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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 1, 2009

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

**Texas Tech University Women's Studies Program to Focus on
Gender and Gender Identity Politics**

Texas Tech University's Women's Studies Program will hold a public colloquium titled *Intersecting Variance: Reading Gender & Gender Identity Politics*.

The free event runs from 8 a.m. to 3 p.m. Oct. 2 on the second floor of the Student Union Building.

The colloquium highlights feminist research on gender and gender identity. Topics include gender and media, gender and political activism, cultural construction of gender and psychology of sex roles.

Registration at the event begins at 8 a.m. Pre-registration is encouraged but not required. Proof of attendance will be provided to those students attending the colloquium for course credit. Visit the Women's Studies Program Web site at www.depts.ttu.edu/wstudies for more details.

CONTACT: Tricia Earl, coordinator of the Women's Studies Program, Texas Tech University, (806) 742-4335 ext. 392, patricia.a.earl@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Oct. 1, 2009

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

TEXAS TECH HONORS FORMER PRESIDENT

WHAT: Presidential plaque dedication for David J. Schmidly

WHEN: 2:30 p.m. Friday (Oct. 2)

WHERE: Texas Tech University Administration Building breezeway

EVENT: Texas Tech University has a tradition of commemorating each president's term in office with a bronze plaque that hangs in the breezeway of the Administration Building.

David J. Schmidly was the 13th president of Texas Tech, serving from 2000 to 2002. He is currently president of the University of New Mexico.

A reception will follow the plaque dedication from 3-4 p.m. in the Student Union Building courtyard. The reception is open to the public.

CONTACT: Sally Logue Post, director of communications and marketing, Texas Tech University, at (806) 742-3621 or sally.post@ttu.edu.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 1, 2009

CONTACT: Michelle Hamman, michelle.hamman@ttu.edu
(806) 742-2136

Texas Tech's Super Saturdays Taking Enrollments

Registration is underway for the fall session of Super Saturdays at Texas Tech University.

Super Saturdays is an academic enrichment program for children in kindergarten through sixth grade. Classes meet for four consecutive Saturdays on the Texas Tech campus from Oct. 17 – Nov. 7. The Institute for the Development and Enrichment of Advanced Learners (IDEAL) sponsors the program as a division of Texas Tech's Institutional Diversity and Community Engagement.

Classes offered include: art, Mathemania, toxicology, LEGO robotics, theatre, cooking and more. Instructors for the classes include members of the Texas Tech faculty, graduate students and public school teachers. Classes are hands-on. One goal of Super Saturdays is to introduce children to a variety of subjects to help them focus on an academic path.

Enrollment in Super Saturdays is limited. The average cost per class is \$86, but fees vary according to subject.

To participate in Super Saturdays, students must submit a recent report card with a B+ or better average or submit a letter of recommendation from a school teacher or school official. For more information visit <http://www.depts.ttu.edu/diversity>; or to register, call (806) 742-2420.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu.

CONTACT: Michelle Hamman, coordinator, IDEAL, Texas Tech University, (806) 742-2420, or michelle.hamman@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 1, 2009

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

Jeannette Walls to Speak at Presidential Lecture & Performance Series

Jeannette Walls will speak at the Presidential Lecture & Performance Series at Texas Tech University at 8 p.m. Oct. 2 at the Student Union Building Allen Theater about her memoir "The Glass Castle."

In the New York Times bestseller, Jeannette Walls describes her life growing up with her three siblings and their parents who manage at once to neglect them, love them and teach them to face their fears.

In the memoir, Walls' describes how all three children go without food and indoor plumbing yet are encouraged to read Shakespeare and dream of the beautiful glass house they will all one day build. At the age of 16, Walls left her family and moved to New York City. She enrolled in Barnard College and eventually became a well-known columnist for New York magazine and MSNBC.com along with becoming a television personality.

Walls lives in Virginia with her husband, the writer John Taylor.

The Presidential Lecture & Performance Series brings enrichment to Texas Tech's academic and cultural experience by bringing scholars and artists together with the university's students, faculty and area residents.

Tickets for the event are \$12 for general admission through Select-A-Seat and free for students with a valid ID at the Student Union Building (SUB) ticket booth. Tickets for Osher Lifelong Learning Institute at Texas Tech members are \$10 with valid ID at the Select-A-Seat Civic Center office or SUB ticket booth.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu.

CONTACT: Jo Moore, administrator, College of Visual & Performing Arts, Texas Tech University, (806) 742-0700 or jo.moore@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 1, 2009

CONTACT: Jessica Benham, jessica.benham@ttu.edu
(806) 742-2136

Texas Tech Announces Event Schedule for Homecoming Week

Texas Tech University will celebrate Homecoming Oct. 5-10 with a weeklong series of activities.

The theme for Homecoming 2009 is Tech: Your Passport to the World.

Visitors to Texas Tech's campus will be greeted by spirit displays at the university's Broadway Avenue entrance during Homecoming week. Banner displays also will be set up in the Student Union Building.

Homecoming week events include:

Monday (Oct. 5): A Homecoming Kickoff Pep Rally will take place from noon – 2 p.m. at the Student Union Building North Plaza. Free T-shirts and pizza will be handed out.

Texas Tech student organizations will participate in a singing and dancing competition at 8 p.m. at the United Spirit Arena.

Tuesday (Oct. 6): Texas Tech's Rec Sports will sponsor a blood drive from 3-10 p.m. at the Robert H. Ewalt Student Recreation Center Racquetball Court.

Students are invited to meet the 2009 Homecoming king and queen candidates during the Candidate Showcase, which begins at 8 p.m. at the United Spirit Arena.

Wednesday (Oct. 7): Texas Tech's volleyball team faces Baylor at 7 p.m. at the United Spirit Arena.

A free showing of the movie "Year One" begins at 8 p.m. at the Allen Theater in the Student Union Building.

Thursday (Oct.) 8: A free showing of the movie "Year One" begins at 3 p.m. at the Escondido Theater in the Student Union Building.

The Techsan Memorial begins at 5:30 p.m. on Memorial Circle to honor students, faculty, staff and alumni who have passed away.

Friday (Oct. 9): Campus Crusade for Christ will sponsor a Tamale Fest from 11 a.m.-1 p.m. in Urbanovsky Park.

The Homecoming Court and Spirit Board winners will be announced at 11:45 a.m. during the Rowdy Raider Rally in the Student Union Building North Plaza.

The Texas Tech Alumni Association will sponsor the Top Techsan Luncheon at noon in the Market Alumni Center.

A Matador Evening: Annual Homecoming Reception/Dinner, sponsored by the Texas Tech Alumni Association, begins at 5:30 p.m. at the Overton Hotel.

Red Raiders can show their Texas Tech spirit at the 9 p.m. pep rally and bonfire on the Texas Tech rugby fields east of the Recreation Center.

Saturday (Oct. 10): The Red Raider Road Race, which is sponsored by the Texas Tech Alumni Association, will begin at 8 a.m. in front of the Recreation Center.

The Homecoming Parade will begin at 10 a.m. at Broadway and Avenue V and finish at the intersection of 18th Street and Indiana Avenue on campus.

RaiderGate, which is co-sponsored by Tech Activities Board and Student Government Association, featuring Emory Quinn takes place in the R1 Parking Lot. Gates open four hours prior to kickoff.

Texas Tech faces Kansas State at 6 p.m. at Jones AT&T Stadium. The king and queen will be crowned at halftime.

CONTACT: Jana Vise, assistant director, Student Activities, Texas Tech University, (806) 742-3636, or jana.vise@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 1, 2009

CONTACT: Cory Chandler, cory.chandler@ttu.edu
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Horror Flicks Have Lost their Fangs, Says Texas Tech Librarian/Pop-Culture Guru

Now here's a truly chilling thought for horror directors as the season of ghouls and goblins and slasher sequels descends: their scary movies just aren't that ... well, scary.

Horrifying? Probably. Terrifying? Probably not.

So why is it that moviegoers are more likely to be stifling yawns than screams as they flock to theatres in search of a few pre-Halloween shivers?

"The recent slate of horror movies is pathetic," said Rob Weiner, pop-culture author, guru and an associate humanities librarian for the Texas Tech University Libraries. "They aren't scary. There's nothing that captures the imagination. It's like Hollywood ran out of ideas."

And maybe it has. After all, how do you convince horror-savvy audiences to continue jumping at the same old bumps in the night? How much deeper can scriptwriters dig into their bag of tricks and twists and gimmicks to surprise viewers?

How do you create another "Exorcist" when horror fans are over demonic possessions? How do you create another "Dracula" when vampires are busy vamping in teen romance novels?

It's no wonder moviemakers have increasingly stooped for the gross-out, using gore to create horror in audiences rather than reaching for more elusive and complex feelings of terror.

Yet even the so-called torture porns that have enjoyed a vogue in the past decade are becoming little more than a parody of themselves. Weiner said he recently saw a trailer for the upcoming *Saw VI* during a theater trip and heard members of the audience laughing.

"It's a really sorry state of affairs; audiences deserve better," he said.

So what's the answer? Weiner believes America's next great scare will come from the ranks of Indie filmmakers, whose storytelling more often focuses on those little details like character development.

However, he isn't holding out much hope.

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“It probably isn’t going to happen in America,” he said. “It will probably be someone we try to emulate, like we have with the Italians and Japanese in the past. Of course, I’m hoping someone proves me wrong.”

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



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 2, 2009

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

Texas Tech University Honors Former President

A plaque honoring David J. Schmidly's time as president of Texas Tech University was unveiled today (Oct. 2).

Texas Tech has a tradition of dedicating a bronze plaque to mark each former president's term in office. The plaques hang in the breezeway of the Administration Building.

"It's always a good day when we can honor a former president and it is made better by the fact that David and his wife Janet are both graduates of Texas Tech," said Guy Bailey, Texas Tech president. "Dr. Schmidly made access and diversity, scholarly excellence, engagement, technology and community partnership hallmarks of his administration. He established programs that we continue to build on today."

Schmidly was Texas Tech 13th president, serving from 2000-2002. He joined the university in 1996 in the dual role of vice president for research and graduate studies and dean of the Graduate School.

"One of the highlights of my almost 40 years of experience in higher education was the opportunity to serve as President of Texas Tech University, my alma mater, as well as my wife's. Both of us cherished every minute of our service," Schmidly said.

While at Texas Tech, Schmidly helped found the Institute for Environmental and Human Health and established collaborative partnerships with community colleges throughout the state, a program still underway today. He also helped develop a new Interdisciplinary Degree in Natural History in the Honors College and was instrumental in helping expand the National Science Research Lab. His tenure also saw the creation of new graduate centers for engineering in Abilene and Amarillo, academic centers in Fredericksburg and Marble Falls and the establishment of a new freshman orientation program.

Prior to joining Texas Tech, Schmidly served on the faculty and administration of Texas A&M University for 25 years, including five years as CEO and campus dean of Texas A&M's Galveston campus and six years as head of the Department of Wildlife and Fisheries Sciences in College Station.

He left Texas Tech to become president of Oklahoma State University in 2002. In 2007, he became the 20th president of the University of New Mexico. During his tenure at

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UNM, the university has seen major growth in the incoming freshman class and significant accomplishments in the recruitment of National Merit and National Hispanic Scholars. In recognition of his commitment to diversity and in recognition of UNM's leading role as a Hispanic Serving Institution, Schmidly was inducted as a member of the Hispanic Association of Colleges & Universities (HACU) governing board in 2008.

Schmidly is an internationally respected researcher and scientific author and has been inducted into the Texas Hall of Fame for Science, Mathematics, and Technology, which recognizes individuals who have played a major role in significant scientific accomplishments. As a noted scientific naturalist, he has authored nine natural history and conservation books about mammals and more than 100 scientific articles. He has authored or edited more than 100 scientific papers, including have a dozen books.

Schmidly and his wife, Janet Knox Schmidly, are graduates of Texas Tech. They are the parents of two grown children and two grandchildren. Schmidly holds a master's degree from Texas Tech and a doctorate from the University of Illinois in zoology.

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Find Texas Tech news, experts and story ideas at www.media.ttu.edu.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 2, 2009

CONTACT: Jessica Benham, jessica.benham@ttu.edu
(806) 742-2136

Texas Tech Men's Rodeo Team Wins Championship

Texas Tech University's men's rodeo team took home the team championship at the Sul Ross State University Rodeo event held in Alpine Sept. 24-26.

Of the six standard men's events, Texas Tech won two events, placed second in two others and fourth in another.

"This is an extremely tough region but we have some awesome competitors on both the men's and women's teams this year," said Chris Guay, head coach of the Texas Tech rodeo teams. "I expect lots of success from each individual in their respective events and know we will be represented well at the College National Finals Rodeo next June."

C.J. Kerr, a freshman from Paradise, tied for first in the finals and placed first overall in the steer wrestling competition. Adam Sawyer, a junior agricultural economics major from Bassett, Neb., placed second in the first round of steer wrestling and seventh overall.

Luke Creasy, a junior journalism major from Alberta, Canada, tied for first in the finals and won first overall in bareback bronc riding.

Jay Manning, a senior animal and food sciences major from Ingram, and Jeremy Buhler, an agricultural leadership major from Levelland, placed first in the finals and second overall in team roping.

Bonner Bolton, a senior art major from Gardendale, placed second in the bull riding finals and second overall. Logan Allen, a senior agricultural leadership major from Crescent, Iowa, placed third in round one and fourth overall in saddle bronc riding.

The Texas Tech women's rodeo team placed fifth at the event. The team was lead by Taylor Langdon, a freshman animal and food sciences major from Aubrey, who placed third in the finals and fourth overall the barrel racing.

Kallie Lamb, a junior animal and food sciences major from Alberta, Canada, placed third in the first go round, fifth in the finals and third overall in goat tying.

