friday, and 9 a.m. to 5 p.m., on weekends through April 13.

The 37<sup>th</sup> Annual Comparative Literature Symposium, slated for March 25-27, is titled, “Memory and History: Cultural Representations of Genocide and Displacement.”

For more information, including parking restrictions, please visit [www.languages.ttu.edu/events/symposium37/](http://www.languages.ttu.edu/events/symposium37/).

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**SOURCE: Ingrid Fry, Ph.D., associate Professor of German, Classical and Modern Languages and Literatures, Texas Tech University, (806) 742-0564, [Ingrid.fry@ttu.edu](mailto:Ingrid.fry@ttu.edu).**





## EVENT ADVISORY

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### ENGINEERING STUDENTS PLAN FINAL REHEARSAL BEFORE NATIONAL COMPETITION

**WHAT:** A team of students from Texas Tech University's Department of Engineering Technology, who will be competing in Associated Schools of Construction's national student competition this month, will hold a meeting and rehearsal for the contest with industry sponsors and judges.

**WHEN:** 6 p.m., Thursday (March 4).

**WHERE:** Mechanical Engineering Building, Room 224.

**EVENT:** The engineering students won first place and two individual prizes (first and second place in best presentation) in the Heavy Civil division of the Region V Associated Schools of Construction/Associated General Contractors of America (ASC/AGC) Student Competitions held in Dallas, in February.

The team from Texas Tech will be representing Region V in the National ASC/AGC student competition in Orlando, Fla., on March 10-13. The team members include Clint Humes, Mike Fowler, Steve Thomas, Mike Jones, Marvin Garcia and Daniel Horton. Mujahid H. Akram, Ph.D., is the coach of the team.

In the competition, each team will be provided a problem statement in the form of a bid package. The team then has 16 hours to develop and submit a written proposal of how to solve the problem. Next, they have to develop an oral presentation summarizing their solution and present it to a panel of judges.

**CONTACT:** Randy Burkett, Ph.D., P.E., associate professor, College of Engineering, Texas Tech University, (806) 742-3531, extension 228, [randy.burkett@coe.ttu.edu](mailto:randy.burkett@coe.ttu.edu).



**FOR IMMEDIATE RELEASE**

Date: March 3, 2004

CONTACT: Tiffany Tubbs-Berry, [tiffany.tubbs@ttu.edu](mailto:tiffany.tubbs@ttu.edu)

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<http://www.texastech.edu/newshome>

**TEXAS TECH STUDENT ORGANIZATIONS SHAPE UP  
DURING BASIC TRAINING**

LUBBOCK – Student organizations can start off on the right foot during the Student Organization Academy's basic training workshop. The event, "Back to Basics – Training for Leadership," provides student organization leaders and members the opportunity to improve their personal and organizational skills through several training sessions.

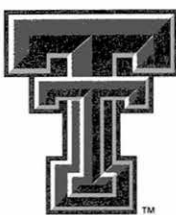
"Back to Basics" will begin with sign-ins at 8:30 a.m., Saturday, (March 6), in the Texas Tech Student Union Building. The welcome reception will begin at 9 a.m. Various training sessions will be presented from 9:30 a.m. to 1 p.m. and will offer student organization members information about important issues such as organization, funding, ethics, motivation and leadership.

"The Center for Campus Life hopes that established student organizations will take this opportunity to expand and improve their organizations, and that newly formed organizations will take away information to help ensure their future success," said Brandi Murrell, coordinator for the Center for Campus Life. "The sessions offered should prove to be invaluable to leaders and members of any organization."

The event is free to all interested Texas Tech students and advisors. Anyone interested may register by March 3 by contacting the Center for Campus Life at (806) 742-5433. Early registration is encouraged.

- 30 -

**CONTACT: Brandi Murrell, coordinator for sororities and student organizations  
for the Center for Campus Life, (806) 742-LIFE (5433).**



**EVENT ADVISORY**

Date: March 3, 2004

CONTACT: Tiffany Tubbs-Berry, [tiffany.tubbs@ttu.edu](mailto:tiffany.tubbs@ttu.edu)

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**RECEPTION SET FOR DEAN CANDIDATE FOR TEXAS TECH UNIVERSITY  
COLLEGE OF AGRICULTURAL SCIENCES AND NATURAL RESOURCES**

- WHAT:** Reception for members of the Texas Tech University and Lubbock communities to meet one of four candidates for Dean of the Texas Tech University College of Agricultural Sciences and Natural Resources.
- WHEN:** 4:30 – 6 p.m., Monday (March 8).
- WHERE:** City Bank Room in the United Spirit Arena.
- EVENT:** A reception for Mark Cochran, Ph.D., candidate for the position of Dean in the Texas Tech University College of Agricultural Sciences and Natural Resources.

Cochran received his bachelor's degree in agricultural economics from New Mexico State University, his master's and doctoral degree in agricultural economics from Michigan State University.

Cochran has been the professor and head of the Department of Agricultural Economics and Agribusiness at the University of Arkansas since 1998 and was interim head from 1996 to 1998. Cochran also was a visiting associate professor at Texas A&M University.

Cochran is a member of the American Agricultural Economics Association, Western Agricultural Economics Association, Council for Agricultural Science and Technology, Southern Association of Agricultural Economics, Northeastern Agricultural and Resource Economics Association and Gamma Sigma Delta.

John Abernathy, Ph.D., resigned from the position of dean Aug. 31, 2003.



Texas Tech University System  
NEWS & PUBLICATIONS

n e w s   r e l e a s e

**FOR IMMEDIATE RELEASE**

Date: March 3, 2004

CONTACT: Phil Riddle, philip.l.riddle@ttu.edu

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**IRON HORSE LITERARY REVIEW SCHEDULES EARLING READING**

LUBBOCK – *The Iron Horse Literary Review* and the Texas Tech University Department of English have scheduled a reading by author Deborah Magpie Earling.

The reading is set for 7:30 p.m., Tuesday, (March 9), in Lecture Hall 001 in the English Building on the Texas Tech campus.

Earling, an instructor at the University of Montana, is a member of the Confederated Salish and Kootenai Tribes of the Flathead Indian Reservation. Her first novel, "Perma Red," was published in 2002 by Blue Hen Books.

**SOURCE:** Jill Patterson, editor, *Iron Horse Literary Review*, (806) 742-2500, ext. 234.

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Texas Tech University System  
NEWS & PUBLICATIONS

a d v i s o r y

## EVENT ADVISORY

March 3, 2004

CONTACT: Rose Kuhn, [rose.kuhn@ttuhsc.edu](mailto:rose.kuhn@ttuhsc.edu)

Texas Tech University Health Sciences Center

3601 4th Street

Lubbock, TX 79430

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<http://www.ttuhsc.edu/home/newspubindex.htm>

## FORENSIC SCIENCE SEMINAR ON DEATH INVESTIGATION

WHAT: Medicolegal Death Investigation – 11<sup>th</sup> Annual Forensic Science Seminar

WHEN: 7 a.m. to 5:30 p.m., March 4  
7 a.m. to 11:45 a.m., March 5

WHERE: Holiday Inn Hotel and Towers, 801 Ave. Q, Lubbock, Texas

EVENT: Texas Tech University Health Sciences Center and Texas Tech Institute of Forensic Sciences will jointly sponsor the annual forensic science seminar. The conference will focus on the death investigation process, and will provide physicians, law enforcement personnel, justices of the peace and other officials involved in death investigations an update on the latest techniques and interpretations in the field of forensic medicine.

CONTACT: Rose Kuhn, Office of News and Publications, (806) 743-2143

-30-





**EVENT ADVISORY**

Date: March 4, 2004

CONTACT: Tiffany Tubbs-Berry, [tiffany.tubbs@ttu.edu](mailto:tiffany.tubbs@ttu.edu)

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**COLLEGE OF BUSINESS HOSTS BLOOD DRIVE**

**WHAT:** The Texas Tech University Rawls College of Business, Phi Sigma Beta and International Business Students and Tech Marketing Association will sponsor a blood drive.

**WHEN:** 9 a.m. – 3:30 p.m., Monday, (March 8).

**WHERE:** The rotunda in the Business Administration Building.

**EVENT:** The purpose of the blood drive is to raise awareness of the need for blood for the citizens of Lubbock. Students, faculty and staff are welcome to participate. The blood drive will include free food and prizes.

