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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: March 1, 2007

CONTACT: Ben Samples, ben.z.samples@ttu.edu
(806) 742-2136

Outlandish Machines Come to Life

WHAT: Rube Goldberg machine competition

WHEN: Noon Friday (March 2)

WHERE: Room 205 in the Civil and Environmental Engineering Building

EVENT: Texas Tech University civil engineering students will compete in a Rube Goldberg machine design competition. Goldberg, a famous cartoonist, is remembered for his outlandishly intricate devices that, in the end, performed very simple tasks.

The teams of students must design an eight-step machine that places a small wooden cube atop a 2.5 inch tall block. Each machine must consist of at least two moving parts.

The competition is sponsored by the Texas Tech Department of Civil Engineering in an effort to stimulate creative and innovative thinking among students.

CONTACT: **Phillip Nash, research associate, Department of Civil Engineering, College of Engineering, Texas Tech University, (806) 742-2783, ext. 231 or phil.nash@ttu.edu**



News Release

DATE: March 1, 2007

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

When Picking Wine, Texans Increasingly Toast their Own In the land of cattle, oil and cotton, wine enjoys a growing audience.

Texas wine enthusiasts are going native, drinking wines from their own state more often than vintages hailing from such storied regions as France and Italy, according to a consumer preference survey conducted by the Texas Wine Marketing Research Institute at Texas Tech University.

The telephone survey of 500 Texas wine drinkers sought opinions on wine prices, types, regions and outlets to provide data for the state's growing wine industry.

Some 48 percent of respondents said they drink California labels most often. Respondents also rated California wines as having the best quality (though they said they'd pay more for French labels).

However, Texas labels beat out all other contenders, including wines from France, Italy and Australia. Fifteen percent of respondents drank Texas wine most often – a fact that Tim Dodd, director of the center, found encouraging considering the Lone Star State's relatively young wine industry.

"Ten years ago, that number probably would have been closer to 5 percent," said Dodd, noting that he had no previous data for comparison.

Now home to more than 100 wineries, Texas has established a thriving industry in the three decades since some of the state's first wineries took root. It is now the fifth-largest wine producing state in the nation.

Other survey findings include:

- About 32 percent of those surveyed drink wine once a week. Nine percent drink it several times a week.
- Fifty-six percent of respondents, who all were wine drinkers, quaff wine most often; 22 percent choose beer first.
- Half of respondents said they prefer red wine. White wine claimed second place at 30 percent, while blush got 18 percent of votes.

- Nearly 80 percent have tasted Texas wines. Sixty-five percent say they've quaffed a bottle in the past year, with 36 percent saying they pulled the cork on a Lone Star vintage within the past month.
- Thirteen percent of those surveyed had bought wine from a winery in the past three months.

Click here to learn more about [Texas wineries and the wine industry.](#)

CONTACT: Tim Dodd, director, the Texas Wine Marketing Research Institute, Texas Tech University, (806) 742-3077, or tim.dodd@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

DATE: March 1, 2007

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

Wind Research Experts Available as 2007 Tornado Season Begins Battered United States Braces for More Storms.

Texas Tech University, home to some of the nation's most prominent wind researchers, has experts available as tornado season officially howls in across an already wind-battered United States today.

Through the collaborative Wind Science and Engineering Research Center, scientists and engineers have collected one of the country's largest repositories of wind data and helped develop the Enhanced Fujita Scale implemented by the National Weather Service this year.

They can speak to issues from home safety to the new Enhanced Fujita Scale, such as:

- How does the new Enhanced Fujita Scale work?
- Where is the best place to hide during a tornado?
- How do homeowners ensure an in-home shelter will withstand a wind storm?

Ernst Kiesling, professor of civil engineering and executive director of the National Storm Shelter Association, specializes in debris impact and above-ground shelters. He has more than 30 years of experience documenting debris damage and testing materials and construction. **He can be reached at (806) 742-3476, ext. 335, or ernst.kiesling@wind.ttu.edu.**

Kishor Mehta, former director of the Wind Science and Engineering Research Center, helped lead a team that developed the new Enhanced Fujita Scale implemented by the National Weather Service in February. He is a member of the National Academy of Engineering for his studies of structural damage caused by windstorms and leadership in developing structural design standards for wind loads. **He can be reached at (806) 742-3479, ext. 323, or kishor.mehta@ttu.edu.**

Larry Tanner, research associate in civil engineering, has years of field experience studying tornado damage and debris. He can speak about Texas Tech's wind cannon, which simulates debris thrown by some of the biggest tornadoes and also about implementation of the new Enhanced Fujita Scale. **Tanner can be reached at (806) 742-3476 ext. 336, or larry.tanner@ttu.edu.**

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: March 2, 2007

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

United Supermarkets to Announce \$1 Million Gift to Texas Tech

WHAT: United Future Leaders donation

WHEN: 1:30 p.m. Monday (March 5)

WHERE: Serenity Center inside the Texas Tech Center for the Study of Addiction and Recovery (15th Street and Akron Ave.)

EVENT: United Supermarkets will pledge a \$1 million gift to Texas Tech's Center for Prevention and Resiliency to fund United Future Leaders program established by acclaimed basketball coach Marsha Sharp and Kitty Harris Wilkes.

CONTACT: **Juli Buchanan, director of public relations and education, The Ranch at Dove Tree and the Center for Prevention and Resiliency, (806) 742-2891, or juli.buchanan@ttu.edu.**



News Release

DATE: March 2, 2007

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

Tornado Experts Available

Wind researchers from Texas Tech University are available to speak about issues involving home safety and the performance of engineered structures – including schools and hospitals – against damaging wind events.

A string of tornados killed 20 Thursday as they struck communities in Alabama and Georgia, including a high school and hospital.

Through the collaborative Wind Science and Engineering Research Center, scientists and engineers have collected one of the country's largest repositories of wind data and helped develop the Enhanced Fujita Scale implemented by the National Weather Service this year.

They can speak to issues from home safety to the new Enhanced Fujita Scale, such as:

- How does the new Enhanced Fujita Scale work?
- Where is the best place to hide during a tornado?
- How do homeowners ensure an in-home shelter will withstand a wind storm?

Ernst Kiesling, professor of civil engineering and executive director of the National Storm Shelter Association, specializes in debris impact and above-ground shelters. He has more than 30 years of experience documenting debris damage and testing materials and construction. **He can be reached at (806) 742-3476, ext. 335, or ernst.kiesling@wind.ttu.edu.**

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Larry Tanner, research associate in civil engineering, has years of field experience studying tornado damage and debris. He can speak about Texas Tech's wind cannon, which simulates debris thrown by some of the biggest tornados and also about implementation of the new Enhanced Fujita Scale. **Tanner can be reached at (806) 742-3476 ext. 336, or larry.tanner@ttu.edu.**



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: March 2, 2007

CONTACT: Ben Z Samples, ben.z.samples@ttu.edu
(806) 742-2136

Human Sciences Week Events

Texas Tech University's College of Human Sciences will host a weeklong series of events highlighting the college and its continued efforts to improve and enhance the human condition.

The scheduled events are:

March 5

- The College of Human Sciences' Award Luncheon – noon-1:30 p.m. in the banquet hall of the Lubbock Memorial Civic Center. Distinguished members and friends of the college will be recognized for their extraordinary achievements.
- Living in Poverty – 2:30 - 5 p.m. in the El Centro area of the College of Human Sciences Building. Visitors can participate in an interactive exhibit simulating the circumstances and experiences of those living in poverty. The event is designed to elevate awareness, empathy and financial literacy.

March 6

- Spotlight on Research – 9 a.m. - 5 p.m. in the Croslin Room of the Texas Tech University Library. Poster exhibits highlighting research projects conducted by College of Human Sciences faculty will be on display. Researchers will be present from noon - 1 p.m. to discuss their projects.
- The film "49 Up" – 3 p.m. in the Matador Room of the Student Union Building. The award-winning documentary chronicles the lives of 12 people from ages seven to 49.

March 7

- Mystery Classes – 9 - 11 a.m. in the College of Human Sciences. Various classes will be guest-lectured by faculty within the college to give students a view of topics outside their immediate area of study.
- The Human Sciences Service Project – 3 - 5 p.m. at various locations. Texas Tech students, alumni, faculty and staff will undertake various projects at the

South Plains Food Bank, the Ronald McDonald House, Habitat for Humanity and Texas Tech University's Early Headstart.

March 8

- Career Choices – 9:30 - 11 a.m. in room 111 of the College of Human Sciences Building. Field experts and practitioners will discuss industry trends and offer career advice to Texas Tech students.
- Lunch Fun Walk or Run – noon - 1:30 p.m. starting at Talkington Plaza, located outside of the Human Sciences Building on Broadway Avenue. Members of the Texas Tech community will join together for lunch and exercise as participants tour the campus.

Contact: Heather Johnson, senior business assistant, College of Human Sciences, Texas Tech University, (806) 742-3031, or heather.l.johnson@ttu.edu



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: March 5, 2007

CONTACT: Cory Chandler
(806) 742-2136

United Supermarkets Pledges \$1 Million to Support United Future Leaders Five-Year Program Promotes Leadership, Ethics in Lubbock Youth.

United Supermarkets pledged a \$1 million gift today to support Texas Tech University's new Center for Prevention and Resiliency in implementing and evaluating a character-building program for children and young adults.

The program, United Future Leaders, will promote qualities such as civility, ethics and leadership to help Lubbock grade school students navigate challenges and temptations inherent in transitioning to middle school. United will pay the pledge at a rate of \$200,000 per year for the next five years.