CONTACT: Chris Guay, head coach, Texas Tech Rodeo Team, Texas Tech University, (806)742-2805, or chris.guay@ttu.edu.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 2, 2009

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

College of Human Sciences Honors Distinguished Alumni and Faculty

Texas Tech University's College of Human Sciences announces the recipients of the Distinguished Alumni Award, New Achiever Award, Lifetime Distinguished Service Award and Distinguished Leadership Award.

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 significant achievements.

The recipients of the Distinguished Alumna Award:

- Marci K. Armstrong, associate dean of graduate programs for the Cox School of Business at Southern Methodist University.

Armstrong provides strategic leadership for master's programs. A six-time teaching award honoree, Armstrong teaches marketing courses to MBA students and also oversees operations of graduate admissions, student services, career management services, diversity initiatives and global programs.

She is an active consultant and executive education provider.

- Sheri L. Dragoo, associate professor of programs in fashion & textiles in the School of Management, College of Arts and Sciences at Texas Woman's University.

Dragoo teaches fashion design and illustration and pursues research in natural fibers such as cotton, wool and mohair. She also produces fashion shows for the Kim Dawson Agency in Dallas, and served as master tailor and alterations manager during Convention Week for the J. Williams Agency in Atlanta.

She took a five-year sabbatical from teaching to work for the Texas Department of Agriculture as Director of Fiber Marketing for Texas.

- Mary E. Hise, director of medical affairs, North America, IV therapy and nutrition for Baxter Healthcare, leads efforts in nutrition-related projects with clinical

research organizations to design and execute clinical trials that may include Phase I through Phase IV trials.

She provides clinical expertise to various Baxter business units and evaluates opportunities for partnership development in the areas of enteral and parenteral nutrition.

She also maintains an academic appointment in the Department of Dietetics and Nutrition at the University of Kansas Medical Center.

- Yolanda “Yolie” Hagerty-Jones, principal, C.D. Landolt Elementary School, Clear Creek Independent School District.

Hagerty-Jones has implemented literacy, science and math programs that led her school – one of only four bilingual campuses in Clear Creek Independent School District – to achieve the Texas Education Agency’s Exemplary status.

Hagerty-Jones was named 2007-2008 Elementary Principal of the Year award for CCISD – the largest TEA Recognized district in Texas, with 36,000 students and 25 elementary schools.

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

The recipient of the New Achiever Award:

- Stephanie Michele Smith, senior associate, Alston & Bird LLP, works in the Renewable Energy Group of Alston & Bird LLP. She primarily works with companies that develop and construct wind, solar and biofuels projects, providing creative and strategic advice in addition to traditional legal counsel. She also represents the lenders who finance those projects.

Her clients include some of the largest wind and solar energy developers in the U.S., as well as investment funds and other investment vehicles active in renewable energy and carbon credit trading.

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.

The recipient of the Lifetime Distinguished Service Award:

- Angela and Douglas Boren, members of the Spur and Matador Societies who have created scholarship endowments on campus including the Douglas and



TEXAS TECH UNIVERSITY

Angela Boren Scholarship Endowment in Human Sciences and have given a substantial bequest to benefit the College of Human Sciences.

Angela Boren was an assistant professor at Texas Tech in what was then the Department of Food and Nutrition from 1960-1982 and also taught two years of elementary education and six years of high school home economics. She served on the Texas Tech Foundation Board and is a 1989 recipient of the College of Human Sciences Distinguished Alumna Award.

Douglas Boren is trustee/director of the Carillion Senior Life Care Community and a member of the Marsha Sharp Leadership Circle. He retired from Plains National Bank as senior vice president.

The recipient of the Distinguished Leadership Award:

- Gary Petersen, partner in EnCap Investments. Petersen co-founded EnCap Investments, L.P. in 1988. The firm, located in Dallas and Houston, specializes in procuring and managing institutional capital and providing private equity to exploration and production companies.

EnCap has become the largest private source of institutional capital for the U.S. oil and gas industry, providing more than \$6 billion in capital over the past ten years from 160 U.S. and European institutions, including the Texas Tech Foundation.

CONTACT: Jo Ann Altman, supervisor of college development and external relations, College of Human Sciences, (806) 742- 3264, or joann.altman@ttu.edu



TEXAS TECH UNIVERSITY
Women's Studies Program

Advisory

FOR IMMEDIATE RELEASE

DATE: Oct. 5, 2009

CONTACT: Tricia Earl, patricia.a.earl@ttu.edu
(806) 742 - 4335

**Shelby Knox to Speak at Redux Screening for Gay, Lesbian,
Bisexual, Transgender, Queer Awareness**

- WHAT: Shelby Knox Redux: Film and Panel Discussion
- WHEN: 6:30 p.m. Tuesday (Oct. 6)
- WHERE: Room 169 of the Human Sciences Building on the Texas Tech campus
- EVENT: Texas Tech's GLBTQ Steering Committee will bring feminist organizer and speaker Shelby Knox to Texas Tech for homeComing OUT Week.

Shelby Knox Redux is an epilogue to the 2005 film *The Education of Shelby Knox*, this film takes viewers on a journey of personal awareness, family, faith and transformation. *Shelby Knox Redux* is a collaboration of Incite Pictures/Cine Qua Non and Active Voice.

This is one of more than 20 events open to the Texas Tech and Lubbock communities during GLBTQ Awareness Month, October 2009. Starting Oct. 19, some events pair up with Week Without Violence activities.

The GLBTQ Steering Committee is a coalition of the Lubbock community and Texas Tech University groups. GLBTQ Awareness Month celebrates the history of the gay rights and related civil rights movements. Events are intended to encourage honesty and openness about being gay, lesbian, bisexual, transgender or queer.

For more information, visit www.depts.ttu.edu/wstudies.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu.

CONTACT: Tricia Earl, coordinator of the Women's Studies Program, Texas Tech University, (806) 742-4335 ext. 392, patricia.a.earl@ttu.edu.



TEXAS TECH UNIVERSITY

Women's Studies Program

Advisory

FOR IMMEDIATE RELEASE

DATE: Oct. 6, 2009

CONTACT: Tricia Earl, patricia.a.earl@ttu.edu
(806) 742 - 4335

Jason & deMarco To Play at Event for Gay, Lesbian, Bisexual, Transgender, Queer Awareness

WHAT: Jason & deMarco: Musical Presentation & Dialogue

WHEN: 6:30 p.m. Wednesday (Oct. 7)

WHERE: Room 169 of the Human Sciences Building on the Texas Tech campus

EVENT: Texas Tech's GLBTQ Steering Committee will bring GLBT outreach musical duo Jason & deMarco to Texas Tech for homeComing OUT Week.

Together Jason & deMarco's vocal harmonies are mesmerizing, unified by transcendent and uplifting lyrics, making their appeal multi-generational, touching most everyone who hears them.

This is one of more than 20 events open to the Texas Tech and Lubbock communities during GLBTQ Awareness Month, October 2009. Starting Oct. 19, some events pair up with Week Without Violence activities.

The GLBTQ Steering Committee is a coalition of the Lubbock community and Texas Tech groups. GLBTQ Awareness Month celebrates the history of the gay rights and related civil rights movements. Events are intended to encourage honesty and openness about being gay, lesbian, bisexual, transgender or queer.

For more information, visit www.depts.ttu.edu/wstudies.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu.

CONTACT: Tricia Earl, coordinator of the Women's Studies Program, Texas Tech University, (806) 742-4335 ext. 392, patricia.a.earl@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 7, 2009

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

Texas Tech Debate Returns to Dominance at Wyoming Tournament

Two Texas Tech University debate team members turned in the best performance by the team in two years, winning the University of Wyoming's Top of the Rockies parliamentary debate tournament held Oct. 3-4 in Laramie, Wyo.

Brian Horton, a senior political science and French major from San Angelo, and Adam Testerman, a junior mass communications major from Springfield, Mo., have won 23 debates and have lost four, which is the best record in the nation.

As a whole, the Tech parliamentary debate team was the top squad at the Wyoming tournament.

"This is one of the finest tournaments we have had in the four years I have been the coach of this team," said Joe Gantt, director of forensics. "Brian and Adam proved that they are among the best teams in the nation, and our entire squad proved that there is a lot of depth to our program. There is a lot to be proud of both in the present successes and for what lies ahead in the future."

At Top of the Rockies, the pair compiled wins over Northern Arizona University, Rice University and the Colorado College before defeating a team from the University of Colorado-Boulder in the final round. Testerman was named top individual speaker at the tournament, while Horton came in third.

The pair already had shown themselves to be among the top teams in the nation by finishing second this September at a tournament at William Jewell College.

Texas Tech team last won the Wyoming tournament in 2007 and went on to win the national championship the following March.

The university's varsity teams backed up Horton and Testerman's victory with impressive showings of their own, as teams of Nicole Brown, a senior political science major from San Angelo, and Paul Williamson, a senior mass communications major from Crosby; as well as the sophomore team of Lauran Schaefer, a sophomore communication studies major from Sonora, and Cameron Harris, a sophomore political science major from Houston; advanced to elimination rounds of the tournament and were among the top 10 teams in the varsity division.

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While Tech was the dominant squad at the varsity level, they also were the top team at the junior varsity level.

Alexandria Newsom, a sophomore English major from Forsan, and J.T. Seymore, a freshman communication studies major from Holliday, won the junior varsity division of parliamentary debate as well. Newsom and Seymore defeated teams from the U. S. Air Force Academy, Rice University and Utah State University before defeating a team from Louisiana Tech University in the final round.

This was the first-ever collegiate debate tournament for the duo. Also, it was the second straight tournament that Texas Tech junior varsity debaters had made it to finals, following the second-place performance of Matt Pippen, a freshman mechanical engineering major from Monahans, and Sean Riegert, a sophomore political science major from Houston, at the William Jewell College tournament.

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Oct. 8, 2009

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

Rawls College of Business to Break Ground on New Building

- WHAT:** Rawls College of Business groundbreaking
- WHEN:** 10 a.m., Friday (Oct. 9)
- WHERE:** Flint Avenue near Ninth Street, just west of Dan Law Baseball Field.
Media parking is available in the Z-6 lot, just north east of the site.
- EVENT:** Texas Tech's Rawls College of Business building will serve as an anchor for a new North Campus Gateway that will be an entrance to the campus from the Marsha Sharp Freeway.

The groundbreaking begins construction of the 140,000 square-foot LEED-certified building. The LEED (Leadership in Energy & Environmental Design) Green Building Rating System™ is a voluntary, consensus-based standard to support and certify successful green building design, construction and operations.

The new building also is designed to keep pace with technology and will include digital display technologies, LCD screens, laptop connections and wireless network capabilities.

The demolition of Thompson and Gaston Halls, begun in the fall of 2008, was the first step in the construction of the Rawls College of Business Building. The demolition included asbestos abatement of the entire facility, utility tunnel abatement and demolition, and restoration of the site.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu.

CONTACT: Andrea Tirey, director of development, Athletics/Rawls College of Business, (806)742-1785, or at andrea.tirey@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 8, 2009

CONTACT: Norman Martin, norman.martin@ttu.edu
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Texas Tech Awarded USDA Grant for New Carbon Cycling Focus

A leading research scientist from Texas Tech University's Department of Plant and Soil Science and her team have been awarded a \$200,000 U.S. Department of Agriculture (USDA) grant to study how carbon cycles through large-scale agricultural systems.

Vivien Allen, a Texas Tech Horn Professor and the Thornton Distinguished Professor of Forages, is the project leader. The two-year proof of concept grant focuses on carbon cycling from the USDA-National Institute of Food and Agriculture. The grant positions Texas Tech to compete for a 10-year, \$1 million-per-year long-term agroecosystems science program proposal.

With increasing pressure on agriculture to meet global food, feed and fuel demands while preserving a healthy environment and sustainable natural resource base, understanding agricultural ecosystems at a landscape scale is becoming critically important, Allen said. Such understanding requires long-term field-scale research and demonstration that is rare because of the costs and commitments in terms of land, people and resources. The USDA-National Institute of Food and Agriculture long-term agroecosystem program addresses those concerns.

"We're able to assemble an incredible group of people who are world-class experts," said Sukant Misra, professor and associate dean for research in the College of Agricultural Sciences and Natural Resources. "We believe this research provides major opportunities for understanding the structure and functional relationships of carbon cycling in an array of crop and livestock grazing systems."

The venture will include both the long-term integrated systems research currently underway near New Deal and several producer demonstration sites within the Texas Alliance for Water Conservation project in Hale and Floyd Counties, Allen said.

Among the objectives of the program are to connect land managers with researchers who conduct scientific and cultural assessments of current and novel farming practices, as well as to educate and extend scientific knowledge to improve cropping and tillage systems so that they are ecologically, economically and culturally sustainable, Allen said.



TEXAS TECH UNIVERSITY

Over the past decade Allen's research efforts focused on finding the real costs and returns, environmental impact, and water used by different crop and livestock systems. A research and demonstration project initiated by Allen near New Deal provided the battleground to get this new offensive off the ground.

Her 10-year research showed about 25 percent less irrigation water and about 40 percent less nitrogen fertilizer were required for a diversified cotton/livestock system over cotton alone. Profitability was similar between the two systems. More recently, Allen has been joined in this new, expanded project by a group of researchers from Texas Tech and several other institutions and agencies in the producer-driven Texas Alliance for Water Conservation.

Their study and demonstration area covers more than 4,000 acres on 26 farms between Plainview and Floydada and assesses a diverse set of crops and livestock.

"We're trying to find what is and isn't working on the High Plains," Allen said. "It's a study of how people are changing in a shifting economy and resource opportunity."

The replicated long-term integrated systems research at New Deal and the on-farm producer demonstration in Hale and Floyd Counties provided the resources and programs required to capture the opportunity of the new grant and positioned Texas Tech to become a designated long-term agroecosystem site in the United States, she said.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 8, 2009

CONTACT: Jessica Benham, jessica.benham@ttu.edu
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Texas Tech Schools of Law and Business Listed in Princeton Review

Texas Tech University's School of Law and Rawls College of Business have garnered positions in the 2010 Princeton Review's The Best 172 Law Schools and The Best 301 Business Schools respectively. The comprehensive reference books are available at book stores.