**CONTACT:** Tiffany Gourley, president of TMA, (806) 742-4536.



**FOR IMMEDIATE RELEASE**

March 4, 2004

CONTACT: Tiffany Tubbs-Berry, [tiffany.tubbs@ttu.edu](mailto:tiffany.tubbs@ttu.edu)

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**TEXAS TECH UNIVERSITY SETS QUALITY ENHANCEMENT PLAN**

LUBBOCK – Texas Tech University is accredited by the Southern Association of Colleges and Schools (SACS), the regional accrediting organization for 11 states in the southeastern United States, including Texas. As part of the Southern Association of Colleges and Schools (SACS) reaffirmation of accreditation, which will occur in December 2005, the university is currently developing a Quality Enhancement Plan (QEP) to enhance student learning. The results of a survey conducted by the committee showed that ethics is a high priority concern in the university community. The QEP committee recently announced that ethics has been selected as the plans theme.

“Ethics is a theme that cuts across all parts of the university, potentially involving students, faculty, administrators and staff. It also is a priority of professional organizations and accrediting agencies,” said Gary Elbow, faculty liaison to the SACS Leadership Team.

Sue Couch, chair of the committee and professor of family and consumer sciences, said they hope to build on existing initiatives and establish Texas Tech as an institution that practices and teaches ethics, and whose graduates are able to apply ethical principles in their professional and personal lives.

Texas Tech University has been accredited continuously by the Southern Association of Colleges and Schools since 1928. Reaffirmation of accreditation is on a 10-year schedule, and Texas Tech was last reaccredited in 1994.

-30-

**SOURCE:** Sue Couch, Ed.D., chair of the quality enhancement committee and professor of family and consumer sciences, Texas Tech University, (806) 742-3068, or [sue.couch@ttu.edu](mailto:sue.couch@ttu.edu).



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**FOR IMMEDIATE RELEASE**

March 4, 2004

CONTACT: Melody Ragland, melody.ragland@ttuhsc.edu

<http://www.ttuhsc.edu/home/newspubindex.htm>

**PREVENTION OF WEST NILE VIRUS KEY TO A SAFE SPRING**

LUBBOCK – West Nile virus can be deadly, but simple precautions can protect you from this seasonal epidemic that affects the central nervous system. According to Ronald Warner, D.V.M., Ph.D., associate professor in the Department of Family and Community Medicine at the Texas Tech University Health Sciences, prevention is the key to shielding yourself from West Nile virus.

Mosquitoes spread West Nile virus to humans and animals when they bite. “Mosquitoes emerge when the weather is warm,” Warner said. “By preventing mosquitoes from biting you, you are removing the risk of becoming infected with West Nile virus.”

Warner said that breeding sites for mosquitoes could be anywhere, most importantly standing water; they rest in tall grasses or trash piles. He said keeping the area around your home clean and free of standing water will eliminate the mosquitoes’ home.

The peak time for mosquitoes is from dusk until dawn. Warner recommends if you must be outside during that time to use an insect repellent containing DEET, wear long sleeves and long pants and avoid scented body products such as lotion and hair spray.

If you become infected with West Nile virus, mild symptoms may include fever, head and body aches, nausea, vomiting, or a rash on the chest, stomach and back. Severe symptoms include high fever, headache, neck stiffness, tremors, convulsions, paralysis, disorientation and coma. Adults 60 years of age or older and people with weakened immune systems are most likely to experience these more severe symptoms.

Warner suggests that you see your health care provider if you feel you have been infected by West Nile virus.

For more information, contact Melody Ragland, Office of News and Publications at (806) 743-2143 or melody.ragland@ttuhsc.edu.



## EVENT ADVISORY

March 8, 2004

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

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### TEXAS TECH SCHEDULES EMERGENCY SIREN TEST

- WHAT:** Annual test of the emergency siren system on the Texas Tech campus.
- WHEN:** 10 a.m., Wednesday, (March 10).
- WHERE:** Sirens are located on the roofs of the Robert Ewalt Student Recreation Center, the Chemistry Building, Drane Hall and the Industrial Engineering Building.
- EVENT:** This is a regular test of the emergency siren system on the Texas Tech University campus. The sirens will sound for one minute. There are four sirens on the campus. The sirens will be checked to make sure each is functioning properly. The siren system is used in event of weather emergencies. The test is in conjunction with Severe Weather Awareness Week.
- CONTACT:** Capt. Gordon Hoffman, Texas Tech University Police Department, (806) 742-3931.

**[EDITOR'S NOTE:** Please ask your meteorologists to mention this test so people on the campus will be aware this is only a test.]



**EVENT ADVISORY**

Date: March 8, 2004

CONTACT: Scott Slemmons, [scott.slemmons@ttu.edu](mailto:scott.slemmons@ttu.edu)

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**CRUSADER RAIDER CLUB CELEBRATES DINO DAY** <http://www.texastech.edu/newshome>

**WHAT:** Newly inducted members in Iles Elementary School's Crusader Raider Club for high-achieving students will take a trip to Dino Day, courtesy of Texas Tech University's Institute for the Development and Enrichment for Advanced Learners (IDEAL).

**WHEN:** 9 a.m. to 2 p.m., Tuesday, (March 9).

**WHERE:** The Museum of Texas Tech, Fourth Street and Indiana Avenue.

**EVENT:** In the "3D Dino" class, students will use computer generated models to learn about how dinosaurs moved, while the "Diggin' Dinos" class will allow children to participate in a real dinosaur dig.

The Crusader Raider Club honors high-achieving students at Iles Elementary through recognition assemblies and special events at Texas Tech. Iles teachers identify students based on good grades and citizenship. Eighty students from Iles Elementary in the second through sixth grades will attend Dino Day.

The Crusader Raider Club is part of the Lubbock Independent School District's "Partners in Education" program.

**CONTACT:** Martha Hise, program director, Texas Tech University, (806) 742-2420, [martha.hise@ttu.edu](mailto:martha.hise@ttu.edu).





**FOR IMMEDIATE RELEASE**

Date: March 8, 2004

CONTACT: Phil Riddle, philip.l.riddle@ttu.edu

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**TEXAS TECH HOSTS ECONOMIC DEVELOPMENT SUMMIT** [www.texastech.edu/newshome](http://www.texastech.edu/newshome)

LUBBOCK- Former Texas Tech University Chancellor John T. Montford will be the keynote luncheon speaker at the Second Annual West Texas Economic Development Summit, slated for April 28 at the Lubbock Memorial Civic Center.

Texas Tech is among the sponsors of the seminar designed to help businesses learn how to do business with state agencies. Other sponsors include Sen. Robert Duncan, Texas Department of Transportation, Texas Building and Procurement Commission, WorkSource of the South Plains and the Small Business Development Center Procurement Assistance Center.

"We hope this economic summit will help businesses, large and small, by allowing them to find out about procurement opportunities that exist statewide," said Bubba Seden, manager of Texas Tech HUB Operations Office.

The day-long seminar runs from 9 a.m. to 4 p.m., and features workshops and a chance to register with public sector supplier databases and make contacts to secure subcontracts and prime contracts. A variety of booths featuring regional contractors and agency buyers also will be set up.

Pre-registration deadline is April 1 for businesses or agencies wishing to set up an exhibition booth. The registration fee for state agency representatives is \$200; \$250 for non-state agencies. The fee covers two people and there is an additional \$25 per each additional representative. There will be a \$50 late registration fee after April 1.

Registration for the luncheon only is \$10. Admission to workshops and the exhibits is free. For more information contact Lorenzo "Bubba" Seden or Dale Garcia at Texas Tech HUB Operations Office at (806) 742-444 or e-mail [bubba.seden@ttu.edu](mailto:bubba.seden@ttu.edu).



**FOR IMMEDIATE RELEASE**

March 9, 2004

CONTACT: Rachel Cole, [rachel.m.cole@ttu.edu](mailto:rachel.m.cole@ttu.edu)

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**STAY SAFE THIS SPRING BREAK**

March marks the beginning of spring and a time for students to take a break and hit the beach, the slopes or visit friends and family. It is important for travelers to be aware of some of the problems they may encounter during spring break. Texas Tech University Health Sciences Center experts are available to discuss many tips for a safe spring break.