"We are delighted to partner with the Center for Prevention and Resiliency in the establishment of the United Future Leaders program," said Dan Sanders, CEO of United Supermarkets Ltd. "For more than 90 years, United has been a training ground for young people interested in learning about leadership. It is truly one of the most gratifying aspects of our business – knowing that so many of our young people go on to make a positive impact in the communities in which they live."

The five-year agreement begins spring 2007, when fifth graders from Rush and Murfee Elementary Schools will participate in a six-week pilot. Upon the pilot's completion, students, parents, school personnel and United Future Leaders facilitators will evaluate the program and oversee planning for expanded implementation in additional schools beginning this fall.

"United Supermarkets' generous gift will help us realize a long-held dream to create a program that will equip our kids to become champions in their own lives and the lives of others," said Kitty Harris Wilkes, co-director of the Center for Prevention and Resiliency. "The impact of this gift on the Lubbock community and its youth will be felt for many years to come."

Former Texas Tech women's basketball Coach Marsha Sharp was instrumental in securing the funding and will help identify graduate assistants – some of them former Lady Raiders – who can readily connect with the children they will be mentoring.

A longtime champion of programs to boost confidence and self-esteem, Sharp applauded United Supermarkets' generosity and has already begun promoting the United Future

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Leaders to parents and students. She envisions the initiative expanding until it affects enough children and young adults to positively impact the social culture in city high schools.

"My work with student athletes taught me that elements such as civility, ethics and leadership can provide a platform that kids can use to overcome challenges, whether on the court or in life," said Sharp, associate director for the program. "United Supermarkets has been crucial in making this vision achievable."

"United Supermarkets is grateful for the commitment of Dr. Harris Wilkes and coach Sharp to this innovative program," Sanders added. "We are confident this program will change the lives of young people and, in doing so, shape the future for good."

Texas Tech Chancellor Kent Hance also praised United, noting the company's long history of partnering with Texas Tech, which includes providing a \$10 million gift to lead fundraising for the United Spirit Arena.

"Once again, United Supermarkets has proven that it is a good citizen of Lubbock and a supportive friend of Texas Tech University," he said. "With United's help, we will be able to positively influence children at a critical juncture of their lives as they transition from childhood into young adulthood."

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CONTACT: Juli Buchanan, director of public relations and education, The Ranch at Dove Tree and the Center for the Prevention and Resiliency, (806) 742-2891, or juli.buchanan@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: March 5, 2007

CONTACT: Ben Samples, ben.z.samples@ttu.edu
(806) 742-2136

Texas Tech College of Human Sciences Honors Alumni **[Editor's note: Photographs of honorees available upon request.]**

Texas Tech University's College of Human Sciences named the recipients of the Distinguished Alumni Award, New Achiever Award and Lifetime Distinguished Service Award Monday (March 5).

The Distinguished Alumni Award is given to graduates of Texas Tech's College of Human Sciences who have advanced the reputation of the college through their record of significant achievements.

The recipients of the Distinguished Alumni Award:

- Iva Lea Barton, a former educator at Frenship High School and retired president of two family broadcasting companies, KOKE AM/FM and KLEA AM/FM, where she oversaw operations for 22 years. Barton was also president of the Bookmark Book Review Club and a master flower show judge with the Fort Worth Garden Club for over 26 years. She currently owns the Halley House Bed and Breakfast in Salado and is involved in various commercial real estate development projects in the area.
- Leanne K. Lamke, chair and head of the Human Development and Family Studies Department in the College of Human Sciences at Auburn University. She is the former director of the Auburn University Undergraduate Research Fellowship Program in the Office of the Vice President for Research. Lamke later co-founded the Auburn University Annual Undergraduate Research Forum which provides a venue for undergraduates to present their research to a broader community. She developed several new courses at Auburn and chaired the committee responsible for developing the undergraduate Minor in Human Development and Child Development. Lamke has won numerous awards including the Student Government Association's Outstanding Faculty Award, the Auburn Alumni Association's Undergraduate Teaching Excellence Award and the Distinguished Teaching Award of the International Society for the Study of Personal Relationships. She currently holds the prestigious Earnest G. Osborne Award for Excellence in the Teaching of Family Studies presented once every two years by the National Council on Family Relations. In 2005, Lamke received

the highest teaching honor ever bestowed upon an Auburn professor when a faculty committee and Provost John Heilman selected her as one of the two inaugural winners of the Gerald and Emily Leischuck Endowed Presidential Award for Excellence in Teaching.

- Martha Kaiser Justice, president of The Premier Company – Houston's oldest and most established direct mail and print company. While attending Texas Tech, Martha was a member of Phi Upsilon Omicron honorary, Mortar Board and Pi Beta Phi sorority. Justice, who is heavily involved in community service, has helped raise over \$100,000 for the advancement of education in today's youth. Under Justice's leadership, The Premier Company has received recognition including the Better Business Bureau Spirit of Texas Award for Quality in 1992, 1996 and 2000; the Bureau's Award of Distinction in 2006; and the Texas Family Business of the Year Award for three years.

The New Achiever Award is given to graduates – within the last 12 years – who have enhanced the reputation of the College of Human Sciences through their emerging record of achievements.

The recipient of the New Achiever Award:

- Brianna Nelson Goff, an associate professor of marriage and family therapy in the School of Family Studies and Human Services at Kansas State University. Goff earned her master's in Marriage and Family Therapy from Kansas State University in 1993 and her philosophy doctorate from the College of Human Sciences at Texas Tech University in 1998. At Kansas State she developed the Trauma Research, Education and Consultation (TREC) program, a team of students and faculty who research and study various aspects of human traumatology – the study of injuries caused by accidents or violence to a person. The TREC team has conducted research involving military couples which has provided increased awareness of the stress faced by soldiers and their partners. Goff is a member of the American Association for Marriage and Family Therapy and the International Society for Traumatic Stress Studies as well as the President's Commission on Multicultural Affairs at Kansas State. She was awarded Kansas State's College of Human Ecology Dawley-Scholer Award for faculty excellence in student development in 2003. Goff was recently selected to be the project coordinator for the development of a state-wide plan for disaster behavioral health, which will address preparedness activities, response coordination, and recovery services in the event of a Presidentially declared disaster or other public health emergency.

The Lifetime Distinguished Service Award is reserved for those who have significantly advanced the college and its goals of excellence in teaching, research, and service. Candidates for this award may, or may not be graduates of the college.



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The recipients of the Lifetime Distinguished Service Award:

- Choc Hutcheson, retired sports columnist for the Lubbock Avalanche-Journal and news and sports director for KCBD-TV. In 1991, Hutcheson was inducted into the Texas Tech School of Mass Communications' Hall of Fame and was named Distinguished Alumnus by the Texas Tech Alumni Association in 1996. In 2005, he received the Lauro F. Cavazos Award from the Texas Tech Alumni Association.
- Virginia Hutcheson, member of both the College of Human Sciences Alumni Association and the Dean's Advisory Council for Development.
- Together the Hutchesons established the C.R. and Virginia Hutcheson Professorship in the College of Human Sciences and also endowed the Jack and Vivian Broyles Scholarship. The Hutchesons are members of the Spur Society and the Chancellor's Council. In 2006, they received the Association of Fundraising Professionals Lubbock chapter's 2006 Philanthropists of the Year Award.

Contact: Heather Johnson, senior business assistant, College of Human Sciences, Texas Tech University, (806) 742-3031, or heather.l.johnson@ttu.edu



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: March 7, 2007

CONTACT: Michael Castellon, michaelcastellon@gmail.com

Former Accenture Chairman to Keynote Rawls College Luncheon

Joe W. Forehand, former chairman of Accenture, will be the keynote speaker at the Rawls College of Business CER Luncheon at 11 a.m. Thursday (March 8).

Forehand served as Accenture's CEO from November 1999 through August 2004, leading Accenture through a period of significant change and growth. In August 2000, he orchestrated the successful conclusion of the company's arbitration process with Andersen Worldwide. Shortly thereafter, the company changed its name to Accenture and undertook one of the largest global rebranding campaigns of its kind in record time. In July of 2001, Forehand led the company in its IPO, one of the largest in US history.

CONTACT: Randi Rives, PR/alumni relations, Rawls College of Business at Texas Tech University, (806) 742-3940, or randi.rives@ttu.edu.

-more-

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: March 8, 2007

CONTACT: Sally Logue Post

Teaching Conference at Texas Tech to Help Inspire Students

- WHAT:** Texas Tech University will host the third annual Advancing Teaching and Learning Conference. The conference will focus on incorporating cooperative learning in the classroom and fostering deep learning.
- WHEN:** 10 a.m.-3:30 p.m., March 23
- WHERE:** Frazier Alumni Pavilion
- EVENT:** Barbara J. Millis, director of the University of Nevada, Reno Excellence in Teaching Program, will be the conference's speaker. Millis will share her knowledge of cooperative learning in these interactive workshops.

There are no registration fees for this conference but online registration is requested for planning purposes. This conference is geared toward faculty members and serves as an excellent faculty development event. In addition to the conference, five pre-conference workshops will be held on March 22 at the Texas Tech Teaching, Learning and Technology Center. Descriptions of each session, Millis' biography, and registration information can be found by clicking on the conference menu at www.tltc.ttu.edu.

The conference is sponsored and organized by the Texas Tech Teaching, Learning, and Technology Center and Wayland Baptist University. Co-sponsors for this event include the Texas Tech College of Mass Communications, the Jerry S. Rawls College of Business Administration, the College of Arts and Sciences and the College of Agricultural Science and Natural Resources.

CONTACT: Suzanne Tapp, TEACH (Teaching Effectiveness and Career Enhancement) Program Director, Teaching, Learning and Technology Center, Texas Tech University, (806) 742-0133, or e-mail suzanne.tapp@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: March 9, 2007

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

Experts Can Speak About Ethanol and Other Biofuels

Researchers boost efficiency of alternatives as Bush presses issue in Latin America.

