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CONTACT: B. Zeeck

1-7-22-85

Agenda for committee meetings of the Texas Tech Boards of Regents on July 26, 1985.

A Research Park Committee meeting is scheduled for Friday, July 26, at 10 a.m. and a meeting of the Finance and Administration Committee will be on that same day at 2 p.m. in the Board Committee Room. I am listing below the agenda for each committee.

Research Park Steering Committee

1. Review of land use plan.
2. Status of feasibility study.
3. Educational conference center project.

Finance and Administration Committee

1. Operating Budget for FY 86. TTU and Museum, HSC
2. Natural gas supply contract. TTU and HSC
3. Transportation of natural gas from supplier's line to Energas. TTU and HSC
4. Transportation of natural gas to the campus. TTU and HSC
5. Authorization for the administration to make plans for the sale of approximately \$36 million in Texas Dedicated Revenue Bonds and to select a fiscal agent and a bond attorney to assist in the sale of such revenue bonds. TTU
6. Authorization for the administration to make plans for the sale of approximately \$14 million in Texas Dedicated Revenue Bonds and to select a fiscal agent and a bond attorney to assist in the sale of such revenue bonds. HSC

# Texas Tech News

UNIVERSITY NEWS AND PUBLICATIONS/P.O. BOX 4640/TEXAS TECH UNIVERSITY/LUBBOCK, TEXAS 79409/(806) 742-2136

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2-7-22-85

LUBBOCK--Two committees of the Texas Tech Boards of Regents will meet Friday (July 26) in the board committee room of the Administration Building. Meetings have been called for the Research Park Steering Committee and the Finance and Administration Committee.

The Research Park Steering Committee will review a land use plan, consider the status of a feasibility study and discuss an educational conference center project.

The Finance and Administration Committee will discuss: fiscal year 1986 operating budgets for the university, the health sciences center and The Museum of Texas Tech University; a natural gas supply contract and related issues; and planning for the sale of a total of \$50 million in Texas Dedicated Revenue Bonds, \$36 million for university use and \$14 million for health sciences center use.



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3-7-22-85

LUBBOCK--A plan that helps detect gas line leaks and use of a smaller pump impeller than originally planned are saving Texas Tech University and Health Sciences Center almost \$115,000 a year and won the institutions \$2,600 in prize money as well.

The Texas Tech institutions were among 53 winners in the 10th annual Cost Reduction Incentive Awards Program sponsored jointly by the National Association of College and University Business Officers (NACUBO) and the United States Steel Foundation Inc. (USSF). Total savings on the 53 campuses last year were more than \$4.6 million. The competition is open to all colleges and universities in the United States.

Texas Tech University estimates savings of more than \$80,000 a year by its winning gas line survey program which won a \$2,500 prize. Another \$34,700 in savings annually are credited to the health sciences center following a decision to reduce the size of a pump impeller (rotor blade) in the chilled water system.

James R. Russell, assistant director of Building Maintenance at Texas Tech University, accepted the awards for the two institutions at a July 15 ceremony in Boston. Helpful in developing the university's winning project were Jay Burrington, superintendent, Operations, and Ray Gudgeon, foreman, Plumbing Shop.

Responsible for the Health Sciences Center project were Dr. Monty E. Davenport, professor of mechanical engineering, Charles Carroll, superintendent, Central Heating and Cooling Plant No. 2, and Vernon L. Linton, professional engineer and director, Facilities Operation and Maintenance at the health sciences center.

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Texas Tech University has about 48,000 linear feet of underground gas lines, much of it installed more than 40 years ago. With guidance offered by the gas supplier, Energas, instruments were acquired, and training was provided free by the supplier. As a result, scheduled surveys are made of the gas lines and leaks are discovered before odor or blackened earth make them apparent.

Two surveys were conducted in 1984, and this resulted in seven major and numerous minor leaks, otherwise undetectable, being located and repaired. During repair operations, the system was upgraded by rerouting some lines to reduce length and by replacing steel pipe with plastic pipe.

