

TABLE OF CONTENTS		
APRIL		
Date	News Release	Writer
04/01/12	Texas Tech Professors Publish Book Aiding Lasting Recovery From Addiction	Melanie Hess
04/01/12	Texas Tech Knight Raiders Repeat as National Champions	Karin Slyker
04/02/12	Texas Tech University Continues Global Lens Film Series - Advisory	Jorge Cruz
04/02/12	Tech Alumnus Secures Dream Job as Athletics Band Director	Clay Fuchs
04/03/12	Raider Road Show Heading to Midland - Advisory	Clay Fuchs
04/03/12	Tech to Host AIA Lecture on Ancient Burial Practices - Advisory	Clay Fuchs
04/03/12	Tax Experts Available as Americans Finish Compiling Tax Returns	Karin Slyker
04/03/12	Wind Research Experts Available to Discuss Dallas-Fort Worth Tornado Outbreak	Karin Slyker
04/04/12	Texas Tech's Burkhart Center to Offer Resource Support Line and Online Forum	Leslie Cranford
04/04/12	Get Your Guns Up at the Second Annual Raider Red Meats Barbecue Cook-off	Bradley Price
04/04/12	Friday the 13th . . . Part Two!	Karin Slyker
04/05/12	Texas Tech Women's Rodeo Team Qualifies for Nationals	Leslie Cranford
04/05/12	JFK Nephew to Speak at Texas Tech CSAR Conference	Karin Slyker
04/05/12	Can the Rangers Make a Third Straight Trip to the World Series?	Karin Slyker
04/05/12	Texas Tech Vice Provost to Participate in ACE Fellows Program	Jorge Cruz
04/06/12	Texas Tech Debate Finishes in Second Place Nationally	John Davis
04/06/12	Texas Tech Women's Conference Begins with Film Viewing	Clay Fuchs
04/09/12	Kids and Teens: Shake hands with Your Future	Leslie Cranford
04/09/12	Researchers at Texas Tech Junction Campus Receive \$1.1 Million EPA Grant	John Davis
04/09/12	Raider Road Show Heading to Laredo - Advisory	Clay Fuchs
04/10/12	Texas Tech to Host West Texas Veterans Higher Education Summit Advisory	Rikki Carter
04/10/12	Raider Road Show Heading to McAllen - Advisory	Clay Fuchs
04/10/12	Science: It's A Girl Thing	Leslie Cranford
04/10/12	Texas Tech School of Law Professor will be Keynote Speaker at ABA Conference	Celeste Villarreal
04/10/12	Chef and Fashion Camps Open for Summer 2012 Registration - Advisory	Melanie Hess

# TABLE OF CONTENTS

## APRIL

Date	News Release	Writer
04/10/12	Texas Tech Hosts Late Night Dive-In Movie - Advisory	Jorge Cruz
04/11/12	Texas Tech Opens Registration for Run on the Wind Camp	Leslie Cranford
04/11/12	Texas Tech Hosts Poetry Reading by Rhett Iseman Trull - Advisory	John Davis
04/11/12	Sen. Cornyn to Visit Texas Tech Thursday - Advisory	Dailey Fuller
04/11/12	Texas Tech University School of Law Launches LL.M. in U.S. Legal Studies	Celeste Villarreal
04/11/12	Texas Tech's Burkhart Center Provides Resources and Activities for Autism Awareness Month	Jorge Cruz
04/12/12	Texas Tech Announces Events for Arbor Day Celebration	Leslie Cranford
04/12/12	Texas Tech Hosts 2012 Undergraduate Research Conference	Jorge Cruz
04/12/12	South Plains Generation Texas Works to Prepare Area Students for College	Patrick Gonzales
04/13/12	Texas Tech Names Distinguished Engineers	Karin Slyker
04/13/12	Texas Tech Cheer Claims Third at National Competition	Leslie Cranford
04/13/12	From Trashy to Classy	Karin Slyker
04/13/12	Texas Tech Rawls College Hosts Opening for 2012 Spring Into Green Conference - Advisory	Leslie Cranford
04/13/12	Wind Research Experts Available to Discuss Tornado Threat	Karin Slyker
04/13/12	Take Back the Night at Texas Tech	Clay Fuchs
04/13/12	Former US Poet Laureate Gracing the Stage at Texas Tech	Clay Fuchs
04/16/12	Texas Tech's LULAC Hosts West Texas Young Adult Summit - Advisory	Jorge Cruz
04/16/12	Texas Tech Greek Organizations Honored with Awards	Jorge Cruz
04/16/12	Texas Tech Student Honored as Youth Volunteer of the Year	Melanie Hess
04/16/12	Texas Tech Hosts Battle of the Halls Blood Drive	Rikki Carter
04/17/12	Acclaimed Artist with Texas Panhandle Ties to Speak at Texas Tech	Clay Fuchs
04/17/12	Texas Tech School of Law Announces New Law Journal Editors-in-Chief	Celeste Villarreal
04/17/12	Renowned Texas Tech Beef Expert Addresses "Pink Slime" Controversy	Leslie Cranford
04/18/12	New Masked Rider to Take Reins, Raider Reds Pass Guns to New Mascots - Advisory	Leslie Cranford
04/18/12	Expert: "America's Oldest Teenager" Changed the Entertainment World	Karin Slyker
04/18/12	Leading Wind Turbine Manufacturer Joins Texas Tech, Sandi Wind Farm Project	Sally Logue Post