**Driving Tips**

Driving is a major cause for concern during spring break. It is important that students follow everyday guidelines about drinking and driving while on vacation. Make driving arrangements at the beginning of the night, such as designating a driver or taking a cab. Also, drowsy driving is an often unrecognized safety problem. The amount of sleep a student gets before driving plays a huge role when it comes to safety. Texas Tech Student Health Services expert Juli Benson, health educator, is available to talk about tips for safe driving.

**Sun Safety**

Many spring break trips involve spending time in the sun, whether on the beach or skiing down a mountain, so students should take precautions when spending time outdoors. Sunscreen should be worn at all times, with an SPF 30 or more. Drinking alcohol while spending time in the sun can be very damaging. Students need to stay hydrated. Benson is also available to discuss many ways to protect your skin and stay hydrated during spring break.

**Traveling Abroad**

It is important for students to realize that when traveling to another country, they are no longer under the same laws as in the United States. Young people are often victimized because they are unaware of the laws, customs, and standards of foreign countries. Students should avoid risky behavior and familiarize themselves with the country they are visiting. Texas Tech University Health Sciences Center experts are available to discuss how to stay safe in a foreign country.

For more information, or to schedule interviews, contact the Texas Tech University Health Sciences Center Office of News and Publications, at (806) 743-2143.



Texas Tech University Health Sciences Center

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**EVENT ADVISORY**

March 9, 2004

CONTACT: Melody Ragland, [melody.ragland@ttuhsc.edu](mailto:melody.ragland@ttuhsc.edu)

**AGENCIES ANNOUNCE CLOSING THE GAPS COALITION**

**WHAT:** Dedication ceremony for the South Plains Closing the Gaps Coalition

**WHEN:** 10 a.m. Wednesday (March 10)

**WHERE:** Region 17 Education Service Center, 1111 W. Loop 289

**EVENT:** The South Plains Closing the Gaps Coalition will work to alleviate economic, cultural and political barriers for students, families and communities from pre-kindergarten through college. The coalition has modeled its efforts after the Texas Higher Education Coordinating Board's Closing the Gaps College for Texans campaign.

The dedication ceremony will be led by high school students from the Lubbock High School chapter of the Future Business Leaders of America. Representatives from the agencies involved in the coalition will also be in attendance.

**CONTACT:** Janie Landin Ramirez, Raiders Rojos programs coordinator, (806) 632-6450, [janie@raidersrojos.org](mailto:janie@raidersrojos.org)



**FOR IMMEDIATE RELEASE**

March 10, 2004

CONTACT: Melody Ragland, [melody.ragland@ttuhsc.edu](mailto:melody.ragland@ttuhsc.edu)

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**FINDING ACCURATE INFORMATION ABOUT PAIN MANAGEMENT**

LUBBOCK – The World Wide Web can be an excellent source for health care information, but some information available on the Internet can be misleading according to Gabor Racz, M.D., director of pain services at the Texas Tech University Health Sciences Center International Pain Institute.

Racz said there are Web sites that distribute accurate and non-biased information. The National Pain Foundation offers individuals experiencing pain a Web site where they can research physicians, treatments and talk to other individuals experiencing the same symptoms. Visit the National Pain Foundation Web site at [www.painconnection.org](http://www.painconnection.org).

The International Institute of Pain, an affiliate of the World Institute of Pain, treats patients from around the world through innovative pain management techniques. The physicians at the institute are among the best in their field and treat a variety of pain syndromes.



**FOR IMMEDIATE RELEASE**

Date: March 12, 2004

CONTACT: Phil Riddle, philip.l.riddle@ttu.edu

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**TEXAS TECH ENGLISH DEPARTMENT CLAIMS AWARD** [://www.texastech.edu/newshome](http://www.texastech.edu/newshome)

LUBBOCK – The English Department is the recipient of the Texas Tech University Teaching Academy's 2004 Excellence in Teaching Award.

The award includes a cash prize of \$25,000, which is to be used to support a new internship for undergraduates, as well as a series of speakers on issues related to teaching, assessment and curricula.

In announcing the award, Provost William M. Marcy wrote to English Department Chair Sam Dragga, Ph.D., "This is a wonderful achievement and recognizes the contributions made to the teaching mission at Texas Tech. The Departmental Excellence in Teaching Award recognizes a department where a teaching culture exists, which reflects commitment to students, makes teaching a high departmental priority and facilitates teaching excellence throughout the department."

"We are sincerely grateful for this award," said Dragga, "as well as for the support that we have received from both students and the administration. The Department of English is big -- 48 faculty, 12 full-time and part-time lecturers and 85 graduate part-time instructors -- and we have a big mission, teaching 5,000 students every semester.

"We are genuinely dedicated to agile learning and innovative teaching across the field of English studies, including classes in literature, rhetoric and composition, creative writing, film, linguistics and technical communication," Dragga said.

Texas Tech will recognize the English Department at its Faculty Honors Convocation, slated for 3:30 p.m., April 6, in Room 169 in the Human Sciences Building on the university campus.



Texas Tech University System  
NEWS & PUBLICATIONS

n e w s   r e l e a s e

**FOR IMMEDIATE RELEASE**

Date: March 12, 2004

CONTACT: Phil Riddle, philip.l.riddle@ttu.edu

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**COLLEGE OF EDUCATION PLANS THIRD ANNUAL STEP CONFERENCE**

LUBBOCK – Texas Tech University and the College of Education will host the third annual Support Tomorrow's Educators Program (STEP) Conference. The yearly event is slated to begin at 9 a.m., Saturday, (March 27), in Room 001 of the College of Education, 3008 18<sup>th</sup> St.

The conference, sponsored by the Texas State Teachers Association - Student Program, Texas Tech and the College of Education, is presented as a teacher recruitment tool for pre-service teachers in education programs, community college students interested in the teaching profession, and high school students considering careers in education.

Break-out sessions, featuring presentations covering teaching science, interviewing for teaching positions, and managing classrooms are planned following the conference's 9-9:45 a.m. welcome.

To make reservations for the conference or for more information, contact Susan Myers at (806) 742-1997, ext. 249, or via e-mail at [susan.myers@ttu.edu](mailto:susan.myers@ttu.edu), or Peggie Price at (806) 742-1997, ext. 318, or via e-mail at [peggie.price@ttu.edu](mailto:peggie.price@ttu.edu).

-30-



**FOR IMMEDIATE RELEASE**

March 12, 2004

CONTACT: Rachel Cole, [rachel.m.cole@ttu.edu](mailto:rachel.m.cole@ttu.edu)

**MEDICAL STUDENTS CONTRIBUTING TO LOCAL  
CHILDREN'S CHARITIES**

LUBBOCK – The Texas Tech University Health Sciences Center School of Medicine students are hosting the Seventh Annual City Lights Charity Ball benefiting local charities in Lubbock. The event will take place at 8 p.m., April 3, at the Lubbock Club, 1500 Broadway St.

The ball will include dinner and a silent auction. Live entertainment will be provided by Mike Pritchard's Blue Thunder and the Lightning Horns. The eight-piece show band is composed of music teachers and students who play a variety of music, from swing to classic rock.

City Lights allows medical students to give back to the city through contributions to charities. It is organized by students from the Texas Tech Student Chapter of the Texas Medical Association and the Texas Tech University Health Sciences Center School of Medicine Class of 2007.

Kate Hawkins, City Lights public relations chair, said the students take pride in getting involved in a community event. "We are proud to host an event to bring the community together for a night of dinner, dancing and a silent auction to benefit three very deserving charities," she said.

According to Amber Kile, City Lights chair, the event gives medical students a chance to help out children in the community. "City Lights is a great opportunity for the community, particularly the medical community, to care for those unable to support themselves, especially the children in our area."

This year's proceeds will go to Early Childhood Intervention - DEBT, Lubbock Habitat for Humanity Family Literacy Program and Turff Therapy.