At the Texas Tech University Health Sciences Center, the goal was to reduce motor power consumption to save energy and to prolong the life of the pump motor while delivering sufficient cooling.

Operating to heat and cool the health sciences center, there is a primary system of plant and tunnel distribution and also a secondary system of secondary pumps and distribution components within each section, or pod, of the building.

The problem of energy saving, along with a desire to prolong the life of the pump motor, was solved by partially closing secondary pump discharge valves and opening the discharge valve on the primary pump in a systematic manner. When results proved satisfactory, the impeller the size of the primary pump was reduced to eliminate excess pump capacity. The end result is more effective cooling with less energy.

CONTACT: Darla Hightower

4-7-22-85

LUBBOCK--Two Texas Tech University researchers received awards at the 65th annual meeting of the American Society of Mammalogists at the University of Maine at Orono.

The A. Brazier Howell Award was presented to Kimberlyn Nelson of the Department of Biological Sciences, The Museum of Texas Tech University and the Museum of Comparative Zoology of Harvard University. Nelson's research focuses on genetic interactions between hybridizing cytotypes of the white-footed mouse, *Peromyscus leucopus*.

The Shadle Fellowship Award was presented to Craig S. Hood of the Department of Biological Sciences and The Museum of Texas Tech University. Hood's research is on the phylogenetic relationships of the Old World nectar-feeding bats based on features of the female reproductive tract.

The annual meeting was June 16-20.



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5-7-22-85

(MEDIA ADVISORY: A press conference for Adm. Bobby Ray Inman, president of Microelectronics and Computer Corp. (MCC), is set for noon Thursday (July 25) in the second floor study room of Wall Dormitory at Texas Tech University.

Following the news conference, the former deputy director of the Central Intelligence Agency will speak at a luncheon on how emerging technologies affect national strategies and leadership. You are invited to his luncheon speech.

Inman is speaking at Texas Tech as part of the 8th biennial Leadership Symposium "Emerging Leadership Vistas." For more information, contact Sally Logue Post at University News and Publications, 742-2136.)

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CONTACT: Sally Logue Post

6-7-22-85

LUBBOCK--A rose may always be a rose, but a cactus isn't always a cactus.

Texas Tech University Horticulture professor Marihelen Kamp said hundreds of varieties of plants look like cactus but belong to other families.

"The Crown of Thorns cactus is a perfect example. It has spines and looks like a cactus, but it really is a member of the same family as the poinsettia," she said.

Cacti, like other plants, are classified by their reproduction characteristics, Kamp said. Therefore, a plant can have similar vegetative characteristics like leaves, thorns, and spines, but be in a totally different plant family, she said.

Kamp pointed out that cacti aren't popular just in the United States. The plants are experiencing a great deal of popularity in Europe.

"I think cacti are popular there because they don't grow in those countries like they do here," she said. "People seem to have a fascination with plants they don't see on a regular basis."

Kamp said cactus is a popular plant not only for its colorful blooms and unique shapes but also because it is relatively easy to care for.

"Just like any plant, cacti require a great deal of time, if they are cared for properly," Kamp said. "But because they are drought tolerant, they will continue to grow and be pretty without a lot of care."

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Kamp said people should not assume different varieties of cactus can be cared for in the same manner.

"There are as many different ways to care for cactus as there are varieties of cactus," she said.

Kamp said all cacti need water, fertilizer and direct sunlight. She emphasized that cacti will grow best in a lot of natural sunlight.

"Cacti will grow in low light, but they won't be as pretty," Kamp said. "Even plant lights won't produce the same results. It's best to keep the plants in a window sill where they get the sun."

If homeowners are using cactus in their landscaping plans they should be sure it is a variety that will withstand cold, she said.

"Many kinds of cactus are sensitive to cold and will get frost bitten when the temperature reaches freezing or below," Kamp said. "There are some kinds of cactus, such as prickly pear or walking stick cactus, that can be used, so be sure to check with your nursery before planting just any kind of cactus outside."

Kamp said cactus will probably continue to be popular with plant lovers here and abroad but she emphasized learning how to care for your cactus correctly will enhance its beauty.