# TABLE OF CONTENTS

## APRIL

Date	News Release	Writer
04/18/12	"Wind Tunnel Testing of Wind Turbine Blade Sections" - Advisory	Karin Slyker
04/19/12	Texas Tech Pursues Excellence in Sustainability	Leslie Cranford
04/19/12	Former US Poet Laureate Gracing the Stage at Texas Tech - Advisory	Clay Fuchs
04/20/12	Texas Tech Equestrian Team Members Qualify for Nationals	Kelsey Fletcher
04/20/12	Retrospective Art Exhibit by Pioneer in Ceramics Opens at Texas Tech	Clay Fuchs
04/20/12	Texas Tech Presents a Choral and Orchestral Extravaganza	Clay Fuchs
04/20/12	News Conference to Announce Generation Texas Day Events - Advisory	Patrick Gonzales
04/20/12	Expert: Need for Measles Immunization Greater Now Than 10 Years Ago	John Davis
04/20/12	Faces Behind Texas Tech's Raider Red Revealed at Ceremony	Leslie Cranford
04/20/12	Texas Tech Hosts Walk for Autism Awareness - Advisory	Jorge Cruz
04/20/12	Local Teachers Receive GREEN Award	Jorge Cruz
04/20/12	Texas Tech Law Presents Guantanamo Bay Chief Prosecutor - Advisory	Celeste Villarreal
04/20/12	Mentor Tech's Annual Banquet Hosts Actor, Activist Hill Harper	Rikki Carter
04/20/12	New Masked Rider Takes Reins During Transfer	Leslie Cranford
04/20/12	More than 500 Elementary and Middle School Students Compete in Robot Challenge - Advisory	Tanja Karp
04/23/12	Professor of Medieval Art to Speak at Texas Tech	John Davis
04/23/12	Texas Tech Hosts Director of Research and Education for the Hudson Institute	Jorge Cruz
04/23/12	Texas Tech Upward Bound Hosts National TRiO Day Luncheon - Advisory	Jorge Cruz
04/23/12	Presidential Lecture and Performance Series Concludes with Santa Fe Opera Tour	Clay Fuchs
04/24/12	Drought Forum in Lubbock to Focus on Impacts for Southern Great Plains	Sally Logue Post
04/24/12	Gov. Perry Appoints Student Regent for Texas Tech University System	Dailey Fuller
04/25/12	Faculty Honored for Excellence in Teaching and Research	Rikki Carter
04/25/12	Rawls College of Business Hosts Founder of Sweet Leaf Tea - Advisory	Jorge Cruz
04/25/12	Texas Tech Honors Floydada High School Science Teacher	Melanie Hess
04/25/12	TIEHH Receives Funding from Rolling Plains Quail Research Foundation to Staff New Lab Addressing Quail Decline	John Davis
04/25/12	Office of International Affairs Hosts International Food Festival - Advisory	Jorge Cruz
04/25/12	Texas Tech Hosts Arbor Day Celebration - Advisory	Leslie Cranford
04/26/12	New Campaign to Raise Awareness of Campus Visitors	Patrick Gonzales