President Bush has begun a tour of Latin America and is heralding an agreement inked Friday with Brazil in efforts to boost biofuel production in Latin America.

Texas Tech scientists can speak on a range of alternative energy topics, including their own collaborative investigations into new methods to more cheaply and efficiently produce ethanol and other fuels.

Through multidisciplinary research that combines Texas Tech's agricultural, chemical, engineering and business expertise, the university is working to increase production of renewable biofuels including ethanol, biodiesel and lignocellulosic biomass – or fuel developed from grasses and other plant matter.

Experts include:

Dick Auld, chairman of the Department of Plant and Soil Sciences, can speak about the production of feedstocks and genetic manipulation of crops needed for production of biofuels. He can be reached at (806) 742-2838, or dick.auld@ttu.edu.

Dominick J. Casadonte Jr., chairman of the Department of Chemistry and Biochemistry, can speak about biofuel development using nontraditional crop plant extracts, such as cottonseed oil. He can be reached at (806) 742-1832, or dominick.casadonte@ttu.edu.

Mike Galyean, professor of animal and food sciences, can speak about using co-products created during ethanol and biodiesel production to support animal industries and optimize economic return. He can be reached at (806) 742-2453, or michael.galyean@ttu.edu.

Naz Karim, chairman of the Department of Chemical Engineering, can speak about new pre-treatments and enzymes that can be used to more effectively convert biomass into fuel. He can be reached at (806) 742-3553, or naz.karim@ttu.edu.

Timothy Maxwell, professor of mechanical engineering, can discuss the development of engines using methanol, ethanol, natural gas, hydrogen and hybrid electric drive trains.

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He can be reached at (806) 742-3563, or timothy.maxwell@ttu.edu.

Terry McInturff, director of the Rawls College of Business Center for Energy Commerce, can speak about international energy policy and law and the marketing and distribution of biofuels. **He can be reached at (806) 742-1609, or t.mcinturff@ttu.edu.**

John Zak, chairman of the Department of Biological Sciences, can speak to the possible benefits of using arid-land fungi in biofuel development. **He can be reached at (806) 742-2715, or john.zak@ttu.edu.**



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: March 9, 2007

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

Texas Tech Debate Shines in February Tournaments

Texas Tech debaters were rewarded for a year of hard work and competitive success with three invitations to the National Parliamentary Tournament of Excellence, a national tournament open only to the top 56 teams in the nation.

The NPTE will be held March 17-18, at the University of Wyoming in Laramie, Wyo.

Texas Tech University is one of only seven schools in the nation to receive three or more bids to the competition, and Texas Tech is one of only five schools with two teams ranked in the top 30, said Joe Gantt, director of forensics.

"I'm extremely proud of these six competitors and their accomplishments to date," Gantt said. "This is, without a doubt, the strongest set of teams Texas Tech has ever taken to the NPTE. If we debate to our potential, we can accomplish some great things at nationals."

Kristen Owen, a junior political science and communication studies major from Houston, and Anthony Putnicki, a junior philosophy major from El Paso, lead the Texas Tech University contingent. Owen and Putnicki finished in fifth place or better at five tournaments this year and in each of their last four competitions, including a second-place finish at the prestigious United States Air Force Academy tournament held Feb. 10-12.

Due to these outstanding finishes, Owen and Putnicki rank No. 11 in the nation going into the NPTE.

Also achieving a high ranking and an NPTE invitation is the team of Jacob Parks a senior English major from Midland, and Tim West a senior political science and communication studies major from Amarillo. Parks and West won two tournaments this year, including the Texas state title. Their impressive resume ranks them No. 26th nationally heading into the NPTE.

Finally, the team of Mike Mitchell, a junior mass communication major from Lamesa, and Vamsi Vemuru, a senior political science major from Odessa, also earned a bid to the NPTE. They will enter the NPTE ranked No. 56 in the nation.

One week following the NPTE, these three teams along with four other Texas Tech teams will compete in the National Parliamentary Debate Association's Championship

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Tournament, which is open to all teams across the nation regardless of past accomplishment.

The NPDA championship will be held March 23-26 at Colorado College in Colorado Springs, Colo.

CONTACT: Joseph J. Gantt, director of forensics, Texas Tech University, (806) 742-1328, joe.gantt@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: March 9, 2007

CONTACT: John Davis, john.w.davis@ttu.edu

(806) 742-2136

Biology Professor Named Texas Distinguished Scientist of the Year

Robert Baker, Horn Professor of Biological Sciences at Texas Tech University, was named the Texas Distinguished Scientist of the Year by the Texas Academy of Sciences.

Baker received the award March 2 during the 110th annual meeting of the Texas Academy of Science, held in Waco. The academy promotes collegiate scientific research in Texas, supports undergraduate research and enhances professional development of its members.

"The academy chooses to recognize someone each year – either one scientist or sometimes a team of scientists," Baker said. "All the scientists in Texas who do research are eligible. It's a special honor. It's pretty difficult to believe you'd be the one they'd pick."

Ray Mathews, currently president-elect of the academy, chaired this year's awards committee. First started in 1979, the Texas Distinguished Scientists is the highest honor bestowed by the academy.

Though committee members had a difficult choice out of the seven nominations, Mathews said Baker's experience in teaching and in research made him the top choice.

"Dr. Baker has 40 years of experience teaching at Texas Tech University," Mathews said. "As a Horn Professor, he has highest professorship level the university provides. His contributions to mammalogy, chromosomal evolution, genetics, and molecular systematics have had national and international prominence and notoriety. In addition, he has helped establish one of the premier National History Collections in the nation at Texas Tech. It wasn't any one thing I could encapsulate. It was his experience which made him our leading candidate."

Baker is the third Texas Tech University professor to win the award. Mammalogist J. Knox Jones won the award in 1992. Geologist Grover E. Murray won the award in 1986.

CONTACT: Robert Baker, Horn Professor of Biology at Texas Tech University's Department of Biological Sciences, (806) 742-2936, or rjbaker@ttu.edu



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: March 13, 2007

CONTACT: Michael Castellon, michaelcastellon@gmail.com
(806) 742-2136

**Rawls College of Business Ranked in Top 50 Public Business
Schools by BusinessWeek Magazine**

The Rawls College of Business at Texas Tech University was recently ranked third among the Big 12 public business schools, and fourth overall among all Big 12 schools in BusinessWeek's published rankings of undergraduate programs for 2007.

The top three ranked business schools in the Big 12 are all located in Texas.

The Rawls College of Business ranked 45th among all public universities and 83rd overall among private and public institutions. Many factors determine a business school's ranking: enrollment, degrees awarded, GPAs, median starting salaries for business majors, tenured faculty, programs and degrees offered, and student opinion.

To view BusinessWeek's online report, visit
<http://www.businessweek.com/bschools/07/undergrad/index.html>

CONTACT: Randi Rives, business assistant, (806) 742-3940, randi.rives@ttu.edu

-more-



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: March 14, 2007

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

Experts Discuss Culture, Ethnicity, Race and Religion during Vietnam War

The widely varying cultures that contributed to the complexity of the Vietnam War are the theme of the Texas Tech University Vietnam Center's annual conference, slated for March 22-24 in Lubbock.

The conference, "The Impact of Culture, Ethnicity, Race and Religion in the Vietnam War," will feature scholars from around the country.

"Understanding the different cultures involved is essential to understanding the Vietnam War and its aftermath," said James Reckner, director of the Texas Tech Vietnam Center. "We hope that this conference will foster a thorough examination of this topic."

Sessions include:

- The impact of religion in the United States and Vietnam.
- The impact of antiwar activities on American Culture
- American visions of Vietnam
- Soldiers' experience in-country
- Race and class in the American military
- Minority culture
- Culture as reflected in the literature of war and in postwar Vietnam

Speakers will include:

- Geoffrey Shaw of the American Military University speaking on "The Buddhists & Ngo Dinh Diem," and Ken Millen-Penn of Fairmont State University who will examine "Crucifers and Crusaders," American President, Christianity and the Vietnam War."
- Larry Berman of the University of California at Davis will speak on "The Impact of American Culture on Communist Spy Pham Xuan An: Why Can't We All be Friends?"
- Devissi Muhammad of the University of Detroit Mercy will speak on "Muhammad Ali and Vietnam: A Challenge and Transformation with Regard to Sports, Race, Religion and the Law."
- Marc Jason Gilbert of the Hawaii Pacific University will speak on "Playing the Race Card: Vietnamese Appeals to Non-White Forces of Occupation, 1945-1975."

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- Keith Taylor of Cornell University will speak on “Collateral Cultures: Wartime Congruencies, Differences and Indifferences.”

Founded in 1989, the Texas Tech Vietnam Center is one of the largest collections of Vietnam-era related documents in the world. Only the Pentagon has more material on the Vietnam War.

For more information, or to register for the conference, visit:

http://www.vietnam.ttu.edu/vietnamcenter/events/2007_Conference/index.htm

Contact:

Stephen Maxner, deputy director of the Vietnam Center at Texas Tech, (806) 742-9010 or steve.maxner@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

DATE: March 14, 2007

CONTACT: Norman Martin, norman.martin@ttu.edu
(806) 742-2136

Upcoming FFA Judging Contests Focus on Agricultural Skills

Thousands of high school students from across the state will participate in three major FFA career development judging contests during March and April at Texas Tech University.

The programs are sponsored by Texas Tech's College of Agricultural Sciences and Natural Resources, Student Agricultural Council and the Agricultural Recruitment and Career Center. Dates and times are:

- March 29 – FFA Career Development Events Invitational; 1 - 5 p.m.
- April 14 – FFA Area Career Development Events; 7:30 a.m. - 3 p.m.
- April 21 – FFA State Career Development Events; 7:30 a.m. - 3 p.m.