The money received by Early Childhood Intervention – DEBT will assist families without insurance or Medicaid in purchasing assistive technology such as special car seats, shoe inserts and walkers for children with disabilities. The donations to the Lubbock Habitat for Humanity Family Literacy Program will support families in reading to one another by purchasing children's literature. Proceeds donated to Turff Therapy will be used to give scholarships to children with autism who participate in the therapeutic riding program.



Tickets for the charity ball are \$150 per couple and \$100 per individual, and sales will continue through March 20. For ticket information, contact Vickie Wu, City Lights ticket chair, at (806) 788-1162 or [vickie.wu@ttuhsc.edu](mailto:vickie.wu@ttuhsc.edu).



**EVENT ADVISORY**

Date: March 15, 2004

CONTACT: Scott Slemmons, [scott.slemmons@ttu.edu](mailto:scott.slemmons@ttu.edu)

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**TEXAS TECH SCHEDULES QUALITY SERVICE AWARDS**

**WHAT:** The 2004 Quality Service Award recipients at Texas Tech University will be honored at a special awards ceremony.

**WHEN:** 3 p.m., Wednesday, (April 14).

**WHERE:** Frazier Alumni Pavilion, southwest of Jones SBC Stadium, at the corner of the Drive of Champions and Red Raider Avenue.

**EVENT:** The Quality Service Awards recognize Texas Tech staff members who have provided excellent service in support of the university's mission and vision. Their exemplary effort and positive attitude serve as a reminder to all of what can be achieved.

The recipients of the Chancellor's Award of Excellence also will be announced during the ceremony. A reception will follow the ceremony, and the public is invited to attend.

**CONTACT:** Kerry Billingsley, managing director, Quality Service and Professional Development, Texas Tech University, (806) 742-0530, extension 279, [kerry.billingsley@ttu.edu](mailto:kerry.billingsley@ttu.edu).



**FOR IMMEDIATE RELEASE**

Date: March 15, 2004

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**NATIONAL SCIENCE TEACHERS ASSOCIATION HONORS SKOOG**

<http://www.texas-tech.edu/newshome>

LUBBOCK – Texas Tech University Professor Gerald Skoog, Ed.D., has been named the 2004 Robert H. Carleton Award winner by the National Science Teachers Association (NSTA).

Skoog, Paul Whitfield Horn Professor in Texas Tech's College of Education, is a former NSTA president. With funding from Dow Chemical Company, NSTA gives the prestigious Robert H. Carleton Award to an association member who has made outstanding contributions to and provided leadership in science education at the national level.

"The many collaborative opportunities I've had with Lubbock area and Texas science teachers have provided me with knowledge and skills that have facilitated my involvement in science education activities at the national level," Skoog said. "I appreciate the continued support these individuals have given me during my career."

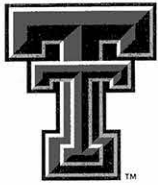
Skoog has taught at the secondary and college levels for 44 years. His participation in NSTA includes stints as board member, committee member, task force participant, as well as president of the organization. He was honored in 1994 with the association's Service for Science Award, and in 2000, he was inducted into the Texas Hall of Fame for Science, Mathematics and Technology.

Skoog is a noted researcher on the subject of evolution. His research projects, which span more than 30 years, have focused on topics concerned with evolution and the way it is approached in textbooks, as well as the emphasis afforded the subject in state science standards.

With a membership exceeding 55,000 teachers, supervisors, administrators, scientists and business and industry representatives, the Arlington, Va.-based NSTA is the largest professional organization in the world promoting excellence and innovation in science teaching.

-30-

**CONTACT: Gerald Skoog, Ph.D., Paul Whitfield Horn Professor, College of Education, Texas Tech University, (806) 742-1997, ext. 259, gerald.skoog@ttu.edu.**



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**EVENT ADVISORY**

March 16, 2004

CONTACT: Melody Ragland, [melody.ragland@ttuhsc.edu](mailto:melody.ragland@ttuhsc.edu)

**MATCH DAY FOR HEALTH SCIENCES CENTER STUDENTS**

WHAT: Match Day

WHEN: 10:45 a.m. Thursday (March 18)

WHERE: Room 2B152, Texas Tech University Health Sciences Center,  
3601 Fourth St.

EVENT: During Match Day, fourth-year medical students find out where they will be completing their residencies. Students from medical schools nationwide participate in Match Day events. The students simultaneously open their envelopes to see where they will spend the next three to five years as residents. They will open their envelopes at 11 a.m.

Students will be available to talk to before and after the event.

CONTACT: Melody Ragland, Office of News and Publications, (806) 743-2143,  
[melody.ragland@ttuhsc.edu](mailto:melody.ragland@ttuhsc.edu)



Texas Tech University System  
NEWS & PUBLICATIONS

n e w s   r e l e a s e

**FOR IMMEDIATE RELEASE**

Date: March 17, 2004

CONTACT: Phil Riddle, philip.l.riddle@ttu.edu

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Lubbock, TX 79409-2022

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**TEXAS TECH SCHOOL OF LAW HOSTS LAW REVIEW CONFERENCE** <http://www.ttxastech.edu/newshome>

LUBBOCK – The Law Review from the Texas Tech University School of Law will host the 2004 National Conference of Law Reviews, slated for Wednesday, (March 24), through Saturday, (March 27), at the Marriott Riverwalk Hotel in San Antonio.

The conference will feature well known legal scholars and leaders who will comment on current legal issues. Highlighted speakers include United States District Judge Royal Ferguson, a Texas Tech Alumnus; Fifth U.S. Circuit Court of Appeals Judge Edward Prado and Principal Deputy Counsel for the Department of Defense, Dan Dell'Orto.

Texas Tech School of Law Dean Walter Huffman will welcome attendees at 6 p.m., Wednesday, as part of the "Taste of Texas" welcome reception.

For more information, please contact Jennifer Meriwether via e-mail at [jennifer.c.meriwether@ttu.edu](mailto:jennifer.c.meriwether@ttu.edu), or phone at (806) 742-3990, ext. 291.

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Texas Tech University System  
NEWS & PUBLICATIONS

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**TEXAS TECH'S CHATTERJEE: PTEROSAURS FLEW WITH SMART WINGS**

LUBBOCK – Texas Tech University paleontologist Sankar Chatterjee, Ph.D., and research partner R.J. Templin, have discovered keys in the wings of prehistoric pterosaurs that could serve as a possible aid to engineers who are developing new designs for transport aircraft.

“This is an ideal model for engineering transport planes that could fly from Japan to California, while being very fuel efficient,” he said. “The plane could use the same design. We could use nature to create a new generation of aircraft.”

Chatterjee and Templin, an aeronautical engineer, theorize that prehistoric flying dinosaurs were endowed with complicated three-layered wing structure, which kept them airborne.

In a recent Geological Society of America paper, *Posture, Locomotion and Paleocology of Pterosaurs*, Chatterjee and Templin conclude that the ancient precursors to today's birds had wings that acted as a sensory organ during flight, providing feedback to the inner ear, the control system of wing movement.

Traditionally, pterosaurs, which ruled the skies during the Mesozoic era, 225 million to 65 million years ago, were portrayed as gliders, using air currents to stay aloft. However, information gathered by Chatterjee and Templin, based on aircraft and helicopter momentum theories, suggest pterosaurs enjoyed the same flying abilities as modern birds. According to the new information, the flying dinosaurs, which ranged in size from less than an ounce to 150 pounds with wing spans as wide as a Lear jet, could hover, flap, glide and soar.

In fact, the largest, *Quetzalcoatlus*, an excellent glider, was probably capable of level, sustained flight, and could have benefited from V-formation flight, like large modern migrating birds, according to findings by the pair of scientists.

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“What we found the pterosaurs were very similar to flights of modern sea birds,” Chatterjee said. “It was astounding. We calculated their flight patterns, everything. What we found was their wings were like bat wings. There were no feathers. They were very thin. We had to wonder what kept the wing from tearing when a bird this size was flying.”

What the duo discovered was the wings, consisting of layers of fibers, muscles and a fine network of blood vessels and nerves, offered some stiffness for structural integrity, as well as elasticity for folding and unfolding when walking or flying.