"There are so many different kinds of cactus and they all have beautiful shapes and flowers," Kamp said. "But there is no one recipe for the general care of cactus. It all depends on the particular plant. So, those people wanting to grow cactus should buy the plants from a nursery and be sure to get good care instructions from an expert."



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CONTACT: Darla Hightower

7-7-23-85

LUBBOCK--The actor in your favorite television commercial may be grabbing your attention by dressing to suit you, according to a Texas Tech University researcher.

The clothing worn by actors in television commercials has an important effect on viewer response even if the item advertised is not clothing, said Shelley S. Harp, professor of clothing, textiles and merchandising at Texas Tech. With video advertising increasing in importance to retailers, advertisers should be attentive to the clothes worn by actors and models.

"What the actor is wearing makes an underlying statement," Harp said. "The clothes make a first impression, even if it's subconscious."

Harp conducted a study using commercials she produced for a major retail department store. She produced three commercials that were the same except the actor wore different clothes. The commercials advertised a blanket, a neutral item purchased by both sexes. After the commercials were viewed by a sample of 650 volunteer store customers and college students, Harp concluded that the clothing played a definite role in viewer response to the advertising.

"If you're going to use television to sell a product, you'll have to consider the target market in choosing apparel for the actors. It's an underlying cue," Harp said.

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The apparel used in the study consisted of three dresses -- one casual, one contemporary and one conservative. After viewing one of the commercials the participants completed a questionnaire about their response. The information collected includes sex, age, marital status, time spent watching television, commercial influence on retail purchases and apparel awareness in television commercials.

One conclusion was that younger people preferred the commercial with contemporary clothing while older people preferred the casual dress. The conservative apparel, a tailored business dress, was chosen by single females who were the most influenced by television commercials when making purchases. The contemporary apparel received the most favorable responses overall, Harp said.

Harp also found that the clothing had an impact on the image of the retailer. Some viewers commented if they thought the commercial conflicted with their image of the store.

In the past clothes worn in commercials have been a cue to the product advertised, Harp said. Tennis clothes were worn to advertise a tennis racquet. Now Harp believes advertisers must consider fashion when promoting any item.

Although the study did not determine how the commercial affected purchase of the item, "it may have a lot to do with bringing the customer into the store," Harp said.

The results of the study are also important to the future of video sales promotion, Harp said. In-store video tapes are being used to promote sales in many larger retail stores, she said. The videos educate and entertain the customers as they promote sales of the products.

Retailers are considering putting store catalogs on video in the future, Harp said, although the change will not likely occur until video cassette recorders are more common in homes.

"Since retailers are putting more money into videos, they should be careful to consider the likes and dislikes of their target market," Harp said.



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CONTACT: Preston Lewis

8-7-23-85

LUBBOCK--America's ranching past will be linked to the present when descendants of families that helped write ranching history gather Sept. 21 for Ranch Day 1985 at the Ranching Heritage Center.

With the theme "A Family Reunion," Ranch Day will unite those who lived ranching with those who know it only by legend. But the legend will come to life on Ranch Day with a variety of chores and activities typical of early ranch life.

Working cowboys, story tellers, doll makers, ranch cooks and others will share their ranch experiences with visitors to the center, a 14-acre outdoor exhibit of The Museum of Texas Tech University. The center depicts the evolution of ranching through the authentic restoration of more than 30 ranch structures.

Ranch Day is sponsored by the Ranching Heritage Association in conjunction with the National Golden Spur Award to be presented Sept. 20 to Marie Tyler of Bismarck, N.D.

Activities will begin with a flag-raising ceremony at 8:30 a.m. The exhibit site will open at 10 a.m. with ranch demonstrations scheduled until 4:30 p.m. All events are free except for the barbecue luncheon which costs \$6 for adults and \$2.50 for children under 12.

Demonstrations on the site will include Dodie Patterson of Lubbock making cornhusk dolls at the Jowell House. Oldtime cowboy Ben Loe of Spur will greet visitors at the Matador Half Dugout and tell them what life was like working out of the dugout when it was still located on the ranch.