The programs are designed to reinforce instruction in the classroom with competition, said Cary Green, director of the College of Agricultural Sciences and Natural Resources' Agricultural Recruitment and Career Center.

Events to be judged include livestock, meats, poultry, horses, dairy cattle, dairy foods, land, range and pasture, and agricultural mechanics, he said. A critical element in the program is the use of problem solving, decision-making and critical thinking skills.

The area and state competitions will be followed by an awards ceremony that will take place at 2 p.m. In addition, a free hamburger meal for all the participating students will be provided. The luncheons are known as the "Red Raider Extravaganza."

CONTACT: Cary Green, director of Agricultural Recruitment and Career Center, College of Agricultural Sciences and Natural Resources, at (806) 742-2808 or cary.green@ttu.edu



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: March 14, 2007

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

Expert Can Speak to Collegiate Substance Abuse and Recovery New report details substance abuse on college campuses.

The National Center on Addiction and Substance Abuse at Columbia University will release Thursday (March 15) findings from a new report detailing alcohol, prescription and illegal drug abuse among America's full-time college students.

Kitty Harris, Ph.D., director of Texas Tech University's Center for the Study of Addiction and Recovery, can speak about efforts underway to provide supportive communities for college students in drug and alcohol recovery.

Higher education increasingly relies on peer-based recovery programs like the one pioneered at Texas Tech to battle student substance abuse and attrition rates.

Harris has overseen or advised the development of recovery communities at schools such as the University of Colorado at Boulder, the University of Texas and the University of Texas at San Antonio and created a curriculum model that is being distributed nationally.

Texas Tech's nationally recognized recovery community is the largest and one of the oldest of its kind in the nation. It currently offers recovery and educational assistance to nearly 100 students from some 20 states who have overcome drug addictions and eating disorders.

During the past 20 years, more than 500 students – around 70 percent – have graduated through the program with only seven percent of active participants suffering relapses. The national percentage is closer to 50 percent, center administrators say. The students' collective GPA is a 3.34.

Harris also has expanded the program's scope to include research initiatives to better understand the processes and factors involved in young adult recovery. Through this work, the center has the potential to impact national perspective and policy concerning methods of recovery support including: social networking, family involvement and relapse prevention.

Contact: Kitty Harris, director, Center for the Study of Addiction and Recovery, Texas Tech University, can be reached by cell phone at (806) 239-1009, (806) 742-2891, or kitty.harris@ttu.edu.

Office of Communications and Marketing

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TEXAS TECH UNIVERSITY SYSTEM

Advisory

FOR IMMEDIATE RELEASE

DATE: March 20, 2007

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

Climate Expert to Discuss Global Warming at Haragan Lecture

WHO: Tim Flannery

WHAT: 2007 Haragan Lecture featuring climate expert Tim Flannery

WHEN: 7 p.m. Wednesday (March 21), 8:30 p.m. book signing and reception

WHERE: Lubbock Memorial Civic Center Banquet Hall

EVENT: Tim Flannery believes that human activity is drastically altering the earth's climate, and that before too long these changes will have a devastating effect on life on this planet. He wants to mobilize the social and political will to address this problem before it's too late.

That is why Tim Flannery wrote "The Weather Makers: How Man Is Changing the Climate and What It Means for Life on Earth." In his new book, which debuted on The New York Times best-seller list, Flannery tells the fascinating story of climate change over millions of years to help us understand the predicament we face.

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

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

CONTACT: Lou Densmore, Professor of Biological Sciences, Texas Tech University,
(806) 742-2728, lou.densmore@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: March 21, 2007

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

Noted Author Speaks at Texas Tech

WHAT: Reading and book signing by Thom Satterlee

WHEN: 7:30 p.m. Tuesday (March 27)

WHERE: English Building, room 001

EVENT: Thom Satterlee, author of "Burning Wyclif," will do a reading from his book. Published by Texas Tech University Press, the book is a series of poems looking at the life, death and struggles of John Wyclif, an English theologian and early proponent of reform in the Catholic Church during the 14th century.

The book is a finalist for the Los Angeles Times Book Award in Poetry, has been named a 2007 ALA Notable Book and has won the Walt McDonald First-Book Prize in Poetry.

The reading is open to the public. Admission is free, and books will be available beginning at 7 p.m.

Satterlee is currently an assistant professor of English at Taylor University in Upland, Indiana. His poetry has appeared in several publications including "Alaska Quarterly," "Image" and "Southwest Review."

CONTACT: Dee Bruce, marketing manager, Texas Tech University Press, (806) 742-2982.



TEXAS TECH UNIVERSITY

News Release

DATE: March 22, 2007

CONTACT: Norman Martin, norman.martin@ttu.edu
(806) 742-4108

China's Dominance in Cotton to Continue: Texas Tech Study

Production gains to meet increased mill demand will largely come from advances in yield.

During the next decade, worldwide demand for West Texas' most important agricultural crop – cotton – is projected to grow by about 20 million bales or 16 percent, according to a new analysis by Texas Tech University's Cotton Economics Research Institute.

The experts forecast that in terms of production, China will remain on top while the United States falls to number three as India rises to the second spot on the heels of recent technological breakthroughs in seed and production practices. Not only will more cotton be grown in the Far East, almost all of it will be processed there.

"Mill use is projected to continue to concentrate in Asia," said Samarendu Mohanty, an agricultural economist and associate director of the institute.

By 2016, the nations that lead the world in cotton mill use are projected to be China at 45 percent; India with 16 percent; and Pakistan at 11 percent. Cotton mill use is where the raw cotton fiber is transformed into finished yarns and fabrics.

In addition, Mohanty said, mill use is increasing in several Southeastern Asian countries where there is virtually no cotton production. Meanwhile, mill use in the United States is declining, which makes these overseas export markets all the more important for U.S. producers, he said.

The Texas Tech World Fiber Model baseline projections, which were officially released this month, is based on assumptions of normal weather patterns and current trade policies, along with stable economic fundamentals such as population and income growth, and prices for crops that would compete with cotton.

Looking ahead, the Texas Tech researchers forecast that China will remain the world's largest cotton producer with a quarter of the market in 2016. There will be a minor shift as India moves to second place with 19 percent, and the United States slips to third at 17 percent. Currently, the United States has 19 percent share of the world cotton production.

Among the factors for the United States fall off is stagnation in acreage planted in cotton. "We'll see some very slight growth in the Southwest, but in terms of the Delta, Southeast and western areas of Arizona and California there will be acreage declines," said Mark Welch, a research scientist with the Cotton Economics Research Institute.

The Cotton Economics Research Institute provides cotton economic analysis for policy makers and other interested in agricultural economy. The group conducts economic research on all aspects of cotton production, marketing, trade and processing.

Texas, the nation's leading producer of the fluffy fiber, harvested about 6 million bales in 2006. Nationally, 21.7 million bales were harvested. Cotton is grown across the nation's Southern tier from Virginia and the Carolinas to California.

CONTACT: Samarendu Mohanty, Associate Director of the Cotton Economics Research Institute, Texas Tech University, (806) 742-2023 ext. 240 or sam.mohanty@ttu.edu.



Advisory

FOR IMMEDIATE RELEASE

DATE: March 23, 2007

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

Texas Tech Seniors Display Designs, Set Runway Styles

WHAT: TechStyle 2007

WHEN: 5:30 p.m.-7:30 p.m. April 27 (fashion show begins at 6:30)

WHERE: The Civic Center Exhibit Hall

EVENT: Senior interior design and apparel design and manufacturing majors will show off their accomplishments during this culminating event as Texas Tech University's College of Human Sciences hosts TechStyle 2007.

Interior design students will hang their portfolios on display and apparel design and manufacturing students will not only display their portfolios, but stage a fashion show of original garments they've designed.

Three awards will be announced: Rising Star in Apparel Design and Manufacturing, the Glenna Goodacre Award for Interior Design and Outstanding Senior for Interior Design.

The event will include a silent auction of messenger bags created from upscale fabric donated by interior design firms. The bags were made by Texas Tech students in manufacturing classes. They can be used to carry laptop computers and several are suitable for men.

Tickets are \$10 and available at the door. Refreshments including light hors d'oeuvres and a cash bar will be available. Proceeds from ticket sales and bag sales will support both design programs.

Contact the Department of Design Office in the College of Human Sciences at 742-3050 to purchase tickets or for further information.



TEXAS TECH UNIVERSITY

News Release

Date: March 26, 2007

CONTACT: Leslie Cranford, leslie.cranford@ttu.edu

Conference On Hispanics In The Southwest Taking Registrations

"Hispanics in the Southwest: Immigration, Education, Health, and Public Policy" is the subject of a three-day conference on the Texas Tech University campus in April, sponsored by the Texas Tech College of Education Bilingual Education and Diversity Studies Program and the Texas Tech Center for the Southwest. All conference activities will take place in the Student Union Building on the Texas Tech campus, beginning at 6 p.m. April 26.

The conference will offer approximately 28 concurrent sessions on the four general topics of immigration, education, health and public policy. Academics and researchers from throughout the Southwest and Midwest will present their research and conduct the sessions. Audience participation is encouraged through question and answer sessions.