TABLE OF CONTENTS		
APRIL		
Date	News Release	Writer
04/26/12	TechStyle 2012 Featuring Designs of the Denim Runway	Karin Slyker
04/27/12	Raider Road Show Heading to Denver - Advisory	Clay Fuchs
04/27/12	Texas Tech Math Professor Inducted as American Statistical Association Fellow	John Davis
04/27/12	Texas Tech Political Science Professor Named a Fellow in Terrorism Studies by Foundation for the Defense of Democracies	John Davis
04/27/12	Texas Tech Bat Researchers Discover New Species on St. Vincent Island	John Davis
04/27/12	Texas Tech Presents Middle School College and Career Fair - Advisory	Jorge Cruz
04/27/12	South Plains Generation Texas Hosts College Signing Day	Jorge Cruz
04/27/12	Texas Tech Graduate Students Finish First in MBA Challenge	Patrick Gonzales
04/27/12	Presidential Lecture and Performance Series Concludes With Santa Fe Opera Tour	Clay Fuchs
04/28/12	Denim Runway Winners Revealed at TECHstyle Fashion Show 2012	Karin Slyker
04/30/12	Texas Tech Librarian Edits Premier Sequential Art Journal	Melanie Hess



# News Release

## **FOR IMMEDIATE RELEASE**

DATE: April 1, 2012

CONTACT: Melanie Hess, [melanie.hess@ttu.edu](mailto:melanie.hess@ttu.edu)

(806) 742-2136

### **Texas Tech Professors Publish Book Aiding Lasting Recovery From Addiction**

Few addiction books detail the maintenance of long-term recovery, but two Texas Tech University professors wrote their recently published book to make it clear that lasting recovery from addiction is possible.

Sterling Shumway and Thomas Kimball, professors with Texas Tech Center for the Study of Addiction and recovery, released their new book, "Six Essentials to Achieve Lasting Recovery" Tuesday (April 3).

"The six attributes are important considerations when an addict or family member is attempting to assess their recovery walk," Shumway said. "These attributes are a new and unique addition to the current recovery literature based on our research and clinical work with addicts in recovery."

The six essentials they expand upon within the book are hope, healthy coping skills, sense of achievement and accomplishment, capacity for meaningful relationships, unique identity development, and reclamation of agency. Each of these is discussed within the context of the 12-Steps and a spiritual connection with God.

More information about the book, published by Hazelden, can be found at <http://www.achievelastingrecovery.com>.

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

**CONTACTS: Sterling Shumway, professor, Addiction and Recovery Studies, Texas Tech University**, at (806) 742-2891 or [sterling.shumway@ttu.edu](mailto:sterling.shumway@ttu.edu). **Thomas Kimball** can also be reached at the same number or at [thomas.kimball@ttu.edu](mailto:thomas.kimball@ttu.edu).

# News Release

## FOR IMMEDIATE RELEASE

DATE: April 1, 2012

CONTACT: Karin Slyker, [karin.slyker@ttu.edu](mailto:karin.slyker@ttu.edu)  
(806) 742-2136

### **Texas Tech Knight Raiders Repeat as National Champions**

The chess team, led by head coach Susan Polgar, claims second straight President's Cup.

The Texas Tech University Knight Raiders are national champions – again.

For the second straight year the Knight Raiders won the President's Cup, a premier event that is known as the Final Four of College Chess and determines the country's top intercollegiate team.

The three-day event in Washington D.C. began Friday and concluded Sunday with the Knight Raiders repeating as national champions with eight points. The University of Texas at Dallas and University of Maryland Baltimore County finished second with 7.5 points each, and New York University finished fourth.

Susan Polgar, Knight Raiders head coach and director of the Susan Polgar Institute for Chess Excellence (SPICE), is the first woman in history to lead a men's Division I team to two straight national championships.

"It was total teamwork. Nothing was decided until the final second," Polgar said. "We are very proud and happy to bring another Final Four Championship to Texas Tech."