The Princeton Review does not rank the schools on a single hierarchical list or name one school best overall. Instead, the book has 11 ranking lists of the top 10 schools in various categories.

Every school that appears in the Best 301 Business Schools and in the Best 172 Law Schools received an Admissions Selectivity rating, and the schools from which they received student surveys were also given Academic Experience, Professors Interesting, Professors Accessible, and Career ratings. Only the top 10 schools in each of the 11 ranking categories appear on the ranking lists. Texas Tech's School of Law ranked seventh in the list of schools with the most conservative students.

The Princeton Review compiled the lists based on its surveys of 18,000 students attending the 172 law schools and 19,000 students attending the 301 business schools listed in the books, and on school-reported data. Only schools that permitted the Princeton Review to survey their students were eligible for consideration for these lists.

Conducted during the 2008-09, 2007-08 and 2006-07 academic years, the student surveys were primarily completed online. One list, "Toughest to Get Into," is based solely on institutional data. The lists are posted at www.PrincetonReview.com. All narrative profiles and ranking lists in the law school book are available at www.PrincetonReview.com/law/, with similar business college information at www.PrincetonReview.com/mba/.

The books also contain advice on applying to the schools and funding degrees. The books are two of 200 Princeton Review titles published by Random House. The company is not affiliated with Princeton University.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 9, 2009

CONTACT: Jessica Benham, jessica.benham@ttu.edu
(806) 742-2136

Texas Tech's Knight Raiders to Compete Inside Carlsbad Caverns

Grab your hard hat and chess set; the Knight Raiders are going spelunking.

Members of Texas Tech's Knight Raiders chess team will venture into the world of stalagmites and stalactites Oct. 17 when they participate in a tournament inside Carlsbad Caverns.

The officially rated blitz chess tournament, which is sponsored by Texas Tech's Susan Polgar Institute for Chess Excellence (SPICE), will take place in the cavern's lunchroom, which sits more than 750 feet underground in the Big Room.

Paul Truong, director of marketing for SPICE, said he is not aware of another chess tournament that has ever been organized in a cavern before.

"The message we want to give is very simple," Truong said. "Chess is fun, and it can be played anywhere. We want to change the social stigma that chess is a boring game for old guys."

Truong said the tournament will give Texas Tech, SPICE and the Knight Raiders lots of publicity.

"We want potential SPICE recruits to know that when they come to Texas Tech, not only will they receive a wonderful education while improving their chess skills through a world-class training system by Susan Polgar, but they also will get to experience fun and unique activities that other universities don't offer," Truong said.

Carlsbad Caverns is a United States National Park in the Guadalupe Mountains in southeastern New Mexico.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu.

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Oct. 9, 2009

CONTACT: Jessica Benham, jessica.benham@ttu.edu
(806) 742-2136

Top Texas Photographer to Lecture at Southwest Collection

WHAT: Blair Pittman lecture and book signing

WHEN: 4 p.m. Thursday (Oct. 15)

WHERE: Texas Tech's Southwest Collection/Special Collections Library Formby Room (15th Street and Boston Avenue)

EVENT: The event will open an exhibit of Pittman's photojournalism titled "Newsmakers of the 1960s and 1970s," which features work done by Pittman for the Denton Record-Chronicle and the Houston Chronicle.

Portrait subjects include celebrities such as Elvis Presley, Billy Graham, Bo Diddley, Tiny Tim, Mercury astronauts and Martin Luther King, as well as U.S. presidents Lyndon Johnson and Richard Nixon.

Pittman also is noted for his freelance assignments for magazines including National Geographic, Der Spiegel, Texas Monthly and Smithsonian.

The Pittman exhibit will be on display through Dec. 31.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 9, 2009

CONTACT: Jessica Benham, jessica.benham@ttu.edu
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Flatland Film Festival Brings Independent Films to Lubbock

The Louise Hopkins Underwood Center for the Arts presents the Flatland Film Festival Oct. 15-17.

The festival combines award-winning competitive short films, cutting-edge independent features, up-and-coming filmmakers and festival parties for a weekend that celebrates film.

Rob Weiner, associate humanities librarian at the Texas Tech University Library, has been involved with the festival since it began five years ago. Weiner has served as a judge for the short film competition and this year will host Friday's feature presentation.

Weiner said the festival is very unique for West Texas and includes a wide variety of short films and independent films from all over the world.

"The festival is an artistic achievement for Lubbock and the Texas Tech community," Weiner said. "It really is a jewel for the plains."

The Lubbock Arts Alliance will sponsor the showing of four short films by Lubbock filmmakers at 7 p.m. Thursday (Oct. 15). Following the shorts, "A Quiet Little Marriage" will be shown at 8 p.m., followed by a question and answer session with Cy Carter, an actor from the film.

The Texas Film Commission's Film Friendly Texas Workshop will take place from 8:30 a.m. – 4:30 p.m. Friday (Oct. 16). This event is not included with the festival pass. The registration fee is \$99.

"Zombie Girl: The Movie," which chronicles the creative passion of Emily Hagins, a pre-teen in the process of making her own zombie movie, will be shown at 8 p.m. Friday. After the feature presentation, a question and answer session will take place with director Erik Mauck and film star Emily Hagins.

The Kids First Film Festival will take place at 9 a.m. Saturday (Oct. 17). The event is free for children ages 5 and up and will showcase three short films geared toward children.

Additional short films will be shown from 11 a.m. to 6:30 p.m. Saturday, and at 8 p.m. the world premiere of "Filmmaking 101" and the feature presentation of "Rock Prophecies" will take place.

To conclude the weekends events, closing ceremonies will be held at 10 p.m. Saturday. Winners of the short film competition will be announced and prizes will be awarded.

Tickets for the festival are available at www.selectaseatlubbock.com.

For more information call (806) 762-8606 or visit the festivals Web site .
<http://www.flatlandfilmfestival.com/index2.htm>.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 9, 2009

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

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Texas Tech's Rawls College Breaks Ground for New Building

Rawls College of Business Building to be gateway to campus.

Texas Tech University today (Oct. 9) broke ground on the new Jerry S. Rawls College of Business Building at Flint Avenue near Ninth Street, just west of Dan Law Baseball Field.

The new business administration building will serve as an anchor for a new North Campus Gateway that will be an entrance to the campus from the Marsha Sharp Freeway.

"This new building will be a state-of-the-art, high-tech, 'green' and people-friendly facility which will become a cornerstone of the university," said Allen McInnes, dean of the Rawls College. "The building, along with great students and outstanding faculty, will make the Jerry S. Rawls College of Business an educational leader in both Texas and the U.S. The current building will be renovated and developed into a multipurpose classroom facility for the university's expected growth to 40,000 students by 2020."

The groundbreaking begins construction of the 140,000 square-foot LEED-certified building. The LEED (Leadership in Energy & Environmental Design) Green Building Rating System™ is a voluntary, consensus-based standard to support and certify successful green building design, construction and operations.

The new building also is designed to keep pace with technology. Classrooms will be outfitted for distance learning with ceiling-mounted cameras and video broadcasting capabilities. Lectures will be automatically captured and available to be published on the college's Web site before students have time to change classes.

A variety of digital display technologies will be used throughout the space, replacing blackboards in classrooms and equipping other rooms with LCD screens and laptop connections for study sessions and project collaboration.

To keep pace with the increased use of technology, wireless network capabilities as well as heating, ventilation and air conditioning systems will be upgraded.

According to Donald Clancy, senior associate dean of the Rawls College, construction costs for a traditional computer lab would have added \$3 million to the new building's price tag.

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In its place, the college plans to build a virtual lab of software tools that will be installed and maintained on the college's server and will be available on the Internet for students and faculty to access from their computers.

The demolition of Thompson and Gaston Halls, begun in the fall of 2008, was the first step in the construction of the Rawls College of Business Building. The demolition included asbestos abatement of the entire facility, utility tunnel abatement and demolition, and restoration of the site.

-30-

CONTACT: Andrea Tirey, director of development, Athletics/Rawls College of Business, (806)742-1785, or at andrea.tirey@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 13, 2009

CONTACT: Allison Ralston, allison.ralston@ttu.edu
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Texas Tech Associate Professor and Alumnus Win Best Paper Award

A Texas Tech University associate professor of business and a recently graduate doctoral student received an award for their paper looking at family business research.

Keith Brigham, an associate professor of management, and Andy Yu, who received his doctorate in Aug. 2009 from Texas Tech, and two other authors, G.T. Lumpkin and Ritch L. Sorenson, wrote "A Numerical Taxonomy of Family Business Outcomes: Ten Years of DV's in Family Business Research."

The award was presented at the 2009 Academy of Management (AOM) annual meeting by the Entrepreneurship Division and included a cash award.

The annual meeting was held in Chicago in August with more than 10,000 AOM members in attendance. The academy is a leading professional association for scholars dedicated to creating and spreading knowledge about management and organizations.

Brigham's research interests include entrepreneurship, cognition and decision making, family business, technology transfer and managing growth. His research articles have been published in journals such as the Journal of Business Venturing, Entrepreneurship Theory & Practice and The Leadership Quarterly.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu.

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Oct. 13, 2009

CONTACT: Leslie Cranford, leslie.cranford@ttu.edu
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Texas Tech Observes National White Cane Day

WHAT: White Cane Day, presented by Texas Tech University's Virginia Murray Sowell Center.

WHEN: 10 a.m.-2 p.m. Thursday (Oct. 15)

WHERE: College of Education breezeway, 3008 18th St., weather permitting.

EVENT: The Sowell Center for Research and Education in Sensory Impairment will observe National White Cane Day, a day devoted to celebrating independence and opportunities for people who are blind or visually impaired.

The center will blindfold students and sight-guide them to classes to raise awareness for the field of visual impairment research. Center staff also can teach any willing students, staff or faculty how to perform proper human guide techniques as well as give them a mini cane lesson.

In 1964, President Lyndon B. Johnson proclaimed the first White Cane Safety Day, which served as a safety reminder to promote courtesy and special consideration to people who are blind. Since the first observance, White Cane Day has taken on greater meaning as a time to celebrate the independence of people who are blind and their right to participate fully in society.

The Texas Department of Assistive and Rehabilitative Services established a statewide observance of the day as well.

Find more information on the Sowell Center's White Cane Day activities [here](#).

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TEXAS TECH UNIVERSITY SYSTEM

Advisory

FOR IMMEDIATE RELEASE

DATE: Oct. 13, 2009

CONTACT: Allison Howard, allison.howard@ttu.edu
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NASA Flight Director, Ginger Kerrick, Speaks to Texas Tech Students

- WHO:** Ginger Kerrick is a NASA flight director at the Johnson Space Center
- WHAT:** Texas Tech University System Chancellor Kent Hance will interview Kerrick as part of his senior seminar class
- WHEN:** Wednesday (Oct. 14), 2-2:50 p.m.
- WHERE:** Human Sciences Building, room 169
- MEDIA:** Kerrick will be available for interviews from 1:30-1:45 p.m. in the Administration Building, room 116
- EVENT:** Kerrick works as a NASA flight director at the Johnson Space Center in Houston. A native of El Paso, she earned a bachelor of science degree in physics from Texas Tech in 1991 and a master's in physics in 1993. Kerrick is the first person of Hispanic heritage to lead mission control and also is the first non-astronaut spacecraft communicator.

The chancellor's course is designed for upper-level college students from all disciplines to help them make an effective transition from college to the workplace. It provides students with practical knowledge, skills and insights into the working world and beyond. The course provides students with the opportunity to hear from and interact with the chancellor as well as experts from the professional world.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 14, 2009

CONTACT: Allison Ralston, allison.ralston@ttu.edu
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Texas Tech Engineering Student to be Honored by Tau Beta Pi

A Texas Tech University senior civil and environmental engineering major will be honored as a Tau Beta Pi laureate Saturday (Oct. 17) at the society's national convention.

Samantha van der Drift, one of four laureates selected for 2009, will receive the award for her diverse achievements in tennis, her work as an athlete mentor to school children and an elementary school reading program. The laureates will be honored with other 2009 national award winners at the 104th annual convention, which will be held in East Brunswick, N.J.

Along with these achievements, van der Drift's career goals include becoming LEED accredited and saving the environment for future generations. She also is involved in Engineers Without Borders, where she is the fundraising chair of a project to create a water sanitation system for a tribe in Panama.

Van der Drift grew up in the Netherlands, and began playing tennis at the age of 6. In the under-17 age category, she rose to number four in the rankings in Holland. She has co-captained the Texas Tech tennis team for two years and was unanimously voted by her teammates as captain for her senior year. She holds the record for the most singles matches won at the university.

Tau Beta Pi is the world's largest engineering society and has initiated more than 500,000 members since it was founded in 1885. The Laureate Program goals are to foster a spirit of liberal culture in engineering colleges and to recognize students of superior scholarship and exemplary character.

CONTACT: Jeff Sammons, senior editor, Whitacre College of Engineering, Texas Tech University, (806) 742-3451 or jeff.sammons@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 14, 2009

CONTACT: Allison Ralston, allison.ralston@ttu.edu
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Rachael Price to Perform at Presidential Lecture & Performance Series

Jazz vocalist Rachael Price will perform at the Presidential Lecture & Performance Series at Texas Tech University at 7 p.m. Nov. 13 at the Student Union Building Allen Theatre.

Born in Australia, raised in Nashville, Tenn., Price began her career at the age of 18, opening for Joshua Redman at New Haven's "Jazz on the Green," and received a standing ovation.

When thinking of Nashville, jazz is not typically what comes to mind. The 22-year-old said she appreciates all kinds of music.