The keynote speakers are: Steve H. Murdock, Texas State demographer, on "Hispanic Demographics," Lutch Brown, distinguished chair in management science and statistics, University of Texas at San Antonio; Josué M. González, on "Hispanics and Public Policy in the United States," director, Southwest Center for Education Equity and Language Diversity, Arizona State University; Eugene García, on "The Education of Hispanics in the United States," vice president for school partnerships, Arizona State University; David Hays-Bautista, on "Hispanic Health in the Southwest," director, Center for the Study of Latino Health and Culture, University of California Los Angeles; and Carlos Vélez-Ibañez, on "Hispanic Immigration and Transnationalism," Motorola Professor of Chicana/o and Latina/o Studies chairman, Department of Transborder Chicana/o and Latina/o Studies, Arizona State University. There also will be a special exhibit, "Border Art: Immigration Through Art" by Christian Faltis, professor of bilingual education, Arizona State University.

Registration fees for the conference are \$55 if received by April 6 and \$65 after that date. Texas Tech faculty and staff \$45; student, other than Texas Tech, \$30, and Texas Tech students, free of charge. For more information, visit www.ode.ttu.edu or call (806) 742-7200, ext. 270 to register.

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CONTACT: Leslie Cranford, marketing and promotions coordinator, Outreach & Distance Education, (806) 742-7200, ext. 250, or by e-mail, leslie.cranford@ttu.edu

Office of Communications and Marketing

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Advisory

FOR IMMEDIATE RELEASE

DATE: March 27, 2007

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

Texas Tech Honors Employees for their Length of Service

WHAT: Length of Service Awards

WHEN: 3 p.m. Wednesday (March 28)

WHERE: The Matador Room of the Texas Tech Student Union Building

EVENT: Texas Tech will honor employees for service ranging from 15 years to 45 years.

Honorees will receive lapel pins bearing the image of Texas Tech's seal and decorated with varying types and combinations of gemstones to denote the length of their service.

The university annually honors around 200 employees in this ceremony, which dates back to 1995.

Recipients will be recognized for their service in five year increments. Those with the longest service include:

- 40 years of service: John F. Torres, of the International Textile Center; Magne Kristiansen, of Department of Electrical Engineering; Martin G. Cimental, Grounds Maintenance; Dewey L. Shroyer, Grounds Maintenance; Marilyn E. Phelan, Law School; Gail O. Barber, School of Music; Kenneth H. Dietrich, Printing and Related Service.
- 45 years of service: Robert C. Albin, College of Agricultural Sciences and Natural Resources; Marion W. Munn, Physical Plant.

CONTACT: Ann Bell, clerical specialist, Office of Personnel, Texas Tech University, (806) 742-3851, ext. 221, or ann.bell@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

DATE: March 27, 2006

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

New Texas Tech Student Wellness Center Announces Grand Opening Ceremony

- WHO:** Student Wellness Center at Texas Tech
- WHAT:** A ribbon-cutting ceremony celebrating the grand opening of the center
- WHEN:** 11 a.m. Thursday (March 29) Tours of the new building will be offered from 11:30 – 1 p.m.
- WHERE:** Student Wellness Center, corner of Main Street and Flint Avenue west of the Carpenter/Wells Residence Hall
- WHY:** The recently-finished Student Wellness Center building will be a one-stop wellness resource for students. The new center combines the services of the Student Health Center and the Student Counseling Center into a complete wellness program for students.

The building began receiving patients in early January and sees approximately 150 patients per day. The 44,000-square-foot facility houses a clinic, a counseling center, laboratory services, x-ray services and a pharmacy. The building comes equipped with more than 30 exam rooms, four nurses stations, a library and 16 psychology offices located on the second floor. There are also rooms set aside for group therapy sessions and patient observation.

CONTACTS:

Jan T. Childress, associate vice president for Student Affairs, (806) 742-2691 or jan.childress@ttu.edu

Evelyn McPherson, director of Student Health Services, (806) 743-2860 or evelyn.mcpherson@ttuhsc.edu

Eileen P. Nathan, director of the Student Counseling Center, (806) 742-3674 or eileen.nathan@ttu.edu



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: March 27, 2007

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

Texas Tech Student Regent to take Oath of Office

WHAT: Swearing-in ceremony

WHEN: 8:30 a.m. Friday (March 30)

WHERE: Board of Regents meeting room, 2nd floor of the Administration Building.

EVENT: Ebtesam Attaya Islam will take her oath of office as the Texas Tech University System Student Regent.

Attaya Islam, a second year medical student from Lubbock, is the first student from the Texas Tech University Health Sciences Center to serve on the Texas Tech University System Board of Regents. She also earned a doctorate in cell and molecular biology in 2005.

The Board of Regents will conduct committee meetings beginning at 1 p.m. Thursday (March 29). A meeting of the facilities committee is set for 8 a.m. Friday. The swearing-in ceremony will begin immediately after the conclusion of that committee meeting.

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



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Mar. 27, 2007

CONTACT: Christy Hammett, christy.m.hammett@ttu.edu
(806) 742-2136

Texas Tech University Professor Wins Best Young Epistemologist Award

Allan Hazlett, assistant professor of Philosophy, has won the 2007 Young Epistemologist award for his paper "The Myth of Factive Verbs."

Hazlett will present the paper at the Rutgers Epistemology Conference. The conference will award the fifth bi-annual prize for the best essay submitted to the Conference from a person with a doctoral degree obtained by the time of submission but not earlier than 10 years prior to the date of the conference. The essay will be published along with the invited papers in the publication *Philosophy and Phenomenological Research*. Hazlett will also receive an award of \$1,000.

Epistemology is the theory of knowledge, and most epistemologists believe that if you know something then it must be a true statement. Hazlett's paper challenges this theory, with the idea that one can know something that is a false statement. When speaking of factive verbs, Hazlett is referring to such words as knows, learns, remembers, and realizes.

Hazlett said he is excited to defend his paper to the conference.

"There will be many people at the conference that don't support my ideas of knowledge and factive verbs," Hazlett said. "I am glad I have the opportunity to present my theories to the conference."

Hazlett took a fascination in Epistemology when he was a graduate student at Brown University. Texas Tech professor Matt Weiner also sparked an interest for him after the two of them had several discussions on Epistemology.

CONTACT: Allan Hazlett, associate professor of philosophy, Texas Tech University,
allan.hazlett@ttu.edu or (806) 742-0373



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Mar. 28, 2007

CONTACT: Christy Hammett, christy.m.hammett@ttu.edu
(806) 742-2136

Texas Tech Students Awarded Goldwater Scholarships

Two Texas Tech University students received the nationally competitive Barry M. Goldwater Scholarships.

Nicholas Bergfeld and Kevin McBride were two of the 317 scholars selected for the 2007-2008 academic year. Scholars are chosen on the basis of academic merit from a competitive pool of 1,110 university nominees.

The Goldwater Scholarship covers the costs of tuition and fees up to \$7,500 for up to two years for students pursuing careers in mathematics, the sciences or engineering. Many of the scholars have majors in more than one discipline.

Bergfeld, a sophomore Texas Tech biochemistry and psychology major from Lubbock, is a research scholar with the Howard Hughes Medical Institute. He plans to pursue a doctoral degree in neuroscience, with the eventual goal of leading a research group in the field of biological psychology.

McBride, a sophomore chemical engineering major from Bridgeport, plans to pursue a doctoral degree in either chemical engineering or physics. McBride's professional goals include research and fabrication of sensors that can detect and destroy potentially environmentally hazardous nanoparticles.

Bergfeld and McBride are members of the Texas Tech Honors College, and they join 28 previous Texas Tech University Goldwater Scholars in their pursuit of academic and research excellence.

Named for the late senator from Arizona, the Goldwater Scholarship is the premier undergraduate award of its type and award winners have garnered the attention of prestigious post-graduate fellowship programs, such as the Rhodes and Marshall Scholarships.

Previous Texas Tech University Goldwater Scholars have gone on to win such internationally competitive fellowships as the Gates Cambridge Scholarship and the National Science Foundation Graduate Research Fellowship.

CONTACT: Christina Ashby-Martin, Texas Tech University, Coordinator, National & International Scholarships, christina.ashby-martin@ttu.edu or (806) 742-1828.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: March 28, 2007

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

Texas Tech University Debate Team Places Fourth in the Nation

For the first time in school history, the Texas Tech University parliamentary debate squad finished among the top five schools in the nation, placing fourth at the National Parliamentary Debate Association's Championship Tournament, held March 22-25 in Colorado Springs, Colo.

At this event, 240 teams from 81 colleges and universities competed. Out of those 240, Texas Tech had three of the top 16 teams.

Joe Gantt, director of forensics, said he was proud of his team for making school history with its debate standing.

"I had high expectations going into this tournament," Gantt said. "We have worked hard all year, and that hard work came to fruition in Colorado Springs. I truly believe that we have a team that every member of the Texas Tech community can be proud of."

Texas Tech's performance was led by the team of Kristen Owen, a junior communication studies/political science major from Houston, and Anthony Putnicki, a junior philosophy major from El Paso.

Owen and Putnicki compiled a 6-2 record in preliminary debates and then won five consecutive elimination round debates before finally falling in the semifinal round. They finished as the third-place team in the nation. Owen and Putnicki also were honored as two of the top twenty individual speakers at the tournament out of 480 total speakers.

Two other Texas Tech teams also turned in strong performances that allowed the university to claim its ranking. The team of Jacob Parks, a senior English major from Midland, and Tim West, a senior political science major from Amarillo, finished in a tie for ninth place with teammates Mike Mitchell, a junior mass communications major from Lamesa, and Vamsi Vemuru, a senior political science major from Odessa.

Both teams compiled a 5-3 preliminary round record and won three elimination rounds each before being defeated. West was also honored as the 13th best speaker in the nation.



TEXAS TECH UNIVERSITY

Texas Tech debaters placed fourth above teams from universities such as University of Notre Dame, Lewis & Clark College, Oregon State University, Purdue University, Rice University and the University of California-Berkeley.