Knight Raiders who participated in the tournament are GM Georg Meier, a freshman finance major from Germany; GM Elshan Mordiabadi, a business graduate student from Iran; GM Anatoly Bykhovsky, a sophomore finance major from Israel; and GM Andre Diamant, a sophomore economics major from Brazil. Also in accompaniment are two alternates: GM Denes Boros, a sophomore psychology major from Hungary; and IM Vitaly Neimer, a freshman finance major from Israel.

The SPICE program is a unit of the Division of Institutional Diversity, Equity and Community Engagement.

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

**CONTACT: Susan Polgar, director, SPICE, Texas Tech University, (806) 281-7424 or [susan.polgar@ttu.edu](mailto:susan.polgar@ttu.edu).**



# Advisory

## FOR IMMEDIATE RELEASE

DATE: April 2, 2012

CONTACT: Jorge Cruz, [jorge.cruz@ttu.edu](mailto:jorge.cruz@ttu.edu)  
(806) 742-2136

### Texas Tech University Continues Global Lens Film Series

- WHAT:** Texas Tech University's College of Mass Communications 2012 Global Lens Film Series
- WHEN:** 6 p.m. various days in April and May
- WHERE:** Room 101, Mass Communication building
- EVENT:** Texas Tech's College of Mass Communications continues the fourth-annual Global Lens 2012 film series featuring ten award-winning international films.

During the month of April and the beginning of May, Global Lens will feature six award-winning narrative films:

- April 3-"Grey Matter" (Rwanda)
- April 12-"Mourning" (Iran)
- April 17-"Pegasus" (Morocco)
- April 23-"The Prize" (Argentina)
- April 26- "Quarantina" (Iraq)
- May 1- "Toll Booth" (Turkey)

The films will be followed by a panel discussion featuring interdisciplinary scholars from the Texas Tech faculty.

All films include English subtitles. Synopsis for the films can be found at <http://catalogue.globalfilm.org/global-lens-collection/global-lens-2012.html>.

Global Lens is sponsored by the Institute for Hispanic and International Communication, the Cross-Cultural Academic Advancement Center and the Louise Hopkins Underwood Center for the Arts.

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

**CONTACT: Robert Peaslee, assistant professor, College of Mass Communications Texas Tech University, (806) 742-6500 or [robert.peaslee@ttu.edu](mailto:robert.peaslee@ttu.edu).**

Office of Communications and Marketing



# News Release

## **FOR IMMEDIATE RELEASE**

DATE: April 2, 2012

CONTACT: Clay Fuchs, clay.fuchs@ttu.edu  
(806) 742-2136

### **Tech Alumnus Secures Dream Job as Athletics Band Director**

Career epiphanies happen all the time in some of the most unlikely places. Very few seem to happen on the middle of a football field during a Texas Tech University football game.

Duane Hill, the new Texas Tech associate director of bands and director of athletic bands, is the exception.

"I will never forget the moment I was on the field as a freshman and I was looking at Mr. Bearden, who was the director at that time, and I thought, 'That is exactly what I want to do,'" Hill said.

Since then, he has tried to put himself in a position to reach that goal. Now, at age 30, he has.

"Texas Tech has been the world for me," Hill said. "It's kind of funny, our motto, 'From here it's possible,' is so true for me because I'm someone from a small town who made their way up to Lubbock, adapted quickly, got involved and worked hard. Now I'm at the point I am so early in my career, and it's truly a great feeling."

During his time as a member of the Goin' Band from Raiderland, Hill was a drum major, and after graduating, worked for four years at Leander High School. He came back to Texas Tech where he earned his master's of music in conducting. After graduating Hill stayed at Texas Tech and was the interim Goin' Band director, then was promoted to the assistant director in 2011.

Hill said he was very fortunate because during the past couple of years, though they've been on an interim basis, he implemented some of the things he believes in.

"One thing I value is student leaders being heavily involved in what we do, from teaching to motivating to inspiring students to be excellent," Hill said. "Also, we want to get the students' input on what we do."

He said the Goin' Band is in the process of having the students vote on the show the band is going to perform for homecoming. He said during the football games this year he is going to take the voting process even further and have fans vote via text message for the show they will perform in 2013.

Office of Communications and Marketing

“It’s ways like this I want to get the community involved,” Hill said. “That’s one of the main things I want to do. We have already started community outreach by performing at local high schools and participating in such events as the Lubbock ISD Band Extravaganza.”