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**CONTACT: Sankar Chatterjee, Ph.D., Paul Whitfield Horn Professor of Geology, Texas Tech University, (806) 742-1986, [sankar.chatterjee@ttu.edu](mailto:sankar.chatterjee@ttu.edu).**





Texas Tech University System  
NEWS & PUBLICATIONS

a d v i s o r y

## EVENT ADVISORY

Date: March 22, 2004

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### IRON HORSE LITERARY REVIEW SPONSORS READING

**WHAT:** Texas Tech University's *Iron Horse Literary Review* will sponsor a reading by author Mark Spragg.

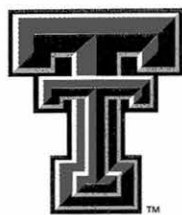
**WHEN:** 7:30 p.m., Thursday, (April 1).

**WHERE:** Lecture Hall 001, English Building, campus of Texas Tech University.

**EVENT:** Mark Spragg, author of the novel, *The Fruit of Stone*, and the memoir, *Where Rivers Change Direction*, is scheduled to read selected passages from his work. Spragg, the winner of the 2000 Mountains and Plains Bookseller Award for nonfiction, has had his work published in several anthologies and periodicals, including a collection he edited, *Thunder of the Mustangs*. His most recent screenplay, *Everything That Rises*, was produced by Turner Network Television in 1998.

His next film, *An Unfinished Life*, starring Robert Redford, Jennifer Lopez and Morgan Freeman, will be released in December.

**CONTACT:** Jill Patterson, editor, *Iron Horse Literary Review*, (806) 742-2500, ext. 234, [jill.patterson@ttu.edu](mailto:jill.patterson@ttu.edu).



**FOR IMMEDIATE RELEASE**

Date: March 22, 2004

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**TEXAS TECH UNIVERSITY RESEARCHERS DEVELOP  
MATERIALS FRICTION SOFTWARE**

LUBBOCK – Friction in materials plays an essential role in manufacturing, new product development, quality and product marketability. The smaller the frictional forces, the smoother the fabric surface is, which makes a softer and higher quality material. Research has shown that characterization of the friction of viscoelastic materials, such as fiber, textiles, etc., is complex and requires in-depth calculation.

Seshadri Ramkumar, Ph.D., research associate for The Institute of Environmental and Human Health at Texas Tech University, and his associates' have developed a solution for the complexity of friction with a simple friction factor software.

"This concept has been accepted in peer reviewed journals in polymer science, tribology and textile chemistry and science," said Ramkumar. "This endeavor has resulted in the development of software, in order to make the friction factor calculation user-friendly."

The software automatically calculates the friction factor and is compatible with Windows based operating systems such as Windows 98, 2000, ME and XP. The software has Microsoft Access database for storing and retrieving results, he said.

"The software will be of immense use to fiber, fabric, nonwoven, polymer, leather and related industries and provides an easy solution to friction evaluation in material related industries, instead of having people calculate it, this software will make the whole process easier and quicker" said Ramkumar.

Texas Tech University is making available the user-friendly product to the materials industry.

-30-

**SOURCE:** Seshadri S. Ramkumar, Ph.D., research associate, The Institute for Environmental and Human Health, Texas Tech University, (806) 885-0228 or [s.ramkumar@ttu.edu](mailto:s.ramkumar@ttu.edu)

Lance Anderson, director, Office of Technology Transfer and Intellectual Property, Texas Tech University, (806) 742-4105 or [lance.anderson@ttu.edu](mailto:lance.anderson@ttu.edu).



**EVENT ADVISORY**

March 22, 2004

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**TEXAS TECH MEDICAL STUDENTS CONTRIBUTE TO  
CHILDREN'S CHARITIES**

- WHAT:** Texas Tech University Health Sciences Center's School of Medicine students are hosting "Put Your Boots on for Food and Fun," a western-themed play day for children from three local charities.
- WHEN:** 4 p.m. to 6 p.m., Saturday (March 13)
- WHERE:** Turff Therapy, 8405 County Road 2500, 84<sup>th</sup> St. and Martin Luther King Blvd.
- EVENT:** The play day marks the kick-off of the Seventh annual City Lights Charity Ball benefiting local charities. This year's proceeds will go to Early Childhood Intervention – DEBT, Habitat for Humanity Family Literacy Program, and Turff Therapy.
- CONTACT:** Rachel Cole, Office of News and Publications, (806) 743-2143 or [rachel.m.cole@ttu.edu](mailto:rachel.m.cole@ttu.edu).  
Kate Hawkins, City Lights public relations chair, (806) 788-1133, or [mary.hawkins@ttuhsc.edu](mailto:mary.hawkins@ttuhsc.edu).



**FOR IMMEDIATE RELEASE**

Date: March 23, 2004

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**TEXAS TECH CHOSEN AS CLUSTER LEADER FOR PROGRAM**

LUBBOCK – Texas Tech University has been chosen as one of 12 cluster leaders for the Carnegie Academy for the Scholarship of Teaching and Learning. This program is coordinated by the American Association for Higher Education and the Carnegie Foundation for the Advancement of Teaching.

Texas Tech has been active in the Carnegie Academy for the Scholarship of Teaching and Learning: Program in Higher Education (CASTL) for several years. In a next stage of CASTL work, launched this year, campuses that support the scholarship of teaching and learning are invited to participate in leadership clusters, organized around a variety of themes, functions and interests.

“The program works with institutions of all types that are prepared to make a public commitment to foster and support the scholarship of teaching and learning,” said Debbie Laverie, Ph.D., cluster leader, associate professor of marketing and associate director of the Teaching Learning Technology Center at Texas Tech University.

Texas Tech’s cluster is involved in the scholarly inquiry about active pedagogies, or methods of teaching. This cluster focuses on developing and studying various curricular models that incorporate appropriate technologies, assessments and pedagogies, such as active learning, problem-based learning and service learning in large-enrollment classes. Other members of the cluster include: the University of Massachusetts at Lowell, Indiana State University, Florida Atlantic University, Clayton College and University and the Citadel.

“The goal of this cluster will be to create and disseminate original work that makes a contribution to our deep understanding of various disciplines as well as knowledge and practice of other teaching in the context described above and to establish a venue for inter-institutional critical peer review of the results,” said Laverie.

As of Fall 2002, approximately 200 campuses have committed to working actively to foster the scholarship of teaching and learning by registering on the AAHE A variety of opportunities for networking and information exchange are available for Campus Program participants.

-30-

**SOURCE:** Debbie Laverie, Ph.D., cluster leader, associate professor of marketing and associate director of the Teaching Learning Technology Center, Texas Tech University, (806) 742-3953 or [dlaverie@ba.ttu.edu](mailto:dlaverie@ba.ttu.edu).



**FOR IMMEDIATE RELEASE**

March 24, 2004

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**TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER'S DOCTOR  
NAMED TO NATIONAL ADVISORY COMMITTEE**

LUBBOCK – Tommy G. Thompson, secretary of Health and Human Services appointed Patti Patterson, M.D., M.P.H., vice president for rural and community health at the Texas Tech University Health Sciences Center, to the National Advisory Committee on Rural Health and Human Services.

The National Advisory Committee on Rural Health and Human Services is a 21-member citizens' panel of nationally recognized experts that provides recommendations on rural health and human services issues to the Secretary of the Department of Health and Human Services.

The committee was chartered in 1987 to advise the Secretary of Health and Human Services on ways to address health care problems in rural America. Chaired by former South Carolina Gov. David Beasley, the committee's private and public-sector members reflect wide-ranging, first-hand experience with rural issues such as: medicine, nursing, administration, finance, law, research, business and public health.

Patterson said there are no simple answers or quick fixes to the issues facing rural communities, but direct experience from West Texas will benefit rural issues on a national level. "Too often, the Washington answer for health problems in rural America is to downsize urban programs. This doesn't work. The problems are different, the resources are different and the answers are probably more complex."

"We do know many things that impact West Texas. The economic health of rural communities is integrally linked to their health care infrastructure. In order to improve the health of rural residents, a sustainable process must be found for growing both the economies and the health care infrastructure. At the same time, there are steps that should be taken to increase access to medical care and to address local public health priorities," Patterson said.

M. Roy Wilson, M.D., president of the health sciences center, said this announcement has an enormous impact on the region. "It is an honor for Dr. Patterson to assume a national leadership role in this area. She has demonstrated outstanding leadership not only in developing the rural and community health initiatives, but most importantly in improving the access to health care in these communities," Wilson said.