The tournament concludes the season for the Texas Tech debaters, though the individual events competitors on the squad will travel to Mankato, Minn., April 5-10 for their national tournament.

CONTACT: Joseph J. Gantt, director of forensics, Texas Tech University, (806) 742-1328, joe.gantt@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

DATE: March 28, 2007

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

Texas Tech Hosts Diversity Leadership Workshop Students get think tank, roundtable, seminar rolled into one.

As student populations on campuses across the nation continue to diversify, organizations catering to specific ethnic or cultural groups increasingly are springing up to meet an ever-widening assortment of needs.

Texas Tech University student leaders and organization members will participate March 31 in a program to increase understanding and communication among diverse student populations.

Seeking Alliances through Leadership and Diversity (SALAD) is a leadership workshop, a communications roundtable, a diversity appreciation seminar and a public relations think tank wrapped into a single day.

"Leadership and diversity are two complementary elements that make up a large area of education," said Tiffany Kamuche, event participant and member of Alpha Kappa Alpha sorority. "Being an institution founded with the common goal of education in mind, creating an available curriculum for students through programs such as SALAD helps achieve this goal while enhancing two major components of education. The alliances of students who master these components strengthen the overall university."

Participants will compile a list of cooperative action items for addressing issues that affect their campus community. A committee comprised of student representatives will work through the rest of the year to continue good relationships and carry out the SALAD action plan.

A professional facilitator will travel to Lubbock to lead the student workshop.

CONTACT: Jobi Martinez, assistant director, Center for Campus Life, Texas Tech University, (806) 742-2192, or jobi.martinez@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: March 28, 2007

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

ConocoPhillips to Create New Scholar Program

- WHAT:** ConocoPhillips establishes the SPIRIT Scholar Program
- WHEN:** 2 p.m. Friday (March 30)
- WHERE:** The Red Raider Lounge of the Texas Tech University Student Union Building
- EVENT:** Texas Tech will announce a donation by energy giant ConocoPhillips.

The gift will establish a new endowment providing educational opportunities to business administration, engineering and geosciences students who have an interest in pursuing energy business careers.

University students interested in learning more about the SPIRIT Scholars Program or in applying for the scholarship are invited to attend the information session.

CONTACT: Alicia Knight, development officer, Office of Institutional Advancement, Texas Tech University, (806) 742-1828 or alicia.knight@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

DATE: March 28, 2007

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

Meat Animal Evaluation Team Wins National Title

[Editor's note: A student from your area is a member of this team. Photos and individual rankings available upon request]

Texas Tech University's Meat Animal Evaluation Team won first place in the 2007 National Meat Animal Evaluation Contest.

The contest, which took place in two locations in Oklahoma from March 22-24, required competitors to draw on a vast array of information in areas such as livestock evaluation, meat judging and agricultural communication.

Texas Tech claimed eight out of ten individual rankings and the team claimed 1st place in the Market Animal Division and Breeding Animal Division. Combined with 3rd place rankings in Communications and Meat Divisions, the team scored a total 8,450 points, earning the top spot in overall standings.

"I think that this win is a testament to the multi-faceted education that students receive through Texas Tech's meat and livestock evaluation program," said coach Ryan Rathmann.

Team members noted that the National Meat Evaluation Contest is the only of its kind that requires students understand all aspects of livestock supply chains – from seedstock to consumer.

"Students must be well-rounded, well-versed and intelligent to compete successfully in this competition. I'm proud of the win, but mostly I think it is a reflection of the education Texas Tech provides.

Team members include: Jeff Berry, Cheyenne, Wyo.; Matthew Stolz, Brenham; Jordan Hicks, Hereford; Brett Gaylord, Jayton; Greg McNeil, Rosharon; Clint Halfmann, Wall; Jonathan Hisey, Rule; Landi Woolley, Grandview; Amber Harris, Pearland; Andrew Hokanson, Dumas; Travis O'Quinn, League City; Garrett Holder, Andrews.

The team was coached by Todd Beyers, John Kellermeier and Rathmann.

CONTACT: Kayla Rathmann, coordinator of student programs, College of Agricultural Sciences and Natural Resources, Texas Tech University, (806) 742-2808, or kayla.rathmann@ttu.edu

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Mar. 28, 2007

CONTACT: Christy Hammett, christy.m.hammett@ttu.edu
(806) 742-2136

Texas Tech Student Receives Gates-Cambridge Scholarship

Geneva Peterson, a senior chemistry major from Waxahachie, was awarded the Gates Cambridge Scholarship. The scholarship is valued at approximately \$160,000.

Peterson will attend the University of Cambridge in October 2007 to achieve a doctoral degree in chemistry. This internationally prestigious and highly competitive scholarship is an award for up to four years of graduate study at University of Cambridge, England.

"I think it's important for someone who wants to become a researcher someday to get the most experience possible," Peterson said. "As the years spent in graduate school are somewhat removed from the typical demands of life, they are perhaps the best time to live and study abroad. You have enough time to thoroughly experience another culture and different approaches to research but also know that there will be an endpoint at which you return home."

Peterson, who is a Presidential Endowed Scholar at Texas Tech University based on her SAT scores, is also a two-time Goldwater scholar. Peterson also received the Achievement Rewards for College Scientists (ARCS) scholarship. She was awarded these scholarships based on her academic and research merit.

In October 2007, the seventh annual contingent of new Gates Scholars, selected from countries around the world, will begin their education at the University of Cambridge. This new class will include 48 successful candidates from the United States, including Geneva Peterson. The Gates Foundation has awarded 621 scholarships to students from 78 different countries since 2001, 265 from the United States.

The Gates Cambridge Scholarships were established by the Bill and Melinda Gates Foundation in 2000 to help provide highly educated leaders, skilled in research and analysis, who will undertake a creative approach to defining and solving problems so that we can address the injustices and inequities in our world.

Texas Tech University has had three other winners since the scholarship's first year of awards, 2001. Jay Reddy, earned a master's degree in oncology at Cambridge in 2003. Michael Henne was awarded a *Laboratory in Molecular Biology Cambridge Scholarship* and currently studies at the University of Cambridge. Nicholas Johnson currently is pursuing a doctoral degree in chemistry at the University of Cambridge.

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Once Peterson graduates from Cambridge she plans to work as a chemist in a research institution.

For more information about the Gates-Cambridge Scholarship program, please go to the Web site www.gates.scholarships.cam.ac.uk or to the Texas Tech University National Scholarships Web site www.honr.ttu.edu/nationalscholarships.

CONTACT: Christina Ashby-Martin at christina.ashby-martin@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: March 29, 2007

CONTACT: Linh Le, linh.b.le@gmail.com
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Passport Office to Open on Texas Tech Campus
Passport Application Acceptance Office Open on Monday

Texas Tech University International Cultural Center will be opening a passport application acceptance office on Monday, April 2.

The office will offer services including taking the applicant's passport photo (two for \$6), accepting passport applications and supporting documentation to forward to the State Department.

Passport applications are available online at www.travel.state.gov or can be picked up at the Office of International Affairs. Applications should be completed prior to coming to the office. There is a ten-week minimum processing time, however, if the passport is needed sooner applicants can pay an extra fee of \$60 to receive it faster.

Payments can be made with check or money order.

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CONTACT: Elizabeth McDaniel, coordinator, TTU Quedlinburg/Passport Specialist, 806-742-3667 or email elizabeth.mcdaniel@ttu.edu



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: March 29, 2007

CONTACT: John Davis, john.w.davis@ttu.edu
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Internet Strategist to Lecture on Internet's Impact on Journalism World

Steve Yelvington, the Internet Strategist for Morris Digital Works, will discuss "Net Change: How the Internet is Altering the DNA of Journalism" during the 2007 William S. Morris III Distinguished Lecturer Series.

The event begins at 6 p.m. April 19 at Merket Alumni Center, 17th Street and University Avenue.

Yelvington is strategist for Morris DigitalWorks, the Internet division of Morris Communications Co., based in Augusta, Ga. He received the 2001 EPpy award for outstanding individual achievement in the interactive newspaper industry. He was the founding editor of the Star Tribune's online operations in 1994, and became executive editor and network content director for Cox Interactive in 1999.

Thomas Johnson, the Marshall and Sharleen Formby Regents Professor and one of the event organizers, said that the Internet has changed many aspects of modern living, and the news industry has gone from a sunrise-to-sunset industry to a 24-hour news cycle.

"Steve is a pioneer in the online news industry, having established one of the first online newspapers," Johnson said. "He has continued to be active in online newspapers through his role as the Internet strategist for Morris DigitalWorks. Steve is uniquely qualified to discuss where the online news industry has been, its current state, and how it will change in the future."

The Morris lecture series provides opportunities for students, faculty and members of the community to learn about the role of media in a democratic society from nationally recognized mass communications professionals, said Jerry Hudson, dean of the College of Mass Communication.

Tickets to the event are \$11 apiece. Reservations are due by noon on April 18. For reservations, call Dawn Moreno at (806) 742-3385, ext. 221, or dawn.moreno@ttu.edu.

Visit Yelvington's personal Weblog at www.yelvington.com

CONTACT: Dawn Moreno, senior office assistant, College of Mass Communications at Texas Tech University, (806) 742-2136, ext. 221 or dawn.moreno@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

DATE: March 29, 2006

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

Texas Tech Student Wellness Center Cuts Ribbon at Grand Opening

The recently-finished Student Wellness Center at Texas Tech will celebrate its grand opening with a ribbon-cutting ceremony on 11 a.m. March 29. Tours of the new building will be offered from 11:30 a.m. to 1 p.m. The center is located at the intersection of Main Street and Flint Avenue.