"Jazz hit an inner chord with me at the age of five," Price said. "I heard Ella Fitzgerald's rendition of The Lady is a Tramp. I didn't understand the lyrics, but I liked the feeling it gave me."

Price's trio which includes Erik Privert on bass, Warren Wolf on piano and Dave Brophy on drums will accompany her.

Some of Price's achievements include command performances for legends Sir Elton John at The Society of Singers, and Robert Goulet for the famed Shubert Organization, among others. In 2003, Price was tapped by the Grammy Foundation as a vocalist with the High School Grammy Jazz Choir, and she was a semi-finalist at the Montreux International Jazz Vocal Competition in France. In 2004, Price was the youngest competitor at the Thelonious Monk International Jazz Competition. August 2004 brought her professional U. S. jazz festival debut at Yale's Jazz on the Green, opening for Joshua Redman.

For more information visit www.presidentialseries.ttu.edu.

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Oct. 15, 2009

CONTACT: Jeff Sammons, jeff.sammons@ttu.edu
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Texas Tech Students Receive Vehicle for EcoCAR Competition

- WHAT:** The Texas Tech *EcoCAR: The NeXt Challenge* team will present its new vehicle and reveal its plans to transform the car into an environmentally-friendly vehicle.
- WHEN:** 11 a.m. Friday (Oct. 16)
- WHERE:** Reese Technology Center, Building No. 460 (Motor Pool Building), 1211 Davis Dr.
- EVENT:** Texas Tech University is one of 17 universities in North America to participate in the *EcoCAR: The NeXt Challenge*, a three-year collegiate student engineering competition that focuses on vehicle integration of advanced propulsion technologies. The competition challenges student teams to re-engineer a vehicle donated by GM. Their goal is to minimize energy consumption and reduce greenhouse gas emissions while retaining the vehicle's performance and consumer appeal.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 15, 2009

CONTACT: Allison Ralston, allison.ralston@ttu.edu
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Texas Tech Hosts Authors to Discuss Autism

Burkhart Center welcomes authors of *Autism is Not a Life Sentence*

Texas Tech University's Burkhart Center for Autism Education and Research will host authors Lynley and Jazz Summers to speak about Autism Spectrum Disorder at 9 a.m. Wednesday (Oct. 21) in the Allen Theatre in the Student Union Building as part of the 2009 Burkhart Lecture Series.

That evening the Summers also will speak at the Lubbock Memorial Civic Center Theater from 5:30-7:30 p.m.

Jazz Summers was diagnosed with autism as a child. The doctors told her mother, Lynley Summers, she would never be able to attend a general education class or communicate effectively in spoken English. How wrong the doctors were.

Jazz Summers no longer considers herself disabled. She speaks nationwide to spread the word about autism awareness and advocacy for all people with disabilities. She has won local awards for her singing talent, but also has been acclaimed nationally.

She has been selected to attend the Missoula Performing Arts Camp in Montana for three consecutive years and was among 42 individuals in the world chosen from submitted videotapes. The first year Jazz Summers was selected, they did not know and could not tell she was on the autism spectrum. Even after disclosing this information during her first year at the camp, when she applied again the next year, she was selected again from the thousands submitted.

Jazz Summers was inducted into the National Honor Society in May 2005 and is now enrolled at University of Central Arkansas majoring in vocal music and performing arts.

"Jazz was diagnosed with autism at a young age, and has overcome many obstacles to become the exceptional young woman that she is today," Susan Volland, program coordinator for the Burkhart Center said. "Her mother, Lynley, refused to give up hope, and in the process became her daughter's biggest advocate.

"Their story will inspire everyone, especially those touched by autism. The Summers believe that by sharing their story, they will be able to help other families affected by this disorder."

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 15, 2009

CONTACT: John Davis, john.w.davis@ttu.edu
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Texas Tech Psychology Student Finds Less Automation Better for Air Traffic Controllers

With the nation's air traffic expected to double by 2025, controllers will probably have to depend more and more on automation. But too much automation could lead to fatal mistakes when that automation fails, a former Texas Tech University psychology student discovered.

The Joint Planning and Development Office, consisting of organizations such as NASA, the Federal Aviation Administration and the Department of Defense, is developing initiatives to help controllers handle increased air traffic that include more automation, said Arathi Sethumadhavan, who recently earned a doctorate from the Department of Psychology.

"Fully automated systems are not always desirable because they tend to leave the controller out of the decision-making loop," Sethumadhavan said. "The controllers tend to become overly reliant on the automation, so that when it fails, it's hard for the operator to take back control. The key is to find the right level and type of automation that benefits the controller and still keeps the controller in the decision-making loop."

To help answer the question, Sethumadhavan trained 72 subjects to use a simple air traffic control simulator with four levels of automation. She found that controllers with more automation built into their systems were less able to detect collisions in their airspace when the systems failed than those who had less automation.

Her work, titled *Effects of Automation Types on Air Traffic Controller Situation Awareness*, was published in the 2009 *Proceedings of the Human Factors and Ergonomics Society*. She will present her findings during the society's annual meeting Oct. 19-23.

Her research was funded by the American Psychological Foundation and the Council of Graduate Departments of Psychology.

In one group, color-coded altitudes aided controllers, while a second group's automated system highlighted possible collisions in the airspace. The third group's automated system provided recommendations to avoid the possible collisions. The fourth group's system automatically resolved potential collisions between aircraft.

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When the simulation froze at random times, the controllers were asked to recreate aircraft location, altitude, heading, destination, and call sign from memory to determine their situation awareness. The first group with only the color-coded altitudes to assist them was able to recreate their screens far better than the other three groups who had more automated programming.

“The first group had higher situation awareness far beyond those who had higher levels of automation,” she said. “I thought exposure to one automation failure would make the controllers more cautious. So, I made them complete another scenario in which the automation failed. What was shocking was that even after exposure to a failure in the automation, the groups with higher levels of automation continued to have lower situation awareness and were slower to detect a subsequent failure in the automation.

“Automation technology has clear benefits when it functions correctly. But no system is 100 percent reliable. The trick to designing future air traffic automation systems will depend on coming up with the right level and types of automation. Psychology can help make these systems more user-friendly and more interactive to protect against over-reliance.”

Pat DeLucia, professor of psychology, sat on Sethumadhavan’s dissertation committee. She said it holds important information for designers who will implement plans for the next generation of air traffic control operations.

“We know that automation can lead to less ability to recover after a system failure,” DeLucia said. “But Arathi’s dissertation goes deeper and looks into situational awareness with varying degrees of automation. Overall, her work could have the potential to influence the next generation of air transportation systems.”

Sethumadhavan recently was selected as the recipient of the George E. Briggs Dissertation Award from Division 21 of the American Psychological Association for superior dissertation work in the field of applied experimental/engineering psychology. She will receive the award and present her dissertation work at the 2010 APA convention in San Diego.

CONTACT: Arathi Sethumadhavan, former doctoral student, Texas Tech University, (806) 787-6589, or arathisethumadhavan@gmail.com; Pat DeLucia, professor of psychology, Texas Tech University, (806) 742-3711 ext. 259, or pat.delucia@ttu.edu



Advisory

EVENT ADVISORY

Date: Oct. 15, 2009

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

Texas Tech Schedules Test of Emergency Alert and Siren Systems

WHAT: Test of Texas Tech University's emergency siren and notification systems.

WHEN: 10:50-11 a.m. on Tuesday (Oct. 20).

EVENT: The siren system has been upgraded to include two new sirens that can be heard to an approximate radius of 4,400 feet. Sirens are used in the event of weather emergencies. The sirens will sound for one minute.

The TechAlert emergency notification system will be activated at the same time. Students, faculty and staff are asked to update their cell phone, text and e-mail information at www.ttu.edu/emergency. The system is used to alert the university community of emergency situations or class cancellations or delays.

CONTACT: Sally Logue Post, director, Office of Communications and Marketing,
(806) 742-2136.

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



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 15, 2009

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

Texas Tech Education Team Travels to Uganda

Educators and students aim to assess educational opportunities and empower women.

A team of eight educators and students from Texas Tech University's Virginia Murray Sowell Center for Research and Education in Sensory Impairment will make a nearly two-week trek to the African country of Uganda, Oct. 20-31. The Sowell Center is housed in the College of Education.

The motivation for the trip is twofold, said Amy Parker, research assistant professor in the center, and project leader.

One purpose builds upon a series of training and research activities in the United States with young adults who are deaf-blind, Parker said. To that end, the team will attend the Helen Keller World Conference in Kampala, part of the effort to train young adults with disabilities to be leaders both in the U.S. and internationally.

"There will be 15 countries represented at the conference," Parker said. "The themes of the conference focus on education and empowerment of people around the world who are deafblind."

Parker explained that in many countries, people with disabilities still have no rights, and that sometimes they are seen as second or third class citizens. She said if a child is born a female with disabilities, then the child may or may not be seen as a valuable human being.

"Just because someone is female, or has a disability – or both – doesn't mean they don't have a need for education or technology or health care," Parker said.

The second purpose of the trip is to visit two schools in Uganda to develop strategic plans around personnel preparation for teachers and students and to assess IT infrastructures for potential distance education coursework.

The team will visit the Uganda School for the Deaf in Ntinda, the first school for the deaf in Uganda. There are several deafblind students there, as well.

After the conference, part of the team will travel to northern Uganda to visit ChildVoice International, a school for child victims of war. Parker said some of the students were child soldiers, others were raped and abused, and some became mothers while still children themselves. ChildVoice provides education, training, counseling and a home for those who cannot return to their former homes. The team members who visit the school will evaluate the potential for a partnership that would provide teacher preparation and high school diplomas.

The team has a blog on which they will post photos, videos and other highlights of the trip. The group even has its own theme song, "Adventure of Friends," written by composer Crystal Morales, who happens to be deafblind.

CONTACT: Amy Parker, research assistant professor, College of Education,
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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 15, 2009

CONTACT: Erin Hawes, erin.hawes@ttu.edu
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VAMPIRES AND BATS AND GHOSTS... OH MY!

These professors just might know who – or what – goes bump in the night.

Dare to learn more about Halloween's chilling stories? Ask one of our experts below:
Also, be sure to visit other experts at experts.ttu.edu

Zombies and Horror Movies

Rob Weiner, pop-culture guru and horror buff at Texas Tech University, can speak about horror in movies, literature and comic books – his forthcoming book about Captain America actually has an essay on zombies in Marvel Comics – and the use of dark and satanic imagery by heavy metal bands. **The associate humanities librarian can be reached at (806) 742-2238 ext. 282, or rob.weiner@ttu.edu.**

Shopping Frenzy

When it comes to the money Americans will spend on Halloween, it's downright scary. And the psychology behind the spending fury is as hard to pin down as a ghost in the night, says a Texas Tech marketing and retailing expert. **Debbie Laverie, a marketing professor**, can discuss Halloween's marketing impact. **Laverie can be reached at (806) 742-3953 or debbie.laverie@ttu.edu.**

Vampires

The sexy vampires of today's movies are very different from the monsters of eastern European folklore. **Erin Collopy, an assistant professor of classical and modern languages**, can speak about their origins and their changing image in pop culture. She can be reached at **(806) 742-3286, or erin.collopy@ttu.edu.**

Ghosts

Genaro J. Perez, professor of Hispanic literature, can speak about ghosts, legends and the devil in Mexican literature. He can be reached at **(806) 742-3145 ext. 281, or genaro.perez@ttu.edu.**

Dia De Los Muertos

Jane Bell, director of special projects for Texas Tech's International Cultural Center, and Tina Fuentes, professor and interim director of the School of Art, can speak about the history, modern beliefs, decorations and objects associated with Dia de los Muertos. Fuentes has experienced the ceremonies in Mexico and helps organize the Lubbock Dia de los Muertos procession each year. Bell can be reached at jane.bell@ttu.edu. Fuentes can be reached at (806) 742-3825 ext. 255 or tina.fuentes@ttu.edu.

Spiders

James Cokendolpher, research associate for the Natural Science Research Laboratory in Texas Tech Museum, can speak about a new species of spider found in Alaska. He identified the harvestman – a type of daddy longlegs – as a never-before-seen species of arthropod. He can be reached at (806) 742-2486, ext. 266 or cokendolpher@aol.com

Bats

Robert Baker, Horn professor of biology, can discuss the vampire bats that drink the blood of their hosts under cover of darkness to a new species he discovered this year in South America. He can be reached at (806) 742-2702 or robert.baker@ttu.edu.



News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 16, 2009

CONTACT: Jeff Sammons, jeff.sammons@ttu.edu
(806) 742-3451

Texas Tech Students Receive Automobile for Eco-friendly Transformation Vehicle donated by GM to get makeover as car of the future.

A team of Texas Tech University engineering students received the vehicle that they will transform into a next-generation eco-friendly car. The vehicle was donated by General Motors. The students intend to prove that they are the next generation of automotive engineers who will design and build the environmentally-friendly automobiles of the future.

EcoCAR: The NeXt Challenge, along with its headline sponsors, the U.S. Department of Energy and General Motors (GM), challenges 17 universities from across the U.S. and Canada to redesign and reengineer a GM vehicle to further minimize fuel consumption and reduce emissions while retaining its performance and consumer appeal. EcoCAR seeks to inspire the next generation of scientists and engineers by giving them the tools and experience necessary to design a more energy-efficient future.

In the first year of the competition, beginning in the fall of 2008, the 17 teams designed a virtual model of their vehicle using advanced software and computer modeling tools. This year, the second year of the competition, the teams are challenged to turn their cutting-edge simulations into reality. In the third year, teams will take the vehicles to the road for a series of challenges.

As the student engineers from Texas Tech embark on the second phase of the challenge, they will turn the vehicle into a two-mode hybrid powered by a 1.6L European GM 4 cylinder engine and fueled by Ethanol 85.