He said he is just looking for any way to get the Goin’ Band’s name out there not just because the band has such a rich tradition, but because he wants to represent the university in the best way possible.

“So my goal is to continue with community outreach, continue to focus on students leading students and, most importantly, I want us to be the best possible example we can be both in character and academia – and most importantly for me, music,” Hill said.

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

**CONTACT: Duane Hill, director, traveling bands, Texas Tech University (806) 742-2270, or [duane.hill@ttu.edu](mailto:duane.hill@ttu.edu)**

# Advisory

## **FOR IMMEDIATE RELEASE**

DATE: April 3, 2012

CONTACT: Clay Fuchs, [clay.fuchs@ttu.edu](mailto:clay.fuchs@ttu.edu)  
(806) 742-2136

### **Raider Road Show Heading to Midland**

**WHAT:** The Raider Road Show

**WHEN:** 6:30 p.m. Thursday (April 5); check-in is at 5:30 p.m.

**WHERE:** Green Tree Country Club, 4900 Green Tree Blvd., Midland

**EVENT:** Texas Tech University deans, associate deans and other representatives from academic colleges will attend the Raider Road Show to describe the traditions, spirit and campus activities awaiting students.

After check-in, the Office of the President will have a welcoming ceremony. During the event, students will work with admissions, financial aid, housing and hospitality, campus life and academics to navigate the transition to Texas Tech. There will also be a special appearance by Raider Red.

The event is open to high school seniors to complete their applications and attend a breakout session for admitted students; juniors to start exploring their futures; transfer students to help make the transition to Texas Tech a successful one; and parents to meet other parents to find out what makes Texas Tech so special.

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

**CONTACT:** Marc Morales, section coordinator, undergraduate admissions, Texas Tech University, (806) 834-1215 or [marc.morales@ttu.edu](mailto:marc.morales@ttu.edu).





TEXAS TECH UNIVERSITY

# Advisory

## FOR IMMEDIATE RELEASE

DATE: April 3, 2012

CONTACT: Clay Fuchs, [clay.fuchs@ttu.edu](mailto:clay.fuchs@ttu.edu)  
(806) 742-2136

### **Tech to Host AIA Lecture on Ancient Burial Practices**

- WHAT:** Death in the Province: Mortuary Practices and Roman Imperialism in Syria and Lebanon
- WHEN:** 5:35 p.m., Thursday (April 5)
- WHERE:** Room 113, Chemistry Building
- EVENT:** Lidewidje de Jong, an assistant professor of classical archeology at the University of North Carolina at Chapel Hill will present, "Death in the Province: Mortuary Practices and Roman Imperialism in Syria and Lebanon."

Lidewidje's research focuses on ancient empires and the impact they had on their local communities. Her lecture will focus on funerary practices in Syria and Lebanon.

In 2005 and 2007 Lidewidje co-directed an excavation in Syria that helped to provide insight on the impact of Roman imperialism from the perspective of a border town.

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

**CONTACT: Chris Witmore, associate professor, Department of Classical and Modern Languages, (806) 742-3145 or [cwitmore@gmail.com](mailto:cwitmore@gmail.com).**



# News Release

## FOR IMMEDIATE RELEASE

DATE: April 3, 2012

CONTACT: Karin Slyker, [Karin.Slyker@ttu.edu](mailto:Karin.Slyker@ttu.edu)

(806) 742-2136

### Tax Experts Available as Americans Finish Compiling Tax Returns

#### Pitch

Americans have two extra days to file their 1040s this year, but sometimes even that is not enough. Whether forms are filed online or by mail, the IRS expects to hear from taxpayers by April 17. Texas Tech University tax and financial planning experts can provide tips, tax advice and commentary for publications aimed at frantic taxpayers.

#### Experts

Robert Ricketts, accounting department head and Frank M. Burke Chair in Taxation, (806) 742-3180, or [robert.ricketts@ttu.edu](mailto:robert.ricketts@ttu.edu).

- Changes and Tips for 2011
- Student Filing
- Tax Disasters

John Salter, assistant professor and director, Personal Financial Planning Division, (806) 742-5050, or [john.salter@ttu.edu](mailto:john.salter@ttu.edu).