A one-stop wellness resource for students, the new center combines the services of the Student Health Center and the Student Counseling Center. The facility houses a clinic, a counseling center, laboratory services, x-ray services and a pharmacy. The building comes equipped with more than 30 exam rooms, four nurses' stations, a library and 16 psychology offices located on the second floor. There are also rooms set aside for group therapy sessions and patient observation. The center also provides the Raider Assistance Program for alcohol education, assessment and referrals for students.

The Student Wellness Center location near the Student Recreation Center is not coincidence. The two facilities are all part of an overall wellness concept on the campus.

"The whole idea is about wellness and health – the mixing of the two," said Jan T. Childress, associate vice president for student affairs. "Complete student wellness comes from a combination of mental, physical, and emotional health. Students can find all of that here."

"The Student Wellness Center hopes to deliver the message to students that good health is a concert that integrates mental and physical well-being," said Eileen Nathan, director of the Student Counseling Center.

"Wellness is an integrated concept for complete student well-being," McPherson said. "Now, our medical services are equal to or even better than any other medical service in Lubbock."

The 44,000 square foot center is located near the intersection of Main Street and Flint Avenue west of the Carpenter/Wells Residence Hall.

CONTACTS:

Jan T. Childress, associate vice president for Student Affairs, (806) 742-2691 or jan.childress@ttu.edu

Evelyn McPherson, director of Student Health Services, (806) 743-2860 or evelyn.mcpherson@ttuhsc.edu

Eileen P. Nathan, director of the Student Counseling Center, (806) 742-3674 or eileen.nathan@ttu.edu

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: March 29, 2007

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

Santa Fe Opera Apprentice Singers to Return to Lubbock

Texas Tech's Presidential Lecture & Performance Series and the College of Visual & Performing Arts will host the fourth annual visit from The Santa Fe Opera Apprentice Singers.

The free community concert is scheduled for 7:30 p.m. April 22 at the Allen Theatre on the Texas Tech campus.

"It is gratifying to all of us at The Santa Fe Opera that our Spring Opera Tour is so popular," said Richard Gaddes, general director for the opera.

The concert will feature soprano Deborah Selig, mezzo soprano Lucia Cervoni, tenor Edwin Vega, and baritone John Boehr. The quartet will perform arias and duets from "La traviata," "Tales of Hoffman" and "The Barber of Seville." Also, singers will perform show tunes from "The Fantasticks," "Follies" and "Martha" to round out the program. The four singers are all former or future members of The Santa Fe Opera's apprentice program.

The performance at the Allen Theatre is free, but reservations are requested. To RSVP, please call (806) 742-0706, ext. 401. A reception hosted by the Texas Tech Office of the President will follow.

On April 23 and 24 at Cavazos Middle School, the Santa Fe Opera apprentice singers will perform four concerts for more than 2,000 Lubbock-area students. These presentations are part of The Santa Fe Opera's Spring Opera Tour. To commemorate the opera's 50th anniversary, this event will feature a newly commissioned work entitled "Trinity." The opera was written by Santa Fe composer John Kennedy with a libretto by the company's education director, Andrea Walters.

For information on media coverage during the Cavazos Middle School performances, contact Cathy Jung, 742-0700, ext. 227.

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cc: Cathy Jung



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News Release

FOR IMMEDIATE RELEASE

DATE: March 29, 2007

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

Zayed University Professor Accepts Position as Director of Texas Tech's School of Art

The chairman for the Department of Art & Design at Zayed University in Dubai, United Arab Emirates, has accepted the position of director of Texas Tech University's School of Art.

Todd DeVriese, who also has served as Zayed University's College of Arts and Sciences interim dean, accepted the position Wednesday (March 27). He will begin working at Texas Tech in the fall.

"I'm looking forward to mid-August when we will have the chance to welcome Todd DeVriese to Texas Tech," said Jonathan Marks, interim dean of the College of Visual & Performing Arts. "I'm very excited that he has decided to join us. Todd is a wonderful fit for the School of Art."

DeVriese earned a bachelor of fine arts and master's degree in painting and printmaking from Illinois State University. Also, he holds a master of fine arts degree in printmaking from Ohio State University.

DeVriese's wife, Leila, is an assistant professor of social behavioral sciences at Zayed University.

CONTACT: Jonathan Marks, interim dean, the College of Visual & Performing Arts, Texas Tech University; (806) 742-0700, ext. 224, jonathan.marks@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: March 29, 2007

CONTACT: John Davis, john.w.davis@ttu.edu
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Scott Pelley to Speak at College of Mass Communications Fundraiser

Scott Pelley, Texas Tech University alumnus and CBS news correspondent, will give the keynote speech during the Dallas Breakfast, a new fundraiser for the College of Mass Communications.

The event begins at 7:45 a.m. April 25 at the Frontiers of Flight Museum, located at Lemmon Avenue on the southeast corner of Love Field in Dallas.

Organizers hope to raise \$25,000 for scholarships.

"Because of the increasing costs for students to attend the university of their choice, it's important that we increase our efforts to provide financial assistance to deserving students," said Jerry Hudson, dean of the College of Mass Communications. "The Dallas/Fort Worth area is home for a very large portion of the college's undergraduate student enrollment and alumni."

Pelley, a correspondent for "60 Minutes," has traveled the globe from the war-torn streets of Baghdad to the Antarctic tundra. He was inducted last year into the College of Mass Communications Hall of Fame.

Also at the event, emceed by Texas Tech University Chancellor Kent Hance, the college will present its initial national award. The Double T Award for Excellence in Public Service will go to The Foundation for a Better Life, a Denver-based nonprofit organization, started in 2000, promotes positive values using print and broadcast media.

Tickets to the event are \$125 apiece or \$1,000 for a table of eight. Corporate sponsorships are available for \$5,000. Reservations are due by April 1. Contact Amy Fox at (877) 742-3385 Ext. 228 or e-mail amy.fox@ttu.edu.



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News Release

FOR IMMEDIATE RELEASE

DATE: March 29, 2007

CONTACT: John Davis, john.w.davis@ttu.edu

(806) 742-2136

Texas Tech University Installs Chapter of Phi Beta Kappa, Inducts 93 Students During Ceremony

Following the installation of Texas Tech University's new chapter of Phi Beta Kappa, the nation's oldest and most prestigious honor society, 93 students will be inducted into the society.

The ceremonies are scheduled for 4 p.m. April 11 at the Allen Theatre on the Texas Tech campus. John Churchill, executive secretary of the society, will preside in ceremonies with Chancellor Kent Hance and President Jon Whitmore participating.

Phi Beta Kappa has been in continuous existence since its founding in 1776 and is considered one of the nation's leading advocates for excellence in education, particularly in the liberal arts and sciences. The society has chapters at only 10 percent of U.S. universities. Only three public universities in the state of Texas have been granted the right to host chapters.

Texas Tech University was one of 34 institutions that applied for a chapter in the latest round of triennial consideration that began in 2003. Only six of the 34 were approved, said Mary Jane Hurst, professor of English and faculty assistant to the president.

"Our new Phi Beta Kappa status means that prospective faculty may be assured of affiliation with an institution whose commitment to excellence is proven and established," she said. "It means that every degree granted at Texas Tech University is enhanced in value. It means permanent association with the very best in American education."

Hurst, who served as the leader for the initiative to secure a Phi Beta Kappa chapter, said that the honor society has very high expectations for its host institutions and for the students selected for membership.

"Texas Tech has been in the process of true academic improvement for several decades," Hurst said. "Cultural and academic programs have increased and improved significantly, and now the approval to shelter a chapter says that Texas Tech is among the best of the liberal arts programs in the country. The installation of a chapter is a mark of excellence for the university as a whole. It will help us recruit high quality faculty, staff, and students."



TEXAS TECH UNIVERSITY

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: March 29, 2007

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Texas Tech's Geneva Peterson Wins 2007 National Science Foundation Graduate Research Fellowship

Texas Tech University student Geneva Peterson, from Waxahachie, was awarded a National Science Foundation Graduate Research Fellowship. This prestigious and competitive scholarship is awarded by the NSF to top seniors and graduate students in sciences, technology, engineering and mathematics and covers three years of graduate study that lead to a research-based master's or doctoral degree.

The purpose of the NSF's Graduate Research Fellowship is to foster energy, quality and diversity within the scientific community. NSF Fellows contribute to research, teaching and innovations in science and engineering. This year, 910 fellows were chosen, 52 of whom are chemists, including Peterson.

Peterson will graduate from Texas Tech in May 2007 with highest honors from the Honors College. She is a two-time Goldwater Scholar (2005- 2006), and won the Gates Cambridge Scholarship 2007 and Overseas Research Fellowship from Cambridge for her graduate studies. She will study for a doctoral degree in chemistry at the University of Cambridge and plans to be a research chemist.

Texas Tech has had two other winners of NSF Fellowships. Michael Henne, a Goldwater Scholar in 2004, became an NSF Fellow in 2005. Henne currently studies at the University of Cambridge in England. Micah Green was awarded an NSF Fellowship in 2002. He studied Chemical Engineering at MIT.

For more information about the National Science Foundation Graduate Research Fellowships, please visit <http://www.nsf.gov/grfp/> or go the Texas Tech University national scholarships website at www.honr.ttu.edu/nationalscholarships.

CONTACT: Christina Ashby-Martin, Texas Tech University, coordinator, National & International Scholarships, christina.ashby-martin@ttu.edu or (806) 742-1828.



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News Release

FOR IMMEDIATE RELEASE

DATE: March 29, 2007

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Texas Tech University to Host World Meet on Advances in Fibers and Textiles Industry this June in India

World meet focuses on advances in textiles, nonwoven and technical textiles at Kumaraguru College of Technology in Coimbatore, India.