"EcoCAR gives students hands-on design and engineering experience," said Tim Maxwell, professor of mechanical engineering and co-head of the advanced vehicle engineering lab at Texas Tech. "Our students have worked hard this past year, and they are excited for the opportunity to integrate their designs into the vehicle."

Additional information about the EcoCAR competition, and photos are available on the Web at:

<http://www.ecocarchallenge.org>; <http://www.green-garage.org>;
<http://archive.ecocarphoto.com/c/ecocarphoto>



TEXAS TECH UNIVERSITY

CONTACT: Jeff Sammons, Whitacre College of Engineering, Texas Tech University, (806) 742-3451, or jeff.sammons@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Oct. 16, 2009

CONTACT: Jessica Benham, jessica.benham@ttu.edu
(806) 742-2136

Texas Tech University Libraries Supports Open Access Week

WHAT: Open Access Week informational event

WHEN: 2 p.m. Wednesday (Oct. 21)

WHERE: Texas Tech University Library Croslin Room

EVENT: The first international Open Access Week will be held Oct. 19-23 to accommodate widespread global interest in the movement toward open access in scholarly research results.

The event presents an opportunity to broaden awareness and understanding of open access to research, including access policies from all types of research funders, within the international higher education community and the general public.

Wes Cochran, professor of law at Texas Tech's School of Law, will speak at the event. The topic of his speech is "Open Access – Making the Dream a Reality."

For more information about Open Access Week, visit <http://www.openaccessweek.org>.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu.

**CONTACT: Julie Toland, assistant director, Communications and Marketing,
Texas Tech University Library, (806) 742-2238 ext. 322, or julie.toland@ttu.edu.**



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 16, 2009

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

Texas Tech Researcher Says Debate, Concerns About Federal Involvement in Health Care Not New

As the health care reform debate continues to rage, the federal government's role in health care has served as a contentious hot-button topic for at least 150 years, according to Texas Tech University's director of the Social Work Program.

Helen Morrow, an assistant professor of social work, said that while Americans accepted the need for public health institutions as far back as the late-1700s, many ideas or movements to involve the federal government met with stiff opposition in the 19th and 20th centuries.

Morrow said that when federal government did involve itself in public health, usually it came about as a reaction to critical health situations.

Sick merchant seamen received the benefit of the first public health law in 1798 with the Marine Hospital Service, she said. Later, disease-laden Civil War encampments that killed twice the number of servicemen as combat prompted President Lincoln in 1861 to sign into law the United States Sanitary Commission.

Congress established a National Health Board in 1879, but let it expire in 1883, she said. The original Marine Hospital Service did not become today's Public Health Service until 1912.

"Before 1850, most public health activities, such as quarantines and sanitary measures, were in reaction to epidemics," Morrow said. "The national public health movement that followed in the late-19th and early-20th centuries met resistance for a couple of reasons. The cities and states did not want any of their powers to regulate or to tax health care taken away by the federal government, and physicians were fearful of public health encroachment on their private practices.

"Some blame the delay on the resistance of states and cities to a federal takeover," she said. "There may have been other factors, but this resistance was certainly among them."

Medicare, a federally subsidized health insurance program for the elderly and some disabled people, also met with resistance, Morrow said. It was debated long before it was enacted. President Roosevelt wanted it in the 1930s, but his advisors told him that Social

Security wouldn't pass if he tried to tack on medical benefits. The problem again was fear that the federal government was interfering too much with health care.

"Given the heat of the current debate, I suspect his advisors were correct," she said.

Medicare and Medicaid wouldn't pass until 1965.

During the Clinton Administration's 1997 health care reform attempt, those in favor of reform couldn't get their act together, she said. By the time Clinton's proposal was finally on the table, too few people were truly supportive.

"Those who opposed reform did not have to agree on the details; they only had to say 'no,' " she said. "Does this sound familiar?"

People who believe in the domino theory will be inclined to see "socialized medicine" as inevitable if we have a public option, she said. On the other hand, if the populace-at-large truly wants to continue private health insurance coverage, it will make sure that the necessary incentives are in place to continue this part of the status quo in the same way that public schools have not caused private schools to close.

"Regardless of the outcome of this year's debate, we Americans are still stuck with the same questions," Morrow said. "Is health care a right or a privilege? And to what extent are we willing to ensure that everyone has access? Perhaps, instead of debating the likelihood of a government takeover of health care, we should debate and discuss our values on health care – not our fears – to guide our future health care plans."

If you are a reporter on deadline and have trouble reaching Morrow, please contact John Davis for alternative contact information.

CONTACT: Helen Morrow, director of the Social Work Program, Texas Tech University, (806) 742-2401 ext. 244, helen.morrow@ttu.edu.



TEXAS TECH UNIVERSITY SYSTEM

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 16, 2009

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

Search Committee Named for Texas Tech Health Sciences Center President

Texas Tech University System Chancellor Kent Hance today (Oct. 16) named a search committee to assist in finding the next president of the Texas Tech University Health Sciences Center (TTUHSC).

"The committee that has been assembled has excellent credentials and will be an asset in helping us select a new president for the Texas Tech University Health Science Center," Hance said.

The five-member committee is chaired by Texas Tech University System Board of Regents' Vice Chair Jerry E. Turner of Austin. He is a partner in Andrews Kurth law firm.

"Chairing this committee is a responsibility that I humbly accept and I pledge that we will use every resource available to bring the right leader to the Texas Tech University Health Sciences Center," Turner said. "As we celebrate the 40th anniversary of our School of Medicine, the very first school in the Health Sciences Center, this committee is dedicated to finding the right person to continue our tradition of excellence in research, patient care and education."

The committee will solicit, review and screen candidates for the position before recommending a slate of people to the chancellor for his consideration. The chancellor will then consult with the Board of Regents before making a final selection.

Other members of the search committee are:

Rick Francis of El Paso is a member of the board of regents and vice chairman of Bank of the West.

Bob Stafford, M.D. of Amarillo is a former member of the board of regents and a retired orthopedic surgeon.

Kay Cash of Lubbock is a major supporter of TTUHSC research programs and the Garrison Institute on Aging.

Elmo Cavin of Lubbock is interim president and executive vice president for finance and administration at TTUHSC.

Office of Communications and Marketing

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Nancy Neal, a member of the Board of Regents from Lubbock, will serve as an ex-officio member of the search committee. She will chair an advisory committee that will be appointed in the next several days to assist the search committee in identifying the most qualified candidates. The advisory committee will be made up of faculty, administrators, students and community members from cities where the Health Sciences Center has a presence.

The Health Sciences Center is made up of the School of Medicine, the School of Allied Health Sciences, the Graduate School of Biomedical Sciences, the School of Pharmacy, the Anita Thigpen Perry School of Nursing, and the Paul L. Foster School of Medicine. There are campuses located in Lubbock, Amarillo, El Paso, the Permian Basin, Abilene and Dallas.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 19, 2009

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

Texas Tech Paleontologist: Ancient Flying Pterosaur Also Sailed Seas

At first glance, the 115-million-year-old pterosaur looks like a Cretaceous design disaster. With a tail rudder on its head and a spindly, bat-like body, *Tapejara wellnhoferi* may appear fit for nothing but extinction.

However, researchers at Texas Tech University, the University of Kansas and University of Florida have found that the animal's strange body actually made it a masterpiece of nature's drawing boards. Not only could it walk and fly, but also it could sail across the sea.

Tapejara, a native coastal dweller of what is now Brazil, was an excellent flyer that also had an innate nautical knowledge of sailing, said Sankar Chatterjee, Horn Professor of Geosciences and curator of paleontology at the Museum of Texas Tech University.

Much like a Transformer, it could manipulate its body to match the same configuration as the world's fastest modern windsurfers and sail across the surface of the ocean in search of prey. Then, it could take off quickly if the toothy underwater predators of its time got too close for comfort.

"The free ride from the wind would allow these animals to cover a large territory in search of food," Chatterjee said. "Apparently, these pterosaurs knew the secrets of sailing that many novice sailors do not."

Chatterjee and his research team determined *Tapejara*'s sailing ability by studying the aero-hydrodynamics of pterosaur wings through physics and computer simulation. He will present his findings Oct. 21 at the Geological Society of America's annual meeting in Portland, Ore.

His research team included David Alexander, an animal flight expert from the University of Kansas, aeronautical engineer Rick Lind from the University of Florida and technician Andy Gedeon from Texas Tech.

The basic design of *Tapejara* is a cross between two types of sailing vessels, Chatterjee said. The "hull" of the pterosaur is formed by dipping the breast bone into the water. The two hind legs directed backward functioned like lateral hulls. This design allowed the animal to skate on top of the water on triple surfboards just like the Wiebel – the world's

fastest trimaran windsurfer. This hull design minimizes contact with water, offers stability and enhances speed.

Rather than depend on a tailwind for propulsion, which doesn't maximize speed, the animal probably opted to use a two-mast-and-jib design.

The long, narrow wings of Tapejara and the tall cranial rudder mimicked those of a two-masted schooner with a jib, he said. The animal probably lifted its wings up vertically to act like sails during surface swimming. Rod-like structures called actinofibrils served as sail battens, giving stiffness to the wing skin so it wouldn't tear from the breeze. The cranial rudder functioned as a sailboat's jib and helped with direction control.

"In downwind sailing, the wings act like parachutes, and the air is decelerated," Chatterjee said. "Most likely, Tapejara would orient the wings in a fore-and-aft position like that of a sailing boat to exploit upwind sailing. The tilted cranial sail would create a slot effect like a sailboat, which produces a greater lift by improving airflow over the main sails. With the wind coming from ahead and to the side at about a 45-degree angle to the body, Tapejara could achieve speeds exceeding the wind speed. The fastest way to sail is with the wind coming from the side."

Pterosaurs were highly successful flying reptiles that lived 228 to 65 million years ago from the late Triassic Period to the end of the Cretaceous Period. They dominated the sky, swooping over the heads of other dinosaurs. Their sizes ranged from a sparrow to a Cessna plane with a wingspan of 35 feet, he said.

This isn't the first time Chatterjee and Lind have studied the animal. Last October, they announced they are developing a 30-inch robotic spy plane called pterodrone and modeled after Tapejara.

The drone, featuring the same strange design of a rudder at the nose of the craft instead of the tail, can gather data from sights, sounds and smells in urban combat zones and transmit information back to a command center.

Also, this is the second animal Chatterjee has studied that beat mankind to the punch with a design. In 2006, his research found that a 125-million-year-old feathered dinosaur from China named Microraptor gui glided through the air with winglets on its feet that worked just like the wings of a bi-plane.

To download photos and broadcast-quality interviews:

Windows:

1. Go to My Computer
2. At the address bar at the top, copy and paste the ftp address <ftp://129.118.56.46>
3. Type in username: **media**, password: **matador23**
4. The files should show up now and you can drag and drop to your desktop as needed.

Mac:



TEXAS TECH UNIVERSITY

1. When you are at your desktop, click on **Go** at the top and then **Connect to Server...**
2. Copy and paste <ftp://129.118.56.46>
3. Type in username: **media**, password: **matador23**
4. The files should show up now and you can drag and drop to your desktop as needed.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu.

CONTACT: Sankar Chatterjee, curator of paleontology at the Museum of Texas Tech, (806) 787-4332, or sankar.chatterjee@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 20, 2009

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

Texas Tech Sets Test of Emergency Sirens, Notification System

Texas Tech University will test its TechAlert emergency communications system and sirens at 10:50 a.m. today (Oct. 20).

"The safety of our university community is our top priority," said Ronald Phillips, university counsel and emergency management coordinator. "It is important that our students, faculty and staff know the sound of our sirens and what to do when they are activated. It's also vital that we have current phone, text message and e-mail contacts so that our emergency communications system can get the latest information out as fast as possible."

The TechAlert emergency notification system will be activated at the same time as the siren test. To update cell phones, home phones or text message information, go to www.ttu.edu/emergency. The system is used to alert the university community of emergency situations or class cancellations or delays.

The siren system is typically tested during the spring semester in preparation for severe weather season, but a fall semester test has been scheduled due to the addition of two new sirens. The two new sirens enhance coverage on campus and can be heard to an approximate radius of 4,400 feet. Sirens are meant to warn those on campus of an impending weather emergency.

Sirens are located on the roofs of the Robert Ewalt Student Recreation Center, the Chemistry Building, Drane Hall and the Industrial Engineering Building. The sirens will sound for one minute.

The siren system is used in the event of weather emergencies. Persons should immediately seek shelter upon hearing the siren. University police car sirens and loudspeakers will be used to broadcast alerts and instructions. For more information on severe weather and other emergencies, go to <http://www.depts.ttu.edu/communications/emergency/procedures.php>.

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



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 22, 2009

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

Texas Tech Petroleum Engineering Receives Schlumberger Gift

Texas Tech University petroleum engineering students will have an advantage in the job market when they graduate, thanks to a gift of software to the university.

The Finance and Administration Committee of the Texas Tech University System Board of Regents has accepted a \$42.5 million gift of software presented by Schlumberger, today (Oct. 22). Final approval of the gift is expected Friday.

The contribution includes 100 modules, licenses and maintenance of Petrel* seismic-to-simulation software, a state-of-the-art geoscience and reservoir engineering interpretation and modeling package. The software will be housed in and will benefit students in the Bob L. Herd Department of Petroleum Engineering.

"We are honored to accept such a generous gift from an industry leader like Schlumberger," said Texas Tech University System Chancellor Kent Hance. "This gift will be a great asset to the Bob L. Herd Petroleum Department of Engineering and will better prepare our students for their professional careers."

By having access to the Petrel package, students entering the job market will already be up to speed on the latest software being used in the industry. The software will also attract more research funding to Texas Tech.