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At the Long S Whiteface Camp, former cowboy Hiley Boyd of Shallowater will relate stories of Slaughter Ranch cowboys and discuss the wildflower project at the center.

At the Barton house, descendants of early West Texas rancher J.J. Barton will gather in the style of a ranch family reunion.

Even the taste of ranch life may be sampled at the chuckwagon where Larry and Carol Kyle will make sourdough doughnuts. At the JA Milk and Meat Cooler Pitchfork Ranch cook Al Sibert of Guthrie will be churning and molding butter. Alice Kitten and Hermine Isaacson of Lubbock will make sausage and sauerkraut at Hedwig Hill.

Rides will be available to children on a wagon and team provided by the Pitchfork Ranch and driven by Jim Bob Humphries.

Structures at the center will be manned by Ranch Hosts, volunteers who relate the history of ranching and specific displays to visitors.

Musical presentations, including samplers from the Crosby County Prairie Heritage Drama Association's show "God's Country" and a fiddlers' contest, also are planned.

Included on the Ranch Day schedule is the annual meeting of the Ranching Heritage Association, a support group for the Ranching Heritage Center. Association memberships begin at \$20.

Ranch Day is the concluding event of National Golden Spur Award weekend. The National Golden Spur Award is presented annually to an individual for a significant lifetime of achievement in the livestock industry.

The award is sponsored by the American National CowBelles, American Quarter Horse, National Cattlemen's, National Wool Growers, Ranching Heritage, Texas Sheep and Goat Raisers and the Texas and Southwestern Cattle Raisers associations.



CONTACT: B. Zeeck

9-7-23-85

LUBBOCK--The Texas Tech University vice president for academic affairs and research, Dr. John R. Darling, has resigned that position to return to full-time teaching and research as a professor in the university's College of Business Administration.

Darling submitted his resignation to President Lauro F. Cavazos Monday (July 22).

Cavazos said the resignation will become effective Aug. 31 and that a search for a successor will begin promptly. He thanked Darling for his four years of service to the institution and commended him for progress that had been made during that time.

Darling, in his letter of resignation, indicated deep appreciation "of our superb administrative leadership team in Academic Affairs and Research, all of whom have contributed to the achievements."

The vice president for academic affairs and research has primary responsibility for all teaching and research activities within the university.

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CONTACT: Sally Logue Post

12-7-24-85

ATTENTION: Farm and Ranch Editors

LUBBOCK--Cattle breeders should focus on reproductive efficiency, growth rate, composition and longevity rather than frame size when measuring productivity in beef cattle.

Texas Tech University Animal Science Professor Robert A. Long said instead of following proven criteria, breeders seem to have an obsession with frame size.

"Purebred breeders talk more about height than about their grandchildren," Long said. "Commercial breeders sort bulls by measuring their height. College professors write articles and make speeches about the adjustment of height for differences in sex and age. Everyone worries about height yet it is not a measure of any factor which contributes to efficiency of reproduction."

While Long's remarks apply to all cattle breeders, he was speaking specifically to Angus breeders at the 5th World Angus Forum in Edmonton, Alberta, Canada July 18.

Rather than height, the major factor breeders should look for is reproductive efficiency. Long said superior females will conceive and calve without assistance on their second birthday and every 12 months thereafter.

"Reproduction is a trait of low heritability which dictates that if lost it will require many generations for replacement," he said.

Longevity is also important because of the low rate of beef cattle reproduction.

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"Cows don't produce litters," Long said. "Therefore, the brood cow with longevity, that produces efficiently, reduces production costs."

Long said breeders should also look at a calves growth rate per unit of feed. Calves must grow rapidly and efficiently on pasture or in the feedlot. The efficiency of feed utilization affects the producer's costs in breeding herds and feedlots alike, he said.

Long emphasized that breeders cannot complete selection of good cattle without considering if the carcasses will furnish a high percentage of lean, tender, flavorful meat or if they will be fat and tough.

Long urged breeders to become involved in performance testing and sire evaluation programs to insure they are selecting cattle on sound criteria. He said when cattle involved in these programs are compared at the same age and under the same conditions, genetic improvement results.