The Institute of Environmental and Human Health (TIEHH) at Texas Tech University in Lubbock, Texas, and Kumaraguru College of Technology in Coimbatore, India, will co-host The International Conference on Advances in Textiles, Machinery, Nonwoven and Technical Textiles-(ATNT) 2007.

Organizers are accepting abstracts from experts who wish to speak at the event, held June 18-20 in Coimbatore.

"This international meet showcases collaboration in the textile world between India and the United States," said Seshadri Ramkumar, organizing secretary and an assistant professor at TIEHH. "This conference has received worldwide support with industry and academic leaders from many countries such as the United Kingdom, USA, Germany, Australia and Japan, just to name a few, that are part of the international technical committee."

Topics for prospective speakers include advances in spinning, weaving and knitting, nonwoven processes and applications, medical and technical textiles, defense textiles, decontamination and protection technology, advances in natural and synthetic polymers, composites processing and applications, nanotechnology and nanomaterials, smart and wearable electronic textiles, development and research in coloration and finishing, garment processing and apparel fashion trends, fiber and textile economics and marketing, textile trade and globalization in textile and fiber industry.

"Experts have predicted the world's population growth will soon lead to an explosion of textile material usage in a wide range of applications," Ramkumar said. "This environment makes the exchange of information crucial between members of the global textile arena."

The organizing committee includes N. Mahalingam, chairman at Kumaraguru College of Technology, K. Arumugam, professor and correspondent at Kumaraguru College of Technology, and Ronald Kendall, director of TIEHH at Texas Tech.

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The conference is sponsored by INDА–Association of the Nonwoven Fabrics Industry, AATCC-American Association of Textile Chemists and Colorists, Bayer CropScience – Certified FiberMax Cotton, Delta and Pine Land Company and the Lubbock Economic Development Alliance.

Important dates:

- April 27 – Last day to receive abstracts.
- May 4 – Notification of paper acceptance.
- May 27 – Last day to submit full text.

For registration forms, fees and more information on the conference, visit www.atnt2007.com

CONTACT: Seshadri Ramkumar, organizing secretary and assistant professor, The Institute of Environmental and Human Health, Texas Tech University, (806) 885-0228, cell (806) 445-1925, s.ramkumar@ttu.edu



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: March 30, 2007

CONTACT: Cory Chandler, cory.chandler@ttu.edu
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ConocoPhillips Contributes \$400,000 to Texas Tech University

Endowment aids business and engineering students; supports academic enrichment

Texas Tech University announces a \$400,000 gift from ConocoPhillips to establish a scholarship endowment and to support academic enhancement programs at the university.

Known as the ConocoPhillips SPIRIT Scholars Program, a portion of the gift will be used to provide financial assistance for business and engineering students who are seeking a career in the energy industry. The highly successful program is currently underwritten by ConocoPhillips at six other universities around the U.S.

Students accepted to the SPIRIT Scholars Program will receive scholarships of \$5,000 annually, with the potential for an additional \$1,000 following a successful internship with ConocoPhillips.

"Through our growing partnership with Texas Tech University, we understand both the academic and financial demands that its students face," said Phil Frederickson, executive vice president, ConocoPhillips. "We hope that our gift will lessen the burden for students who have shown both a deep interest in, and aptitude for, business or engineering."

"ConocoPhillips has long been a champion of higher education," said Texas Tech Chancellor Kent Hance. "Their financial support helps to fortify the talent pool of the future business leaders that Texas Tech University is proud to produce. We are most grateful for their support and contribution."

The SPIRIT Scholars Program includes more than 200 recipients at six universities throughout the U.S. It helps to provide educational opportunities to full-time business administration and engineering students with a GPA 3.25 or above, who are interested in pursuing a career in the energy industry.

"While the education students receive on the Texas Tech campus is an important component in preparing them for their future careers, the kinds of opportunities for development and mentoring that this scholarship program will provide are invaluable as well," said Texas Tech President Jon Whitmore. "Partners like ConocoPhillips are essential in helping us provide the best of educational experiences for our students."

The SPIRIT program was created to represent the core values of ConocoPhillips: Safety, People, Integrity, Responsibility, Innovation and Teamwork.

CONTACT: Alicia Knight, development officer, Office of Institutional Advancement, Texas Tech University, (806) 742-1828, alicia.knight@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: March 30, 2007

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

Three Texas Tech Professors Receive Highest Faculty Honor

Three Texas Tech University faculty members Friday were named Horn Professors, the highest honor they can receive from the university.

Eileen Johnson, professor of museum science, curator of anthropology at the Museum of Texas Tech University and director of the Lubbock Lake Landmark; William R. Casto, Alvin R. Allison professor of law, and W. David Nes, professor of chemistry and biochemistry, were awarded the title by the Texas Tech University System Board of Regents.

"Horn Professors represent the very best among our outstanding faculty," said Jon Whitmore, Texas Tech president. "They have proven themselves outstanding teachers and researchers. We value these men and women for their insight and ideas."

The Horn Professorship was established in 1966 to recognize scholarly achievement and outstanding service to Texas Tech. The honor is named for Texas Tech's first president Paul Whitfield Horn. Since its inception, 69 members of the faculty have been appointed Horn Professors and 30 remain on faculty.

Nes joined Texas Tech in 1993. He received his bachelor's degree from Gettysburg College, his master's from Drexel University and doctorate from the University of Maryland. Nes has received awards for his teaching and research from Texas Tech and from professional organizations. He has served as chairman of the Division of Biochemistry in the Department of Chemistry and Biochemistry at Texas Tech and as program director in the Molecular and Cellular Biosciences Division at the National Science Foundation. He has served on many committees for the National Science Foundation, the United States Department of Agriculture and the National Institutes of Health.

Johnson joined Texas Tech in 1978 and became director of the internationally known Lubbock Lake Landmark archeological site in 1980. She earned her bachelor's degree from the University of California, Berkeley, her master's degree from the University of Kansas and her doctorate from Texas Tech. Johnson has been appointed by the governor as the commissioner of the Texas Historical Commission and chair of the Antiquities Advisory Board. She has held numerous research grants from organizations including the National

Science Foundation and the National Geographic Society. The Lubbock Lake Landmark is an internationally significant site that traces human occupation back about 12,000 years.

Castro joined Texas Tech in 1983 and was awarded the Alvin R. Allison Professor of Law in 1999. He earned his bachelor's degree and law degree from the University of Tennessee at Knoxville and his doctorate from Columbia University. An expert in constitutional law, Castro's publications have been cited extensively through out the nation, including by the U.S. Supreme Court. He has received the Texas Tech President's Award for Excellence in Teaching and the President's Academic Achievement Award and has been elected to membership in the American Law Institute. Before coming to Texas Tech, he was the attorney advisory to the Tennessee Valley Authority Office of the General Counsel.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: March 30, 2007

CONTACT: Sally Logue Post, sally.post@ttu.edu
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Texas Tech Announces Research Collaboration Grants

Two grants have been awarded for new collaborative research projects that involve faculty from both the Texas Tech University Health Sciences Center and Texas Tech University.

Daniel Hardy, associate professor of cell biology at the Health Sciences Center and Javad Hashemi, professor of mechanical engineering at Texas Tech, received \$270,024 for a project looking at the molecular and biomechanical causes and consequences of aging-related degeneration of intervertebral discs.

Robert Bright, associate professor of microbiology at the Health Sciences Center, and Satomi Niwayama, associate professor of chemistry at Texas Tech, received \$499,692 for a project looking at a new proteomic method and its application to chemical biology.

"There is already collaboration between our two universities. This new program will add incentive for our researchers to talk to each other and hopefully that will spur new and innovative programs," said Texas Tech University System Chancellor Kent Hance.

The project has drawn considerable interest and support from the system Board of Regents.

"When we talked about how to grow our research several months ago, we kept coming back to the idea that encouraging even more collaboration between the researchers at our two universities makes so much sense," said Dan Serna, a regent from Arlington and champion of the program. "We have the unique situation of having our research university and our health sciences center located on the same campus and we should take every opportunity to combine our knowledge and expertise."

The grants are part of a new initiative designed to encourage large, multidisciplinary projects that have the potential to introduce new areas of academic collaboration between the two universities. Proposals were judged by a panel of external experts and funds awarded based on the projects' likelihood of generating major extramural funding from sources such as the National Institutes of Health.

"This initiative provided a wonderful opportunity for researchers at both Texas Tech and the Health Sciences Center to forge new collaborations," said Dean Smith, Texas Tech vice president for research. "The timing is right. Within the past several years major

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national funding agencies, such as the National Institutes of Health and the National Science Foundation, have placed increased emphasis on interdisciplinary, translational research. By combining the research strengths of both institutions, we hope to enhance our competitiveness for these resources. Faculty interest in this program was clearly evident, as shown by the 30 applications requesting more than \$10 million.”

“This research initiative between Texas Tech and the Health Sciences Center is a wonderful program that encourages and supports cooperation between faculty on the two campuses,” said Douglas Stocco, vice dean for research at the Health Sciences Center School of Medicine. “In addition, it also identifies research programs of high merit that are certain to produce quality results that undoubtedly will spawn extramural applications that should be fundable at the national level. In these times of extremely tight federal funding, it is imperative that we do as much as possible to continue to help in keeping our faculty competitive, and this research initiative is a huge step in that direction.”

Proposals were submitted in several categories including aging, cancer, rural and/or border health, fertility and reproductive biology, cardiovascular disease and stroke, infectious agents and diseases and a general category for other health-related areas.

The two universities will once again make the collaborative grants available in 2008.

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CONTACT: Dean Smith, vice president for research, at (806) 742-3905 or dean.smith@ttu.edu or Douglas Stocco, vice dean for research, (806) 743-2505 or doug.stocco@ttuhsc.edu.