The Petrel software enables a model centric approach to reservoir characterization. It provides a unified workflow from seismic interpretation and well correlation through building detailed geologic models to creating reservoir models suitable for simulation, as well as submitting and visualizing simulation results. This supports uncertainty analysis of various geologic and reservoir properties to accurately calculate hydrocarbon volumes, and design development strategies to maximize reservoir exploitation throughout the life of the reservoir. It addresses the need for a single application across the "seismic-to-simulation" workflow, improving collaboration across disciplines and reducing knowledge gaps created when moving from one application to another.

Schlumberger is the world's leading supplier of technology, integrated project management and information solutions to customers working in the oil and gas industry worldwide. Employing approximately 79,000 people representing more than 140

nationalities and working in more than 80 countries, Schlumberger provides the industry's widest range of products and services from exploration through production.

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CONTACT: Jeff Sammons, Whitacre College of Engineering, Texas Tech University, (806) 742-3451, or jeff.sammons@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 23, 2009

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

Texas Tech Textile Researcher Earns Scientist of the Year Award from Achievement Rewards for College Scientists Foundation

A Texas Tech University researcher who developed a decontamination wipe to meet a critical need for the U.S. military received the Scientist of the Year award from the Lubbock chapter of the Achievement Rewards for College Scientists Foundation.

Seshadri Ramkumar, an associate professor and manager of the Nonwoven and Advanced Materials Laboratory at The Institute of Environmental and Human Health received the award Tuesday (Oct. 20) for his invention of the Fibertect™ wipe during the foundation's gala event at the Lubbock Women's Club.

At the event, Ramkumar explained how the product was created from its inception to its production, testing and evaluation by Lawrence Livermore National Laboratory and patent. He was accompanied by Guy Bailey, President of Texas Tech University.

In December 2008, Lawrence Livermore National Laboratory performed an evaluation of several decontamination products including Fibertect™. Their results were published in the American Chemical Society's peer-reviewed journal, Industrial & Engineering Chemistry Research.

After testing with mustard gas and other toxic chemicals, the results showed that the Texas Tech-created dry fabric out-performed 30 different decontamination products, including materials currently used in military decontamination kits.

The laboratory recommended Fibertect™ to be part of a prototype low-cost personal decontamination system.

Ramkumar received the patent for the process used to create nonwoven toxic chemical decontamination wipes this spring.

CONTACT: Seshadri Ramkumar, manager of the Nonwoven and Advanced Materials Laboratory, The Institute of Environmental and Human Health at Texas Tech University, (806) 445-1925 or s.ramkumar@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 23, 2009

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

Texas Tech Reaches Top 20 in use of Historically Underutilized Businesses

Texas Tech University is among the Top 20 of state agencies and universities in the use of Historically Underutilized Businesses (HUBs). A HUB business is one that is 51 percent owned by a woman or a minority.

Of the 200 state agencies and public universities that report HUB transactions to the Texas Comptroller's office, Texas Tech ranked 20. This is the first time Texas Tech has ranked in the top 20.

From office supplies to major construction projects almost 28 percent of Texas Tech's expenditures are with HUB vendors. The Texas Tech University System has made the HUB program a priority for each of the system's institutions.

"It is a policy of the Texas Tech University System and its component institutions to enhance equal participation from all businesses for our purchases and contracts," said Kent Hance, Texas Tech System Chancellor. "This ranking confirms Texas Tech University's commitment to increasing opportunities for historically underutilized businesses in the state."

Texas Tech's use of HUB vendors has dramatically increased in the last six years with HUB utilization growing from 3.5 percent in 2002 to 27.63 percent in fiscal year 2008-2009. Texas Tech's total expenditures were \$137,619,231 in 2008-2009 with \$38,026,464 going to HUB vendors.

"It is a priority for the university to do business with historically underutilized businesses," said Bubba Sedeno, Texas Tech HUB manager. "The procurement services staff and all Texas Tech employees should be credited with this accomplishment."

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 23, 2009

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

Texas Tech Physics Professors Earn NIH Grant to Study Best Teaching Practices for Undergraduate Physics Instruction

Two professors at Texas Tech University's Department of Physics received \$809,700 in funding from the National Institutes of Health (NIH) to analyze different teaching methods of introductory physics and determine which methods work best for student understanding of the material.

Beth Thacker, an associate professor of physics, and Kelvin Cheng, a professor of physics, received the two-year Challenge Grant from the NIH's National Institute of General Medical Sciences through the American Recovery and Reinvestment Act (ARRA). Their award is one of 19 to researchers in 12 states.

Cheng and Thacker will compare a course taught completely by hands-on, lab-based instruction to the standard textbook-lecture-and-lab course, and test newly developed course materials designed to enhance student understanding. They will compare student learning outcomes from teaching assistants who have received teacher training to those who have not and compare courses taught with lecture-lab synergy to those without integrated lecture-lab instruction.

Also, they will assess both the algebra-based and calculus-based introductory physics courses.

"This funding is to make a large-scale assessment of these different types of instructional methods," Cheng said. "It is interesting that this has not been done before on a large scale. I'm hoping this will involve the whole department in a collaborative effort."

Thacker said many instructors tend to teach the way they were taught and are hesitant to adopt new curricula and teaching methods, even though physics education research is beginning to indicate a number of non-traditional methods may be more successful at increasing students' understanding.

"Very few large universities have researched teaching methods to see which are more effective," Thacker said. "We are going to do a systematic study of students understanding with a number different assessment tools that will allow us to compare the effectiveness of different teaching methods."

The Challenge Grants seek to jump-start a range of research projects that will address critical gaps in the basic biomedical and behavioral sciences, including science, technology, engineering and mathematics education. Because introductory physics is a requirement for pre-health profession undergraduates, Cheng and Thacker hope to discover the most effective way to teach physics to these students.

More information about NIH's ARRA grant funding opportunities can be found at <http://grants.nih.gov/recovery/>. To track the progress of HHS activities funded through the ARRA, visit www.hhs.gov/recovery. To track all federal funds provided through the ARRA, visit www.recovery.gov.

CONTACT: Beth Thacker, associate professor of physics, Department of Physics, Texas Tech University, (806) 742-2996, or beth.thacker@ttu.edu; Kelvin Cheng, professor of physics, Department of Physics, Texas Tech University, (806) 742-2992 or kelvin.cheng@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 23, 2009

CONTACT: Jessica Benham, jessica.benham@ttu.edu
(806) 742-2136

Texas Tech Hosts Family Friendly Halloween Activities

Texas Tech University will host family friendly Halloween events Wednesday and Thursday (Oct. 28 and 29) for community members.

Texas Tech Athletics will host a trick-or-treating event Wednesday (Oct. 28) in the concourse of the United Spirit Arena prior to and after the volleyball game against Nebraska. The game begins at 6:30 p.m. and doors open at 5:30 p.m. Fans wearing costumes will receive free admission at the game.

Texas Tech's Residence Halls Association will sponsor their annual SafeTreat event from 6-8 p.m. Thursday (Oct. 29). Each residence hall will provide carnival type events, activities and candy. The Boo Bus will be available from 6-8 p.m. to pick families up and drop them off at the various residence hall locations.

The Texas Tech Panhellenic and Interfraternity Councils are co-sponsoring Greek Treat from 4-6 p.m. Thursday (Oct. 29) at Greek Circle, located on Quaker Avenue between Eighth and 15th Streets.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu.

CONTACT: Craig Kuehnert, coordinator, University Student Housing, Texas Tech University, (806) 742-1096, or craig.kuehnert@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 23, 2009

CONTACT: Jessica Benham, jessica.benham@ttu.edu
(806) 742-2136

Attorney to Visit Texas Tech, Speak about Ethics

A former attorney with the Department of Health and Human Services will visit Texas Tech University Oct. 27-28 to speak about the responsible conduct of research and ethics.

Debra Parrish is an attorney who has worked with academic medical centers, research institutions and high technology and start-up companies, particularly those in the life sciences area.

Events during Parrish's visit include:

Tuesday (Oct. 27)

9-10:30 a.m.: An information technology session will be held at the Student Union Building's Escondido Theater.

11:30 a.m.-1:30 p.m.: A luncheon with Texas Tech administration and deans will be held in the Red Raider Ballroom in the Student Union Building.

3-4:30 p.m.: A graduate student and faculty session will take place at the Merket Alumni Center.

Wednesday (Oct. 28)

9-10:30 a.m.: A session will be held with students and faculty from Texas Tech's School of Law in Room 107 at the law school.

11:30 a.m.-1 p.m.: A luncheon with students and faculty members from Texas Tech's School of Medicine and Health Sciences Center will be held in Room 100 at the HSC Academic Classroom Building.

These events are made possible through the combined efforts of the office of the Texas Tech Chief Information Officer, Texas Tech School of Law, Health Sciences Center and Graduate School, with the generous support of the Helen Jones Foundation and the University Enhancement Plan.

CONTACT: Donna Rogers, development officer, Graduate School, Texas Tech University, (806) 742-2781, or donna.rogers@ttu.edu.

Office of Communications and Marketing

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 26, 2009

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

Texas Tech Meat Judging Team Secures Top Honors at Eastern National

The Texas Tech University Meat Judging Team successfully began its fall judging season with a win on Oct. 3 in Wyalusing, Pa.

In the contest, the team defeated the competition by a 150-point margin and placed first in the beef grading, lamb judging, overall beef, pork judging and total reasons divisions.

Individually, the team also brought home top-ten honors. Meagan Igo was the high-individual overall. Matt Bruton, Collin Corbin and Abby Long placed second, third and seventh in the overall competition. In the alternate division, nine of the top-ten individuals were from Texas Tech.

Oklahoma State University, the University of Illinois, South Dakota State University and Texas A&M University rounded out the top-five team slots.

In addition to Igo, Bruton, Corbin and Long, team members include:

- Sarah Calhoun, a junior from Weatherford
- Adam Copeland, a junior from Katy
- Tate Corliss, a senior from Estancia, N.M.
- Kelsey Fletcher, a junior from Universal City
- Josh Hasty, a senior from Cleburne
- Kelly Hutton, a junior from Castle Rock, Colo.
- Amber Krause, a junior from Florence
- Josh McCann, a junior from Newport, Va.
- Brandon O'Quinn, a junior from League City
- Henry Ruiz, a senior from Eagle Pass

The team is coached by Mark Miller, Texas Tech's San Antonio Livestock Show Distinguished Chair in Meat Science and graduate student Travis O'Quinn.

This is the fourth of seven contests for the undefeated 2009 team.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu.

CONTACT: Moriah Beyers, coordinator of meat science programs, Department of Animal and Food Sciences, Texas Tech University, (806) 742-2805, or moriah.beyers@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 26, 2009

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

Texas Tech Announces 2009 Who's Who Selections

Texas Tech University announced its list of 105 students named for 2009 as Who's Who Among Students in American Colleges and Universities.

Faculty, staff, family and friends of the recipients are invited to attend the 2009 Who's Who Recognition Reception hosted by University Career Services beginning at 2 p.m. Sunday (Nov. 1) at the Merket Alumni Center.

A reception will follow the recognition program.

Allen T. McInnes, dean of the Jerry S. Rawls College of Business Administration, will be the guest speaker at the reception.

The Who's Who selection criteria is based on academic achievement, leadership and service. The honor is conferred by more than 1,000 colleges and universities throughout the United States.

CONTACT: Amanda Schaefer, assistant director, University Career Services, Texas Tech University, (806) 742-2210, or amanda.schaefer@ttu.edu



News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 26, 2009

CONTACT: Barbara Brannon, barbara.brannon@ttu.edu
(806) 742-2982

Texas Tech University Press authors featured at 2009 Texas Book Festival

Four authors of Texas Tech University Press books have been selected to read from, discuss and sign their recent books Oct. 31-Nov. 1 at the 2009 Texas Book Festival on the state capitol grounds in Austin.

Bill Neal, "Sex, Murder, and the Unwritten Law: Courting Judicial Mayhem, Texas Style." 3:30-4:15 p.m., Oct. 31, Capitol Extension Room E2.014

Each case outlined in Neal's history details the flux in the South's honor code from the 1890s to the 1920s, illustrating its varied usage; the influence of illicit sex on justifiable murder was always at center stage. Neal is a former lawyer who practiced in West Texas for 40 years and at one point served as briefing attorney for the Texas Supreme Court. "Sex, Murder, and the Unwritten Law" is the third in a trilogy of Neal's books concerning aspects of criminal justice in Texas and the West.

More information: www.texasbookfestival.org/Author_Page.php?aid=542

LaShara Nieland & Willa Finley, "Lone Star Wildflowers: A Guide to Texas Flowering Plants." 1-1:45 p.m. Nov. 1, Lifestyle Tent (10th & Congress)

Lashara J. Nieland and Willa F. Finley have created an insightful field guide for wildflower admirers. They researched and wrote the history- and anecdote-tinged descriptions, and also were responsible for the 500-plus color photographs. In this session, Nieland and Finley will discuss anything and everything about Texas plants.

More information: www.texasbookfestival.org/Author_Page.php?aid=568
www.texasbookfestival.org/Author_Page.php?aid=570

John O. Baxter, "Cowboy Park: Steer-Roping Contests on the Border." 3:30-4:15 p.m. Nov. 1, Capitol Extension Room E2.010

Baxter an expert in many aspects of the history of the Southwest, talks about one of the birthplaces of modern rodeo, located across the border from El Paso, during the early 20th century. His presentation will feature rare photographs.

More information: www.texasbookfestival.org/Author_Page.php?aid=512

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Other Texas Tech University Press authors not on the program will be available at the Press exhibit booth (#320-321 in the tent on Colorado Street between 11th and 12th Streets) at times during the festival:

Gail Folkins, "Texas Dance Halls: A Two-Step Circuit." Noon-1 p.m. Oct. 31, Texas Tech University Press booth (320-321)

More info: www.ttup.ttu.edu/BookPages/0896726037.html

Michelle Mears, "And Grace Will Lead Me Home: African American Freedmen Communities of Austin, Texas, 1865-1928." 1-2 p.m. Nov. 1, Texas Tech University Press booth (320-321)

More info: www.ttup.ttu.edu/Book%20Pages/9780896726543.html

In addition, two Texas Tech University Press authors were named finalists for the Writers' League of Texas Awards, which will be announced at 3 p.m. Oct. 31 during the festival.