"It concerns me that many prominent breeders ignore such programs and recommend the extensive use of a young, untried bull without performance records because they think he is a good prospect for the show ring next year," Long said.

Long said performance evaluation is a complex process that will become more important in the future as the number of purebred breeders decreases.

"As our ability to increase the rate of reproduction improves as a result of embryo transfer, embryo splitting and manipulation of genetic material it becomes more important to increase accuracy of selection," he said.

Tip Sheet for  
Week of July 28 - August 3, 1985  
13-7-25-85

SO YOU WANT A FREE PRESS?--Texas Tech University mass communications professor Alexis S. Tan suggests that the news gathering extremes during the recent TWA hostage incident indicate some improvements in television news are needed. Looking at the overall picture, he suggests the public is offered fairly good news coverage. To follow up, contact Dr. Tan at 742-3387.

DRESSED TO SELL--Television viewers have mixed reactions to clothing worn by actors in any television commercial. Texas Tech University clothing professor Shelley S. Harp suggests that advertisers become aware that clothing plays a definite role in viewer response to advertising. Contact Dr. Harp at 742-3050.

HERE'S A TIP--Probably the best energy conservation tip out today would be to observe dwellings in other semi-arid climates. Texas Tech University environmental design professor JoAnn Shroyer, and home economics professor Cora McKown have investigated concepts in houses of other lands. Three detailed housing plans with energy savings aspects have been created which could be used in semi-arid regions of the U.S. Contact Dr. Shroyer at 742-1942 or Dr. McKown at 742-3154.

NICE HORSEY--The more handling a horse receives as a young horse, the better off it will be. Texas Tech University animal science professor James C. Heird (pronounced herd) suggests increased handling aids the animal's learning skills. Contact Dr. Heird at 742-2825.

For assistance with developing these and other story ideas, contact Mark Davidson/Jane Prince Jones, UN&P, 742-2136.



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CONTACT: Sally Logue Post

14-7-25-85

LUBBOCK--The prairie chicken -- a distant cousin of the barnyard chicken -- has fallen on hard times.

But state and federal agencies are paying more attention to the prairie chicken's welfare, according to Texas Tech University Wildlife Management Professor Loren M. Smith.

The prairie chicken, which decreased in population because of the increase in cultivated farm land, is a highly sought game bird. But, because of their scarcity, the hunting season on prairie chickens is limited to two days in October, Smith said.

Even though the hunting season is short, many ranchers realize the chickens can be an extra income source.

"A lot of people have never had the opportunity to hunt the chickens and are willing to pay for the chance," Smith said. "Because the chickens are somewhat unusual and can be a revenue producing asset, some land managers are beginning to be more aware of how range and grazing management techniques are affecting the birds."

Smith is currently conducting research to determine how the rancher's reduction of shinnery oak pastures with herbicide will affect the chickens.

"When shinnery oak is destroyed, it is replaced by midgrass prairie," Smith said. "I want to determine how this process is going to affect the birds."

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By ridding their pastures of shinnery oak, ranchers can increase their cattle stocking rates. But there is concern the loss of shinnery oak will take away a food source and shade for the prairie chickens.

Smith's conclusions are speculative at this stage, but he hasn't found any indication the shinnery oak to grass conversion will hurt the chickens. He also doesn't foresee any problem with the chickens living in harmony with cattle.

"After all, the chickens were able to coexist with the buffalo for hundreds of years on these same prairies, so I don't see any problems along that line," he said.

While Smith said he thinks the chickens will be able to tolerate the switch to prairie grass, he doesn't see any overall increase in the bird's population.

"What has happened to the prairie chicken is no one's fault," Smith said. "They just got lost to expanding agricultural advances. And since I don't foresee any decrease in the number of farm acres, the birds aren't going to increase in numbers.

"The Lesser Prairie Chicken we have in Texas should be in good shape to maintain his present status for the next several years because I don't think the ranch land he depends on is going to be cultivated at a high rate," Smith said.