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PATTERSON APPOINTMENT/Page 2

Wilson added that the national recognition reflects the excellence of the Texas Tech faculty. "This reaffirms our confidence in her leadership and furthermore recognizes her expertise in rural health issues."

In the health sciences center's service area, 27 counties have one or no physician, nine have no primary care physician, no nurse, no physician assistant. An additional 37 of these counties have no hospital, 19 have no pharmacist, 54 are designated as primary care shortage areas, and 80 are classified as medically underserved and have rudimentary public health services.

The health sciences center recently received a \$2.5 million, 3-year grant to develop the West Texas Area Health Education Center Program. This program is already active in schools across the South Plains encouraging rural children to become health care professionals.

"I think we have the opportunity to make a difference by sharing our understanding of the numerous issues rural communities face in rural health care delivery. This will be a great opportunity to learn first-hand about creative rural health programs from all over the United States. I see it as an opportunity to make a difference not only here in West Texas, but on a national level," Patterson said.

Patterson was the previous executive deputy commissioner at the Texas Department of Health as well as serving as the Commissioner of Health from Oct. 1996 to Sept. 1997. She is a native of Hale Center.

For more information on rural and community health initiatives at Texas Tech, visit the web site at [www.ttuhscc.edu/ruralhealth](http://www.ttuhscc.edu/ruralhealth).





**FOR IMMEDIATE RELEASE**

Date: March 24, 2004

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**TEXAS TECH UNIVERSITY ANNOUNCES DISTINGUISHED ENGINEERS**

**[Editor's Note: Pictures and full biographies are available for each honoree.]**

LUBBOCK – Texas Tech University's College of Engineering will name four Texas Tech graduates as Distinguished Engineers at 11:45 a.m., Friday (April 2). The luncheon for the award recipients is scheduled at the McInturff Conference Center, located at University Medical Center. Nicholas James Johnson, a senior from Albuquerque, N.M., also will receive a special award.

Joseph J. Beal, P.E., a 1968 civil engineering graduate from Texas Tech, is a resident of Austin. He is the general manager and chief executive officer of the Lower Colorado River Authority and the president of the Texas Water Conservation Association. He was named the Engineer of the Year in 2003 by the Texas Society of Professional Engineers (Travis County Chapter). Beal was inducted into Texas Tech's Academy of Civil Engineering in 1989.

Phillip L. Frederickson earned his bachelor of science degree in industrial engineering from Texas Tech in 1978. He is an executive vice president of ConocoPhillips in Houston. He has global responsibility for all commodity transactions for the company, including crude oil, gasoline, distillates, natural gas liquids, natural gas and power. Frederickson was inducted in the Texas Tech Academy of Industrial Engineering in 1999.

Louis D. Jones, P.E., a resident of Houston, earned his bachelor of science degree in petroleum engineering from Texas Tech in 1976. He is currently the vice president of U.S. production for Amerada Hess Corporation. He was inducted into the Texas Tech Academy of Petroleum Engineering in 1997.

Chung-Shing "C.S." Lee earned his master's degree in electrical engineering from Texas Tech in 1978 and his master's of business administration from Texas Tech in 1982. He is a senior vice president at Texas Instruments in Dallas, with responsibility for TI's worldwide high volume analog and logic business. He was elected as a member of Texas Tech's Electrical Engineering Academy in 2002.

The College of Engineering and the Dean's Council will award Nicholas James Johnson the James A. "Jim" McAuley Distinguished Engineering Student Award in the amount of \$10,000. McAuley was a member of the Dean's Council, as well as an educator, a local businessman and a supporter of Texas Tech prior to his death in August 2000.

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The McAuley award is given annually to the outstanding student graduating from the College of Engineering. Nominations come from department chairpersons and college organizations with the final selection being made by the Dean's Council, a panel of 24 members who are asked to serve in an advisory capacity to the Dean of Engineering.

Johnson is an electrical and computer engineering senior and has been involved in research projects at Texas Tech and at two summer internships at Sandia National Labs. He has participated in research on Texas Instruments' Digital Micromirror Device, analyzed the stretching of DNA using electrical fields, derived a new set of equations using the Lambert-W function to model diodes and transistors and worked on a project to create a micro wireless data acquisition system. His long-term plans include pursuing an advanced degree and being a meaningful contributor to engineering research in biotechnology and microtechnology.

Johnson is the president of the Institute of Electrical and Electronics Engineers and a member of Eta Kappa Nu, the honors society of electrical engineering. He assisted with the Boosting Engineering Science and Technology competition for middle and high school students in West Texas, represented the Electrical and Computer Engineering department during University Day, participates in solo endurance races, like half-Ironman triathlons and marathons and is a member of Texas Tech's Ultimate Frisbee Club.

-30-

**SOURCE:** Julia Allen, coordinator of college development, College of Engineering, Texas Tech University, (806) 742-3451 or julia.lee@coe.ttu.edu.



**FOR IMMEDIATE RELEASE**

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**TEXAS TECH BIOLOGIST WORKING WITH IRAQI SCIENTISTS**

LUBBOCK – Texas Tech University biologist Carleton Phillips, Ph.D., is no stranger to political upheaval. After performing field work in hot zones like Cuba, Nicaragua and Chernobyl, he has been summoned to Iraq to work with coalition members to rebuild that nation's obliterated scientific community.

Phillips, quoted in the March 12 edition of the prestigious international weekly journal, *Science*, said his experience in Iraq has been unique.

"Nothing I've done before has been quite like this," he said.

Phillips, on loan from Texas Tech's biology department to the United States Department of State, is coordinating nonproliferation work, in other words, finding employment for researchers and weapons scientists, who were formerly involved in Saddam Hussein's weapons of mass destruction programs, before they are offered jobs elsewhere.

"The nonproliferation stakes are high," Phillips told *Science* reporter Richard Stone. "We have an opportunity to reduce the risk of expertise or material passing into the hands of terrorists or rogue states."

The Iraq International Center for Science and Industry is expected to be in place within the month and intends to hire the most talented researchers. In addition, the United States Nuclear Security Administration is funding an effort to repair Iraq's shattered scientific infrastructure.

Also, the United States Civilian Research and Development Foundation (CRDF) is expected to bring six top former weapons scientists to the United States for meetings aimed at forging international scientific alliances.

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Phillips and Alex Deghan, a State Department American Association for the Advancement of Science (AAAS) Diplomacy Fellow, under the auspices of the CRDF, are helping identify the half-dozen senior Iraqi scientists involved in weapons programs that will visit Washington, D.C., for meetings with top American scientists and officials.

-30-

**CONTACT: Carleton Phillips, Ph.D., professor of biological sciences, Texas Tech University, (806) 742-2727, [carl.phillips@ttu.edu](mailto:carl.phillips@ttu.edu).**



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**FOR IMMEDIATE RELEASE**

March 24, 2004

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**ALLIED HEALTH SCIENCES ADDS NEW DOCTORAL PROGRAM**

LUBBOCK – The Texas Higher Education Coordinating Board recently approved a Ph.D. program in communication sciences and disorders in the School of Allied Health Sciences at Texas Tech University Health Sciences Center.

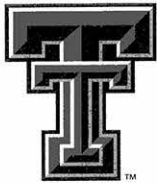
The program is designed to provide students with the competency and ability to perform in academic, research and industrial positions. In addition, the program prepares students to meet the growing demand at state, regional and national levels for doctoral-level instructors and mentors trained in teaching and research. Applicants for the Ph.D. program may specialize in audiology or speech-language pathology. The health sciences center is one of only three universities in the state of Texas to offer the program.

“We are all very excited to be starting the Ph.D. in communication sciences and disorders. Approval of this, our first Ph.D. program in the school, was achieved after completion of an extensive review of our faculty, curriculum, research and scholarly contributions and laboratories and other facilities and places us among the top tier of schools of allied health sciences in the nation,” said Paul Brooke, Ph.D., dean of the School of Allied Health Sciences.

“The start of this Ph.D. program is the capstone of our multi-year expansion of academic program offerings. Dr. Koul and his faculty and staff are to be congratulated for this tangible milestone on their path to excellence as teachers, scholars and clinicians,” Brooke said.