Stew Magnuson, "The Death of Raymond Yellow Thunder and Other True Stories from the Nebraska-Pine Ridge Border Towns"

More info: www.ttup.ttu.edu/BookPages/9780896726345.html

Christine Rhein, "Wild Flight: Poems"

More info: www.ttup.ttu.edu/BookPages/9780896726215.html

The Texas Book Festival, established in 1995 by then-First Lady Laura Bush, a former librarian and an advocate of literacy, celebrates authors and their contributions to the culture of literacy, ideas and imagination. The festival has quickly evolved into one of the premier literary events in the country, annually hosting more than 200 Texas and nationally known authors.
www.texasbookfestival.org/index.php

Texas Tech University Press publishes a variety of titles each year, ranging from nonfiction titles in natural history and the natural sciences to works in costume and textile history and all aspects of the Great Plains and the American west – especially biography, history, memoir and travel. The press also publishes fiction, young adult and children's titles, a mystery series and an annual poetry selection.

For more information on any of the books or review copies of these books, contact Barbara Brannon, marketing manager, Texas Tech University Press, (806) 742-2982 or via e-mail at barbara.brannon@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 27, 2009

CONTACT: Jessica Benham, jessica.benham@ttu.edu
(806) 742-2136

Texas Tech Student Chosen as Part of 2010 National Beef Ambassador Team

A Texas Tech University student was chosen as a National Beef Ambassador Contest winner at an event hosted Oct. 9-11 by the American National CattleWomen.

Mandy-Jo Laurent, an agricultural communications major from Winnsboro, was one of five winners chosen. Together the winners will make up the 2010 National Beef Ambassador Team.

Contestants were judged in the areas of consumer promotion, classroom presentation, media interview technique and issues response.

Students from throughout the country competed for a place on the team of agriculture advocates and a chance to win \$5,000 in cash prizes sponsored exclusively by Groseta Ranches LLC.

Additionally five educational scholarships totaling \$3,750 were given by the American National CattleWomen Foundation Inc.

While preparing for the national beef promotion and education competition, youth across the nation learn about beef and the beef industry with support from state CattleWomen, Cattlemen's associations and state beef councils.

The preparation highlights industry issues of current consumer interest. Winners of the state competitions compete at the national level, receiving additional media training. After the event, as youth ambassadors, they speak to industry issues and misconceptions, while educating peers and others about food safety, nutrition and the Beef Checkoff Program at consumer events, in the classroom and online.

CONTACT: Moriah Beyers, coordinator of meat science programs, Department of Animal and Food Sciences, Texas Tech University, (806) 742-2805, or moriah.beyers@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Oct. 27, 2009

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

Rawls College of Business Hosts President of Learfield Sports

WHAT: Rawls College of Business Chief Executives' Roundtable Speaker Series

WHEN: 11:30 a.m., Thursday (Oct. 29)

WHERE: Valley of Lubbock Scottish Rite, 1101 70th St.

EVENT: Texas Tech University's Rawls College of Business will host Greg Brown, president of Learfield Sports, at its Chief Executives' Roundtable Speaker Series.

Learfield Sports, a leader in the collegiate multimedia rights arena, partners with such powerhouse programs as Oklahoma, Texas Tech, Miami, North Carolina, Penn State, Alabama, Stanford, Wisconsin and the Big Ten Conference.

Under Brown's guidance, the company has experienced unprecedented growth and visibility in the marketplace, from representing approximately 15 collegiate institutions to now managing the multimedia rights and sponsorships for more than 50 universities and associations.

The company's increased financial growth and stability have followed a similar pattern. Brown has advocated Learfield Sports' corporate culture that is carried out by the company's 300 employees in 60 offices nationwide.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu.

CONTACT: Alice Oles, CER coordinator, Rawls College of Business, Texas Tech University at (806) 742-3940 or alice.oles@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 27, 2009

CONTACT: Erin Hawes, erin.hawes@ttu.edu
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Alumna to be Honored at the Hall of Fame Luncheon

The Texas Tech University College of Mass Communications has announced the honoree for its Hall of Fame Luncheon.

Linda Rutherford, vice president of communications and strategic outreach for Southwest Airlines, earned a bachelor's degree in journalism from Texas Tech, where she graduated magna cum laude and was the 1988 Outstanding Journalism Graduate.

She began her career as a reporter for Newsweek magazine in New York and later was a reporter for the Dallas Times Herald. She was also a reporter for several Dallas-area suburban newspapers, including the Carrollton Chronicle, the Irving Daily News and the Collin County Community College District.

"We have two major criteria for being inducted into the Mass Communications Hall of Fame," said Jerry Hudson, dean of the college. "Recipients must have distinguished themselves in the field of mass communications and have specifically aided the educational programs in the College of Mass Communications at Texas Tech. Ms. Rutherford has easily exceeded these criteria. She has gained the respect of her peers and contributed her time, energy and resources to the College of Mass Communications."

Rutherford has attained many honors including being a 2008 inductee into the Public Relations Hall of Fame for PR News magazine. PR Week recognized Southwest Airlines as one of the five companies that "gets social media." Her civic activities include being the vice president of community relations for the Lewisville Independent School District's Education Foundation board of directors. She has been a featured speaker for numerous organizations.

The Hall of Fame luncheon will be held at 11:30 a.m. Friday (Oct. 30) at the Market Alumni Center.

For reservations, call 806-742-3385 ext. 221

CONTACT: Jessica Robinson, Office Assistant, College of Mass Communications, Texas Tech University, (806) 742-3385 ext. 221, or jessica.robinson@ttu.edu



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Oct 27, 2009

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

Texas Tech Hosts Dia de los Muertos Celebration

- WHAT:** Texas Tech University Day of the Dead celebrations
- WHEN:** 7-10 p.m. Thursday (Oct. 29)
- WHERE:** The Texas Tech University Frazier Alumni Pavilion
- EVENT:** Unidos por un Mismo Idioma and The Cross Cultural Academic Advancement Center will host the 5th annual Celebración del Día de los Muertos (Day of the Dead).

Day of the Dead is an annual celebration observed by Hispanic and Latin cultures. The celebration honors family members and friends who have passed away that return in spiritual form on these two days to celebrate with loved ones.

The guest speaker for the Day of the Dead Dinner is Mary J. Andrade, author of "Day of the Dead: A Passion for Life."

Tickets are available at the Cross Cultural Academic Advancement Center at Texas Tech.

Tickets are free and available in room 170 of the Administration Building. Or call the Cross Cultural Academic Advancement Center at (806) 742-8681 to reserve tickets.

CONTACT: **Martha Mouret-Sanders, unit coordinator, Cross-Cultural Academic Advancement Center**, (806) 742-8687, or martha.mouret-sanders@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 28, 2009

CONTACT: John Davis, john.w.davis@ttu.edu
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Texas Tech University Researchers Take Faith-Based Approach to Global Warming With 'Climate for Change'

Two Texas Tech University researchers are tackling the global warming debate from a Christian perspective with a new book, "A Climate For Change: Global Warming Facts For Faith-Based Decisions."

The book is written by husband-and-wife team Katharine Hayhoe, a research associate professor in the Department of Geosciences, and Andrew Farley, an associate professor of applied linguistics. It will publish Thursday (Oct. 29) by Hachette Book Group.

Hayhoe is a climate researcher who contributed to the Nobel-winning United Nations Intergovernmental Panel on Climate Change and the recent study conducted by the White House. She said the idea for the book developed from questions the couple received from people trying to separate climate change fact from fiction.

"This book came from conversations with friends who wanted to know the truth about climate change from a fellow Christian – someone they could trust," she said. "We realized we had an incredible opportunity to speak out on one of the most pressing issues facing our generation. Most Christians are not scientists, and it's hard to say how many scientists are Christians. In our family, we have both."

The authors address common misconceptions about climate change, including global cooling theories and whether current warming trends are part of a natural cycle.

Hayhoe said many people have a tough time deciding if global warming is happening because the media is cluttered with competing and diametrically opposed viewpoints.

"The most important questions to start with are 'is climate changing,' and 'are humans responsible,'" she said. "We have good answers to those questions: Yes and yes. We have overwhelming evidence that shows it's already happening. It's affecting our lives already whether we realize it or not. It's not about blue or red or any kind of politics. It's about thermometer readings and history. It's about facts, figures and reality."

Farley, who recently authored the new book, "The Naked Gospel: The Truth You May Never Hear in Church," serves as a nondenominational pastor at a church in Lubbock, Texas, where he said many don't believe in global warming.

“Together, we have talked to people who are asking whether or not climate change is real,” he said. “They want to know if it's a genuine crisis that requires our attention or if the whole thing is just a lot of smoke and mirrors. They also want to know what the Bible says, if anything, about a Christian response.”

He said that as Christians and good neighbors, the faith community should give the topic of climate change fair consideration. Given the effects the documented rise in global temperatures is already having on our world, it is important to take action now before it is too late to prevent more severe impacts.

“Love God, love your neighbors and remember the poor,” Farley said. “This was the unwavering mandate of the early church more than 2,000 years ago. And this is our solidly biblical motivation for caring about climate change today and how it already affects real people. Today it's our global neighbors, even though they may be strangers to us, who are feeling the greatest effects of climate change and who will continue to feel those changes in the future. The poor and disadvantaged are the most vulnerable because they don't have the resources – luxuries like heating and air conditioning – that will help us to adapt.”

Making small changes now can lessen the impact on future climate change, Hayhoe said.

“In terms of the future, there is an enormous difference between the amount of change and the impacts that we expect if we continue to depend on our current sources of energy as we have in the past, as compared to what our future holds if we transition to new clean home-grown sources of energy such as wind turbines that cover the High Plains of Texas.”

The book offers common sense ways each person can lower his or her carbon footprint including:

- Change manual thermostats for new programmable units. This conserves energy, and can save almost \$200 a year on electric bills.
- Replace incandescent light bulbs with fluorescent bulbs. If every U.S. household replaced just one traditional bulb with a fluorescent bulb, the energy saved would be equivalent to taking nearly 1 million cars off the road.
- Turn off computers and televisions at night. If every home and business would set computers to automatically turn off, it would save \$4 billion worth of energy each year – enough to power all of Vermont, Massachusetts and New Hampshire.

CONTACT: Katharine Hayhoe, associate professor, Department of Geosciences, Texas Tech University, (806) 392-1900, or katharine.hayhoe@ttu.edu; Andrew Farley, associate professor of applied linguistics, Department of Classical and Modern Languages and Literatures, Texas Tech University, (806) 445-9739, or andrew.farley@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Oct. 28, 2009

CONTACT: Erin Hawes, erin.hawes@ttu.edu
(806) 742-2136

Prominent Physician to Speak in Lubbock

WHAT: John A. Buessler Distinguished Lectureship featuring Randy Hickie, President & CEO, Grace Clinic

WHEN: 11:45 a.m. Friday (Oct. 30)

WHERE: Lubbock Club, 14th Floor Wells Fargo Bank Building, 1500 Broadway St.

EVENT: The topic of the lecture will be "Wellness and Prevention."

Hickie is the founder and president/CEO of Grace Clinic. He is a Harvard-trained physician who has spent the last 20 years managing organizations specialized in health care innovation. His main concentration is improving the quality and care of patient experience.

He has developed both the Vigilant Care System and Warmtouch, distributed worldwide.

The lecture will be held from 11:45 a.m. to 1:15 p.m. during the luncheon. Please arrive early for check-in.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu.

CONTACT: Elisabeth Clark, unit coordinator Rawls College of Business, Texas Tech University, (806) 742-1236, or ehom@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 28, 2009

CONTACT: Erin Hawes, erin.hawes@ttu.edu
(806) 742-2136

Outstanding Alumni Honorees Announced

The Texas Tech University College of Mass Communications will honor five outstanding alumni at the annual breakfast at 8 a.m. Saturday (Oct. 31) in the Merket Alumni Center.

"The 2009 Outstanding Alumni recipients are excellent examples of leaders within their respective areas of mass communications," said Jerry Hudson, dean of the college. "We take pride in honoring these alumni. We think their success reflects the quality of our academic program."

Editor's note: Kelly Overly will no longer be attending the event.

The honorees are:

Becky Arreaga is the president and co-founder of Mercury Mambo, which specializes in experiential marketing, sales promotion and branding. For the past decade, Mercury Mambo has been fostering Hispanic marketing through live events, at fairs and festivals and retail experiences. Arreaga earned a bachelor's degree in advertising from Texas Tech and a master's degree in advertising from the University of Texas in Austin. Arreaga currently serves on the National Board of Directors of the College of Mass Communications at Texas Tech. Arreaga previously worked for 10 years at the nation's largest Hispanic advertising agency, Bromley Communications.

Bill Baer is the owner of Baerclaw Productions, producing video projects from 30-second commercials to corporate videos to broadcast programming. The company has an extensive client list and has been recognized for many awards. Baer earned his bachelor's degree in journalism in 1988 from Texas Tech. He has worked at a variety of news channels and radio stations including KTXT-FM, KCBD-TV, WCBF-TV in Charleston, S.C., KTSP-TV in Phoenix, WLNE-TV in Providence, R.I., and KPHO-TV in Phoenix. After founding Baerclaw Productions in 1997, Baer also helped numerous non-profit and community-based organizations with public service announcements and fundraising videos.

Trudi Boyd is the senior vice president and managing director of Dittus Communications. She has more than 20 years of experience in public policy programming, crisis management, client counseling, grassroots and coalition management, and public affairs practice. Boyd earned a bachelor's degree in journalism in 1981 from Texas Tech. She began her journalism career at KAMC-TV and later KLBK-TV in Lubbock, where she

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served as news director and news anchor. She also served from 1985 to 1992 as communications director, and later chief of staff, to U.S. Rep. Larry Combest. In 1998, Boyd became director of media relations for the National Association of Manufacturers.