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16-7-26-85

LUBBOCK--A Texas Tech University electrical engineering professor who has supervised undergraduate laboratory courses the past six years in the Electrical Engineering/Computer Science Department has been named to a 10-month appointment at the U.S. Military Academy (USMA).

Thomas F. Trost will teach courses and will review the laboratory program in electrical engineering at West Point. Trost will be one of the few civilians serving on the Military Academy faculty during the 1985-86 academic year. He was selected for the position after a national search.

During his West Point tenure, Trost will consult with electrical engineering faculty members on laboratory matters, including specific types of experiments, electronic equipment needs and overall organization of the laboratory program. He also will teach courses in microwaves and related areas and will organize a speaker series in electrical engineering.

Trost has been on the Texas Tech faculty since 1970. Earlier this year he received an Amoco Outstanding Teaching Award for his efforts in developing and teaching undergraduate laboratory courses in the Electrical Engineering/Computer Science Department and for his funded research. Trost has done extensive studies on lightning hazards to aircraft.

He holds bachelor's and master's degrees from Case Institute of Technology and a doctorate from Case Western Reserve.



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CONTACT: Sally Logue Post

17-7-26-85

FOR RELEASE AUG. 1

LUBBOCK--Texas Tech University Plant and Soil Science Professor George Tereshkovich has been named the recipient of the 1985 National L.M. Ware Distinguished Teaching Award from the American Society of Horticultural Sciences.

He will be honored during the organization's awards banquet Aug. 1 at their 82nd annual meeting at Virginia Polytechnic Institute and State University, Blacksburg, Va.

The national award recognizes Tereshkovich's outstanding contribution to horticulture, particularly as a teacher, adviser and motivator of undergraduate students, said department Chairperson David E. Koeppe. Tereshkovich was named the southern region recipient of the award earlier this year.

"Since joining our faculty in 1968, Dr. Tereshkovich has been instrumental in developing three courses in the new curricular specializations of horticulture therapy and of nursery and garden center management," Koeppe said.

Tereshkovich was appointed associate chairperson of the Plant and Soil Science Department in 1981. In this position he advises all new horticultural majors, directs departmental greenhouse operations and has been instrumental in planning and developing all aspects of the outdoor horticultural gardens in association with the greenhouse complex, Koeppe said.

He was recently elected as a member-at-large to the Texas Tech Faculty Senate and received the 1984 President's Award for Excellence in Teaching.



Tereshkovich received his bachelor's degree from Louisiana Tech University, master's degree from the University of Georgia and the doctoral degree from Louisiana State University. Prior to joining the Texas Tech faculty, he was with the horticulture department, Georgia experiment station, University of Georgia.

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CONTACT: R. Gary Cates

18-7-26-85

LUBBOCK--Marine Col. C.J. Horn has been named the first commanding officer of the Texas Tech University Naval Reserve Officer Training Corps.

He will also serve as professor of naval science. Horn has just completed a similar assignment at the University of Southern California.

The naval ROTC expects eventually to enroll between 150 and 200 students at Texas Tech.

Horn, a native of Evansville, Ind., entered the Marine Corps in 1961 and received his officer's commission that year. He then attended the Army Artillery Officer's Course and the Military Adviser's Course before his first tour of duty in Vietnam in 1965.

Following his tour, Horn became an artillery instructor at Fort Sill, Okla., for 30 months. In 1968 Horn attended the Marine Corps Amphibious Warfare School and returned to Vietnam with the 3rd Marine Division.

After completing his second tour of duty in Vietnam, he served as a Marine Corps recruiter in Boston. He next attended the Army Command and General Staff College in Fort Leavenworth, Kan., and then served on the Southern Command Staff in the Panama Canal Zone. He was then transferred to Korea for a year and returned to the Marine Corps Air Ground Combat Center in 29 Palms, Calif. Horn was eventually transferred to the Naval ROTC program at the University of Southern California before coming to Texas Tech.

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Horn holds a bachelor's degree from Evansville College and a master's degree in education from USC. He has received two Bronze stars, the Joint Service Commendation with Oak Leaf Clusters and the Navy Commendation Medal.