The first group of students will begin the program in the fall 2004 semester.

For more information about the program, contact Raj Koul, Ph.D., chair, Department of Speech-Language and Hearing Sciences, at (806) 743-5678.



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March 24, 2004

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**SCHOOL OF NURSING OFFERS COURSE ON HEART FAILURE**

LUBBOCK – Texas Tech University Health Sciences Center's Continuing Nursing Education Program will present "Chronic Congestive Heart Failure and Hypertension" April 2 in the Odessa campus auditorium, 800 W. Fourth St., Odessa.

The program will provide a comprehensive approach to the identification and management of congestive heart failure. Advanced concepts of the pathophysiology of heart failure will be presented to enhance the nurse's awareness of the complexity of the disease.

Registration for the course will take place from 8:30 a.m. to 9 a.m. and the course is scheduled from 9 a.m. to 4:15 p.m. The registration fee for the course is \$89 if paid before March 19 and \$104 after the deadline.

Speaker for the course is Cheryl Windstein, R.N., M.S.N., C.N.S., who received her bachelor's degree in biomedical science from Texas A&M University and her nursing and master's degrees from the University of Texas at Austin. She is board-certified as a clinical nurse specialist in medical-surgical nursing and her primary focus is congestive heart failure.

Participants will receive 6.3 contact hours upon completion of the course.

For more information, contact Carolyn Brackett, educational coordinator for continuing nursing education, at (806) 743-2734 or [cne@ttuhsc.edu](mailto:cne@ttuhsc.edu) or visit <http://www.ttuhsc.edu/son/cne/cne.htm>.



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**LEARN WHAT IT TAKES TO BE A CERTIFIED DIABETES EDUCATOR**

LUBBOCK – Texas Tech University Health Sciences Center will offer a program called “Diabetes Education for Health Care Professionals” to facilitate becoming a certified diabetes educator. The program session will take place April 23-24, April 30 and May 1. The four-day series will meet from 5 p.m. to 9 p.m. Friday and 8 a.m. to 5 p.m. Saturday.

All nurses, pharmacists, dietitians, physician assistants, social workers and interested others are invited to attend. Cost for the program is \$350 and the registration deadline is one week before the program. Limited scholarships are available and applications are due two weeks before the session. Scholarship applications are available at [www.nursing.ttuhsc.edu/dehp/](http://www.nursing.ttuhsc.edu/dehp/).

Program attendees will learn the latest information on diabetes, become familiar with culturally and linguistic appropriate services (CLAS) standards, and health literacy and develop a business plan to establish a diabetes program. The program will also be available through distance learning delivered by Web-enhanced methodology.

For more information or to register, contact Marilyn Hickam in the School of Nursing at the health sciences center, at (806) 743-2736.



**FOR IMMEDIATE RELEASE**

March 26, 2004

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**EMERGENT TECHNOLOGIES INC. LICENSES DRUG DISCOVERY  
TECHNOLOGY FROM TEXAS TECH UNIVERSITY**

LUBBOCK -- Emergent Technologies Inc. (ETI) of Austin, announced today (March 26), that it has licensed antibody drug discovery technology from Texas Tech University Health Sciences Center in Lubbock. It is a breakthrough integrated diagnostic and therapeutic approach to be used in the design of customized anti-cancer and infectious disease treatments for individual patients.

Tommy Harlan, CEO of ETI, said, "Their innovation in antibody discovery and development virtually turns cells inside out by using the ubiquitous MHC molecules present on nearly all cells. These molecules transport peptides produced in each cell to the surface of that cell to be displayed to the immune system's T-cells. Receptor Logic is able to generate antibodies against intracellular peptides in the context of MHC molecules. MHC-based genomics and proteomics discoveries can now become very valuable when coupled with this technology."

ETI formed Receptor Logic Ltd. to commercialize the technology of Jon Weidanz, Ph.D., assistant professor of pharmaceutical sciences at the Texas Tech University Health Sciences Center School of Pharmacy in Amarillo, Vaughan Wittman, a School of Pharmacy graduate student, and Rony Tal, Receptor Logic's research director, all of whom are based at the School of Pharmacy at Amarillo.

Lance Anderson, director of technology transfer and intellectual property at Texas Tech University, said, "We are extremely pleased that ETI has chosen Texas Tech University and the West Texas region to develop companies. The Texas Tech University System components, including the School of Pharmacy at Amarillo, has an abundance of technology being developed. ETI investments contribute to the commercialization process so needed to expand additional research."

ETI will capitalize the new venture through its third investment fund, WesTech Ventures I, L.P. Gary Pankonien, president of WesTech, said, "Receptor Logic is being coupled with Pure Protein, another ETI portfolio company, to enable a novel approach to cancer and infected cell targeting and to drug delivery. This technology could change the practice of cancer and AIDS medicine around the world."

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TECHNOLOGY TRANSFER/Page 2

Harlan founded ETI in 1989 and directs the activities of ETI and its portfolio companies. ETI is a venture capital firm that specializes in forming, funding, commercializing and managing biotech companies for the purpose of converting institutional and university-based technology into high-return ventures.

-30-

**SOURCE:** John Hoopingarner, Receptor Logic, at (512) 263-3232 ext. 205 or K. Lance Anderson, director of technology transfer and intellectual property at Texas Tech University, at (806) 742-4105.



**EVENT ADVISORY**

Date: March 26, 2004

CONTACT: Tiffany Tubbs-Berry, [tiffany.tubbs@ttu.edu](mailto:tiffany.tubbs@ttu.edu)

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<http://www.texas-tech.edu/newshome>

**T. BOONE PICKENS TO SPEAK TO STUDENTS**

**WHAT:** T. Boone Pickens will speak to Rawls College of Business students and the college's chief executives' roundtable.

**WHEN:** Tuesday, (March 30).

**WHERE:** 11 a.m.-12 p.m. Rawls College of Business – Lecture Hall 202  
12:30-1:45 p.m. Merket Alumni Center – Texas Tech campus

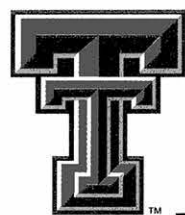
**EVENT:** Legendary Texas oilman and entrepreneur T. Boone Pickens is working to address Texas water supply issues through a unique private sector initiative involving the sale of water from his Roberts County Ranch to municipalities or water districts in San Antonio, Dallas-Fort Worth or elsewhere.

Through Mesa Water, a company he established in 1999, Pickens has now invested approximately \$30 million in the project, and with 175 Panhandle landowners now involved, the company is able to deliver 150,000 acre-feet of water per year to meet Texas water requirements over the next 50 years.

In 1956, Pickens founded Mesa Petroleum Co., turning it into one of the nation's largest independent oil and gas companies, and was chief executive officer until he left in 1996 to form BP Capital, which now operates two highly successful energy-oriented commodity and equity investment funds.

Boone received his bachelor's degree in geology from Oklahoma State University. His recently updated 1987 autobiography, "*Boone*", was listed for 15 weeks on *The New York Times* Best Seller List.

**CONTACT:** Susan Brown, alumni/public relations coordinator, Rawls College of Business, Texas Tech University, (806) 742-1571 or [sjbrown@ba.ttu.edu](mailto:sjbrown@ba.ttu.edu).



**EVENT ADVISORY**

Date: March 29, 2004

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**TEXAS TECH HOSTS HANDICAPPED AWARENESS WEEK** <http://www.texastech.edu/newshome>

- WHAT:** Texas Tech University will host a series of events to recognize Handicapped Awareness Week.
- WHEN:** 4 p.m., Wednesday (March 31)-Opening Ceremonies.
- WHERE:** Student Recreation Center lounge.
- EVENT:** The opening ceremony will feature Randell Resneder, a graduate student at Texas Tech University and champion of the week, as the keynote speaker. Schedule is as followed:

*Wednesday, (March 31)*

Opening Ceremony-4 p.m.

Wheelchair Basketball Tournament-5 p.m.

Student Recreation Center at Texas Tech.

Open to the public; deadline to enter teams March 29.

*Thursday, (April 1)*

Disability Simulations-2 p.m.

Overton Elementary School

*Sunday, (April 4)*

Easter Egg Hunt for children with disabilities-2 p.m.