Janet Bustin is a senior marketing executive, agency president and principal with Bustin Consulting in Dallas, where she is engaged in select marketing consulting projects for clients in the entertainment, medical and non-profit categories. She is a past advertising president with the Omnicom Companies, TracyLocke, a retail promotional agency; and DDB, a worldwide advertising agency; both in Dallas. Bustin earned a bachelor's degree in advertising from Texas Tech and a Master of Business Administration degree from Southern Methodist University. She has worked in a variety of jobs including Publicis, Berry Brown, Crume Associates, TracyLocke and DDB Dallas.

For reservations, call 806-742-3385 ext. 221

CONTACT: Jessica Robinson, Office Assistant, College of Mass Communications, Texas Tech University, (806) 742-3385 ext. 221, or jessica.robinson@ttu.edu



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 28, 2009

CONTACT: Jessica Benham, Jessica.benham@ttu.edu
(806) 742-2136

TTU Libraries Provide Free Lynda.com Subscription

Texas Tech University students can now access 37,500 online video-tutorials in the Lynda.com database at the Texas Tech University Library.

The library's digital media studio, located on the east side of the second floor, has purchased subscriptions to Lynda.com, allowing students, faculty and staff to access the Web site and explore the latest software free of charge.

Lynda.com is accessible within the library both on public computers and private laptops, and allows users to learn the latest tools and techniques in business, digital media, design and development.

Ken Chaffin, director of public operations for the digital media studio, said this provides an opportunity for people who want to learn about new software at their own pace.

"Lynda.com has a great reputation for producing very high quality software tutorials," he said. "A wide cross-section of software application tutorials are available to use at your own pace, as many and as much as you would like."

The Web site is a leading provider of online software training videos. The company's convenient online training library provides on-demand training in the latest software tools and creative techniques.

Software video tutorials are available for many programs including Adobe, Apple, Microsoft, Quark, Maya and JavaScript.

CONTACT: Julie Toland, assistant director, Communications and Marketing, Texas Tech University, at (806) 742-2238 ext. 322, or julie.toland@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 28, 2009

CONTACT: Sean Cleveland, sean.cleveland@ttu.edu
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Geological Survey Grant Awarded for Study of Climate Change

Researchers at Texas Tech University are working to discover the secrets of one of the state's most perplexing water problems: the influence of climate change on Texas surface waters.

A new three-year project, funded by \$634,000 from the U.S. Geological Survey, will bring together a team of experts to learn how to model, study and predict the influence of the changes.

Officials indicated that \$148,000 of the grant will go directly to the Texas Water Science Center field station at Texas Tech. The entire project is one of only 18 selected for Geological Survey funding from nearly 200 proposals this year.

"This is a first for a project of this nature to be conducted in Texas, and I'm excited about potential benefits this project may offer to conservation and management of aquatic natural resources in the state," said Reynaldo Patino, a professor with Texas Tech's Department of Natural Resources Management with a joint appointment at the Geological Survey.

Patino and fellow scientists, Katharine Hayhoe from the university's geosciences department, Chris Taylor from Texas Tech's natural resources management department, and William Asquith from the Geological Survey's Texas Water Science Center, have identified four specific objectives. They include:

- Assemble an electronic database of observed historical water temperatures and other relevant water quality information for a number of the state's reservoirs with significant fisheries resource status.
- Combine historical data with projected changes in air temperatures as reflected in leading extant climate simulation models.
- Assess impact of predicted changes in water temperature on the physical and chemical environments of the state's aquatic biotic resources.
- And, ultimately, conduct a retrospective analysis of relationships that may exist between historical changes in water quality, and the relatively recent spread of golden algae throughout the region.

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Golden algae are a harmful invasive species that have recently caused considerable damage to the state's aquatic resources, as well as those of a number of other states in the region. First appearing in Texas in 1985 in the Pecos River, golden algae or *Prymnesium parvum* have since surfaced in many river systems throughout Texas.

Although it can exist in waters without being harmful, the algae have caused major fish kills in five of the state's major river systems. When this algae has explosive increases in its population, called blooms, it secretes toxic chemicals into the water. These toxins kill fish and other gill-breathing animals.

CONTACT: Reynaldo Patino, unit leader and professor, Department of Natural Resources Management, Texas Tech University and U.S. Geological Survey - Texas Cooperative Fish and Wildlife Research Unit, (806) 742-2851 ext. 261 or reynaldo.patino@ttu.edu



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 28, 2009

CONTACT: Cory Chandler, cory.chandler@ttu.edu
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Interview Technique Could Improve Accuracy of Child Testimony

Seven open-ended questions could make children less suggestible during interviews

An interview technique that relies on open-ended questions to jog memory may improve the accuracy of testimony given by child witnesses, a Texas Tech University researcher has found.

Sarah Kulkofsky, an assistant professor in Texas Tech's Department of Human Development and Family Studies, presented preliminary findings at the biennial conference of the Cognitive Development Society in San Antonio.

Kulkofsky found that children with limited language skills, who are believed to be most susceptible to leading or suggestive questions, were more resistant to misdirection after researchers used a series of open-ended queries that encouraged them to elaborate on events.

"Leading or suggestive questions can negatively impact the accuracy of a child's statement," Kulkofsky said. "Research has shown that such questions are still frequently used in forensic interviews. Thus, it is important to identify factors or techniques that may reduce children's susceptibility to such questions."

The procedure involves using seven questions to help prompt nonresponsive children into recounting an event. The questions, used once a child has said he or she can't recall anything else about what happened, touch on aspects of the event such as where it took place and who was involved.

Kulkofsky has found through previous research that children who are more likely to elaborate on events they've witnessed are the more resistant to suggestion.

Her team interviewed a racially and economically diverse sample of children a week after the children participated in a staged event. A number of the interviewers' questions were intended to guide the children's responses or even goad them into misleading statements.

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Oct. 30, 2009

CONTACT: Erin Hawes, erin.hawes@ttu.edu
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Texas Tech Mass Communications Honors Outstanding Alumni

WHAT: Outstanding Alumni Breakfast

WHEN: 8 a.m. Saturday (Oct. 31)

WHERE: The Merket Alumni Center

EVENT: The Mass Communications Department will hold an honorary breakfast for the four chosen outstanding alumni honorees.

The honorees include Becky Arreaga, Bill Baer, Trudi Boyd and Janet Bustin.

The awards recognize alumni of Texas Tech who have made outstanding contributions to the College of Mass Communications. Each honoree will receive a plaque for his or her contributions.

The honorees will be recognized at a breakfast Saturday morning before the football game.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 30, 2009

CONTACT: John Davis, john.w.davis@ttu.edu
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Texas Tech Debate Team Still in Top Position Nationally Following 'Springs Swing'

Following a tournament held last weekend at Colorado College, a pair from the Texas Tech University debate team holds the best record in the nation.

After winning the Springs Swing in Colorado Springs, Colo., Brian Horton, a senior political science, French and geography major from San Angelo, and Adam Testerman, a junior mass communications major from Springfield, Mo., have won 36 debates and lost only four.

The Springs Swing consists of two debate tournaments in a three-day span. Horton and Testerman were favorites to win both tournaments, but illness prevented them from completing the first tournament despite winning their first three debates.

At the second tournament, however, they returned to the field and won 10 consecutive debates to claim the victory, defeating teams from Lewis & Clark College, the University of Wyoming and the U.S. Air Force Academy before winning the final debate round against a team from William Jewell College.

"We're continuing a very strong season of debate at Texas Tech," said Joe Gantt, debate team coach and director of forensics. "I was proud of Brian and Adam for battling through the disappointment of illness in the first tournament to win the second tournament in such a dominating fashion.

Testerman was named the top individual speaker at the tournament, while Horton was right behind as the second place speaker.

Other Texas Tech varsity teams added strong performances for the entire program. Senior political science major Nicole Brown of San Angelo and senior mass communications major Paul Williamson of Crosby finished in the top 10 teams at the first tournament and in the top five teams at the second tournament.

Sophomore communication studies major Lauran Schaefer of Sonora and sophomore political science major Cameron Harris of Houston finished among the top ten teams at the first tournament.

Texas Tech also excelled at the junior varsity level of competition.

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In the first tournament, the team sophomore English major Alexandria Newsom of Forsan and freshman communication studies major J.T. Seymore of Holliday "closed-out" the tournament with the Texas Tech team of freshman mechanical engineering major Matt Pippen of Monahans and sophomore political science major Sean Riegert of Houston.

A "close-out" occurs when the two finalist teams are from the same school; thus, the two Texas Tech teams tied for first place.

These teams were advanced to the varsity division for the second tournament, opening the door for the junior varsity team of junior political science major Jacob Jones of Hamilton and junior political science major Libbie Richards of Midland to win second place at the second tournament. It was Jones and Richards' first weekend competing in collegiate debate.

"Nicole, Paul, Laurant and Cameron continue to make strides to establish themselves as top pairs, and all of our junior varsity debaters keep showing us at every tournament that it will not be long until they are winning at the varsity level," Gantt said. "It is an exciting time to be part of Texas Tech debate."

As a whole, Texas Tech was named the top debate squad at both of the tournaments.

Texas Tech competes in parliamentary debate, a format of debate which changes topics in every debate round. During the weekend, Texas Tech debaters addressed issues such as Internet regulation, immigration reform, U.S. policy in Africa, and protection of the Arctic Circle.

Texas Tech debate is housed in the Department of Communication Studies. The team next travels this weekend to a tournament held at the University of California at Berkeley. For more information on Texas Tech debate, please contact Director of Forensics Joe Gantt at 806-742-1328 or joe.gantt@ttu.edu.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 30, 2009

CONTACT: Norman Martin, norman.martin@ttu.edu
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Texas Tech Honors Three Leaders as Outstanding Agriculturalists

Texas Tech's College of Agricultural Sciences and Natural Resources will honor three Texas leaders with the Gerald W. Thomas Outstanding Agriculturalist awards on Thursday (Nov. 5) during its annual Pig Roast, which honors scholarship donors, recipients and intercollegiate judging teams, at the Lubbock Memorial Civic Center Banquet Hall.

The annual awards recognize individuals for contributions to various areas of Texas agriculture. This year's recipients are Gordon Davis of Lubbock for agribusiness, Jimmie Ruth Evans of San Antonio for public service, and Dave Hopper of Hereford for agricultural production.

Davis is founder and chairman of CEV Multimedia Ltd. Company officials note that agricultural education and agriculture teachers are the cornerstone of CEV's customer base, contributing to more than 50 percent of CEV's sales annually.

Davis previously served as an assistant professor and associate professor at Texas Tech and currently works as an adjunct professor with CASNR's Department of Animal and Food Sciences. In 1985, 1996 and 2005 Davis co-founded three endowments for meat science excellence administered by Texas Tech, including the Gordon W. Davis Regent's Chair in Meat & Muscle Biology currently held by muscle biologist Bradley Johnson.

He coached two national championship meat judging teams (Texas A&M University 1973; Texas Tech 1989) and was the recipient of Distinguished Master's Graduate Student, Texas A&M (1975). He is the recipient of an outstanding teacher award and hall of fame distinguished service awards from the Department of Animal Science (Texas Tech 2004; Washington State University 2008); along with the Tom Glazier Award for Texas FFA (2008) and Passion for Excellence Award-Texas FFA Foundation (2008).

Evans is a native of San Antonio. Raised on the Wittenburg Ranch near Rocksprings, Evans graduated from Texas Tech with a bachelor's degree in 1971. Her major was elementary education and her minor was American history. She began her career as a fifth grade teacher at Randolph Air Force Base following graduation from Texas Tech. She is a life member and volunteer for the San Antonio Livestock Exposition. She has served as president and senior vice president for the organization in the past.

Evans has served on Texas Tech's Range, Wildlife and Fisheries Management Advisory Board, Agrifood Education Council and the 4-H Foundation Board. She also has worked

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with the 4-H Scholarship Advisory Committee, International Agritech Center, and the West Texas Boys Ranch Foundation Board. She is a member of the Texas Sheep & Goat Raisers Association, and currently is co-chairman of the Girl Scouts Capital Campaign.

She is the recipient of the Freeman Award for commitment and support of Texas Agribusiness, Texas Tech's Distinguished Alumni Award, the Appreciation Award for Area III from the Career and Technology Administrators of Texas, an honorary FFA degree and the Texas 4-H Alumni Award. Evans has been inducted into the San Antonio Women's Hall of Fame in Agriculture, and been recognized for her lifetime of exemplary volunteer work by the Texas Senate.

Hopper earned a bachelor's degree in agricultural economics from Texas Tech in 1955 and a Bachelor of Science in agricultural education in 1957. He was a member of the Texas Tech National Intercollegiate Championship Rodeo Team in 1955 and was the 1957 National Intercollegiate Bareback Riding Champion.

He traveled the rodeo circuit for 14 years as a professional rodeo cowboy. In 1967, he began working as a mill manager for Easley Feedyard in Hereford. After two years he moved to Fort Worth to become a buyer and sales representative for the Vann-Roach Cattle Company. He moved back to Hereford where he served as president and partner of Champion Feeders for more than three decades.

Hopper has served on the board of directors for the Texas Cattle Feeders Association and the National Cattlemen's Association, as well as working on a variety of committees for the Texas Cattle Feeders Association. His community service includes working with the Hereford Lion's Club, Deaf Smith County Chamber of Commerce Board of Directors, Whiteface Booster Club Board of Directors, and the Hereford YMCA Board of Directors. Hopper served on the board of directors and as president of the Texas Tech Red Raider Club, as well as receiving CASNR's Natural Resources Distinguished Alumnus Award (2000).

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