- Retirement Planning
- Wealth Management

Bill Gustafson, associate professor Personal Financial Planning Division, (806) 742-5050, or [bill.gustafson@ttu.edu](mailto:bill.gustafson@ttu.edu).

- Retirement Planning
- Family Economics

Mitzi Lauderdale, associate professor, Personal Financial Planning Division, (806) 742-5050, or [mitzi.lauderdale@ttu.edu](mailto:mitzi.lauderdale@ttu.edu).

- Estate Planning
- Special Needs Planning

Bob Barnhill, instructor, Personal Financial Planning Division (806) 794-1282, or [robert.barnhill@ttu.edu](mailto:robert.barnhill@ttu.edu).

- Fiduciary Income Taxation
- Estate and Gift Taxation



# News Release

## FOR IMMEDIATE RELEASE

DATE: April 3, 2012

CONTACT: Karin Slyker, [karin.slyker@ttu.edu](mailto:karin.slyker@ttu.edu)  
(806) 742-2136

### **Wind Research Experts Available to Discuss Dallas-Fort Worth Tornado Outbreak**

Just after 1 p.m., at least two tornadoes were reported in the Dallas-Fort Worth area. One was south of Dallas, near Lancaster. The other was spotted closer to Fort Worth, near Arlington and Euless. Tremendous damage is reported.

Travelers can expect delays after all ground traffic at Dallas-Fort Worth International Airport and Dallas Love Field have come to a full stop.

As a precaution, patients at Parkland Hospital were moved away from windows. This is precisely the reason Texas Tech University's Wind Science and Engineering Research Center (WISE) is developing new technologies and methods of warning and damage mitigation.

Texas Tech is the only university in the country to offer a Wind Science and Engineering doctorate program. This multidisciplinary degree encompasses several different types of study including atmospheric science, wind engineering, economics, statistics, leadership/ethics and wind power systems.

Through WISE, scientists and engineers have collected one of the country's largest repositories of wind data and helped develop the Enhanced Fujita Scale, implemented in 2007 by the National Weather Service.

**John Schroeder**, associate professor of atmospheric sciences and director of WISE, brings extensive experience in wind flow characterization and atmospheric measurements, including directing Texas Tech's hurricane research program and West Texas Mesonet. Schroeder can be reached at (806) 742-2813 or [john.schroeder@ttu.edu](mailto:john.schroeder@ttu.edu).

**Christopher Weiss**, associate professor of atmospheric science, has researched the genesis and low-level wind structure of tornadoes for the past 13 years. He also maintains a research interest in the processes responsible for the generation of the parent thunderstorms. He can speak to the current scientific understanding regarding why tornadoes form and intensify, as well as how the structure of the tornado relates to the observed damage seen at the ground. He can be reached at (806) 742-4712 or [chris.weiss@ttu.edu](mailto:chris.weiss@ttu.edu).

-more-

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

**Ernst Kiesling**, professor of civil engineering and executive director of the National Storm Shelter Association, can speak on the construction and use of residential and community shelters. Kiesling has more than 35 years of experience in the field documenting storm damage, writing performance standards for safe rooms, and verifying compliance of safe rooms with those standards. He can be reached at (806) 742-3476 ext. 335 or [ernst.kiesling@ttu.edu](mailto:ernst.kiesling@ttu.edu).

**Larry Tanner**, research associate in civil engineering, has years of field experience studying tornado damage and debris. Tanner's research of approximately 400 manufactured homes damaged by a 2005 tornado that killed 22 people in Evansville, Ind., prompted new standards for mobile home installation in the region. Tanner can be reached at (806) 742-3476 ext. 336 or [larry.tanner@ttu.edu](mailto:larry.tanner@ttu.edu).

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



# News Release

## FOR IMMEDIATE RELEASE

DATE: April 4, 2012

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

### **Texas Tech's Burkhardt Center to Offer Resource Support Line and Online Forum April is Autism Awareness Month.**

Texas Tech University's Burkhardt Center for Autism Education and Research has been awarded a grant from The CH Foundation to assist families raising a child/youth with an Autism Spectrum Disorder (ASD). Two forms of service will be offered through this grant-funded initiative.