United Spirit Arena, City Conference Center

Featuring egg hunt, holiday crafts and pet therapy dogs.

*Wednesday, (April 7)*

"Best Practices for Teaching Disabled Students" Faculty Forum-12 p.m.

Teaching Learning and Technology Center, Texas Tech library.

**CONTACT:** Cindy Harper, assistant director, United Spirit Arena, Texas Tech University, (806) 742-7362 or [cindy.harper@ttu.edu](mailto:cindy.harper@ttu.edu).



**FOR IMMEDIATE RELEASE**

March 29, 2004

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**SEVERE WEATHER EXPERTS AVAILABLE**

With the beginning of spring comes an increased possibility of severe windstorms and tornadoes that can damage buildings and injure or kill people. Experts at Texas Tech University's Wind Science and Engineering Research Center are available to discuss severe wind and tornado damage, as well as in-house shelters developed by Texas Tech that can withstand the strongest tornadoes.

The center is an internationally recognized leader in research and education on the subject of the impact of wind on people and the environment. The center works to utilize the beneficial effects of wind and our researchers perform advanced and innovative multidisciplinary research to mitigate the damaging effects of windstorms on buildings and people.

**Kishor C. Mehta, Ph.D., P.E. Horn professor of civil engineering and former director of the Wind Science and Engineering Research Center**, specializes in structural analysis of small buildings exposed to extreme winds, and the design and construction of small buildings to resist damage caused by extreme wind events. He can speak on structural failure of buildings, the types of variables that can cause such failure, and provide more than 30 years of experience evaluating such events. Mehta can be reached at (806) 742-3479, ext. 321 or via e-mail at [kishor.mehta@wind.ttu.edu](mailto:kishor.mehta@wind.ttu.edu).

**Ernst Kiesling, Ph.D., P.E. professor of civil engineering**, specializes in debris impact and above ground shelters. He can speak on the construction and use of personal and community shelters. Kiesling has more than 30 years of experience in the field documenting debris damage and testing different materials and types of construction. He can be reached at (806) 742-3476, ext.335 or via e-mail at [ernst.kiesling@wind.ttu.edu](mailto:ernst.kiesling@wind.ttu.edu).



Texas Tech University Health Sciences Center

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FAX 806-743-2118

<http://www.ttuhsc.edu/home/newspubindex.htm>

### **EVENT ADVISORY**

March 29, 2004

CONTACT: Melody Ragland, [melody.ragland@ttuhsc.edu](mailto:melody.ragland@ttuhsc.edu)

### **HEALTH PROFESSIONS CAREER FAIR**

**WHAT:** The second annual Texas Tech University Health Professions Career Fair

**WHEN:** 10 a.m. to 2 p.m., April 5

**WHERE:** Croslin Room, Texas Tech University Library

**EVENT:** The career fair is for anyone interested in a career in the fields of medicine, nursing, dentistry, chiropractic, veterinary medicine, physical therapy and allied health.

Representatives from institutions in attendance last year included the Baylor College of Dentistry, Parker College of Chiropractic, Samuel Merritt College in Oakland, Calif., University of Texas dental branch, Southwestern Medical School and health science center at San Antonio.

**CONTACT:** Diana Andrade, Texas Tech University Health Sciences Center Office of Admissions, School of Medicine, (806) 743-2297 or [diana.andrade@ttuhsc.edu](mailto:diana.andrade@ttuhsc.edu).



**FOR IMMEDIATE RELEASE**

DATE March 31, 2004

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**INTERNATIONAL WATER LAW EXPERT AVAILABLE** <http://www.texas-tech.edu/newshome>

Access to fresh water is becoming more important in global politics than ever. The basic human need for water translates into a political issue in areas of the world where access is limited. In the Middle-East, for example, water access has become a major stumbling block to peace.

The issue has moved to the forefront in world wide health issues, as well. In fact, the United Nations Education Scientific and Cultural Organization (UNESCO) last year made water management issues a top priority in its international sustainable development agenda.

Texas Tech University School of Law Professor Gabriel Eckstein, LL.M., is a recognized expert in the area of international water law. Eckstein's background is in international environmental law, specifically, freshwater resources. He currently serves as an expert on UNESCO's International Law Commission, which is developing an international convention on trans-boundary groundwater resources.

The Texas Tech professor is the co-author of the June 2003 "Water International" paper, *Ground Water Resources and International Law in the Middle East Process*, and is the director of the International Water Law Project, an Internet-based effort designed to compile and disseminate information relating to international water law issues.

Eckstein, who teaches United States water law, international water law, international environmental law and property law at Texas Tech Law School, also has consulted on the World Commission for Dams, the Organization of American States and has served as a researcher for Hungary in the World Court case, *Gabcikovo-Nagymaros Project*, on issues of international law and trans-boundary groundwater resources.

**Gabriel Eckstein, LL.M., associate professor, Texas Tech University School of Law**, is available to speak on national or global water issues. He can be contacted at (806) 742-3990, ext. 260, or via e-mail at [gabriel.eckstein@ttu.edu](mailto:gabriel.eckstein@ttu.edu).



**FOR IMMEDIATE RELEASE**

Date: March 31, 2004

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**NEW REFERENCE BOOK ON CHROMOSOME ABNORMALITIES  
WRITTEN BY TEXAS TECH RESEARCHER**

**LUBBOCK** – A new reference book on human chromosome abnormalities by a Texas Tech University Health Sciences Center physician could save physicians time and save families anxiety and money.

The book, "Atlas of Human Chromosome Heteromorphism," by Herman E. Wyandt, Ph.D., of the University of Boston School of Medicine, and Vijay S. Tonk, Ph.D., director of the Clinical Molecular Cytogenetic Laboratory at the health sciences center, is a reference work for the specialized field of cytogenetics dealing with the study of human chromosomes.

Testing for human chromosome abnormalities has become a routine part of clinical medicine, especially in the areas of prenatal diagnosis, cancer and in determining the cause of birth defects, said Tonk, who is a leading expert in cytogenetic testing in the West Texas area.

"Gains or losses of small segments of chromosomes usually result in severe congenital abnormalities. Commonly known, for example, is the gain of an extra copy of chromosome 21 in Down Syndrome," said Tonk. "Finding evidence of a chromosome abnormality in a normal adult or in a child with clinical problems immediately raises complex issues that typically require further genetic studies and counseling to determine risks for fetal abnormalities that could be detectable prenatally for carriers to have children with congenital abnormalities."

Dealing with these issues requires the ability and knowledge to distinguish a normal chromosome variant, such as the subtle difference in chromosome morphology reflecting normal human diversity, from a clinically significant chromosome abnormality, said Tonk. "Such morphological variants, often referred to as heteromorphism, can consume a considerable amount of a chromosome specialist's time, with corresponding cost and anxiety to the patient, to make such a distinction," he said.

The volume by Wyandt and Tonk provides a pictorial guide to the most common variants, with comprehensive summaries of the relevant literature, organized by chromosome number. Summaries and photographs deal with variants that are the most ambiguous, and include examples of both classical banding and up-to-date molecular techniques for characterizing the regions in question.





**FOR IMMEDIATE RELEASE**

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**BURKHART PROJECT, COLLEGE OF EDUCATION HOST SEMINAR**

LUBBOCK – The Burkhart Project in Autism Education, in conjunction with the Texas Tech University College of Education, the South Plains Autism Network (SPAN), and the Texas Tech University Health Sciences Center, will co-host a seminar focusing on siblings of children with autism.

The seminar, slated for 6:30 p.m., Tuesday, (May 25), will be held in Academic Classroom Building Room 100, in the Texas Tech University Health Sciences Center. Featured speaker for the event is Melissa Olive from the University of Texas Special Education Department.

Because the venue seats just 200, reservations must be made by Friday, (May 21). Reservations may be made via e-mail by contacting Carol Layton at [carol.layton@ttu.edu](mailto:carol.layton@ttu.edu) or Robin Lock at [robin.lock@ttu.edu](mailto:robin.lock@ttu.edu).

**SOURCE:** Rachele J. Jones, Texas Tech University College of Education,  
(806) 742-1998, [rachele.j.jone@ttu.edu](mailto:rachele.j.jone@ttu.edu).