The first type of service will be parent support that will include an online forum to serve as (1) an information clearinghouse regarding local ASD resources and services, and (2) a way for community members to ask Family Support Specialist, Becky Critz, questions, nominate additional options for ASD resources, or simply provide each other support through an online community forum. The forum is at <http://www.burkhardtcenter.org>.

An alternative option is its call-in center at (806) 224-5072, that will assist families in locating resources in the community.

"The goal of this service is to help decrease parenting stress and increase access to services and information for families," said DeAnn Lechtenberger, research assistant professor in the Burkhardt Center. "We will have detailed information such as respite care, therapy options, or help to identify local physicians, psychologists and dentists that have previously worked well with individuals with autism."

The second type of service will be reserved for families who report more complex needs that require a more in-depth assessment before appropriate referral to community resources can be offered to the family.

Through The CH Foundation grant, the Burkhardt Center also will conduct a study with families raising a child with autism to identify (a) common sources of parenting and family stress across different age ranges for individuals with autism, (b) the range of services families have access to in the community, and (c) the barriers they experience while attempting to access services for their family.

Lechtenberger said the final product of this grant will be a better understanding of community resources that are and are not available to parents seeking help raising a child with autism.

“We are very grateful to The CH Foundation for its financial support for our family support project; and we are excited about the types of assistance we plan to offer families,” said David Richman, chair of the Burkhart Center.

For more information on the program and services, contact Becky Critz, parent support consultant, at (806) 224-5072 or [rebecca.critz@ttu.edu](mailto:rebecca.critz@ttu.edu).

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

**CONTACT: DeAnn Lechtenberger, researcher, Burkhart Center for Autism Education and Research, (806) 742-1997 ext. 324, or [deann.lechtenberger@ttu.edu](mailto:deann.lechtenberger@ttu.edu).**



# News Release

## FOR IMMEDIATE RELEASE

DATE: April 4, 2012

CONTACT: Bradley Price, [brad.price@ttu.edu](mailto:brad.price@ttu.edu)

(806) 292-2009

### **Get Your Guns Up at the Second Annual Raider Red Meats Barbecue Cook-off**

The event is sanctioned by the Lonestar Barbecue Society.

The second annual Raider Red Meats BBQ Cook-Off will be May 4-5 on the Texas Tech University campus in the S1 parking lot north of the soccer fields at Texas Tech Parkway and Marsha Sharp Freeway, west of the University Medical Center. Come set up a cooker and square off against some of the best cooks in the state.

Check-in and set-up begin at 9 a.m. Friday morning, with a head cooks' meeting at 9 a.m. Saturday at the hospitality tent. Judging will follow, with chicken at noon, ribs at 1 p.m. and brisket at 2 p.m. Awards will be announced by 5 p.m. at the hospitality tent.

Bradley Price, director of Raider Red Meats, said that in future years, the event will become a fundraiser for the Department of Animal and Food Sciences' judging teams.

"We were excited about the event's success last year and hope it will continue to grow," Price said. "Subsequent events could raise funds for scholarships, research and competitive teams that represent Texas Tech University."

Cooks from across the state are invited to come and compete in three meat divisions – chicken, ribs and brisket. The entry fee is \$125 per team and covers all three meat categories. The registration form and additional information is available at [www.raiderredmeats.com](http://www.raiderredmeats.com).

If you aren't a cook, but enjoy eating lip smackin' barbecue, you can serve as a judge for the event on May 5. To volunteer please, contact Shelbi Knisley at [shelbi.r.knisley@ttu.edu](mailto:shelbi.r.knisley@ttu.edu).

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

**CONTACT: Bradley Price, director, Red Raider Meats, College of Agricultural Sciences and Natural Resources, (806) 292-2009 or [brad.price@ttu.edu](mailto:brad.price@ttu.edu).**





# News Release

## FOR IMMEDIATE RELEASE

DATE: April 4, 2012

CONTACT: Karin Slyker, [karin.slyker@ttu.edu](mailto:karin.slyker@ttu.edu)  
(806) 742-2136

### Friday the 13<sup>th</sup>...Part Two!

#### Pitch

If you feel like we just had a Friday the 13<sup>th</sup>, we did. Scarier still, there is another sequel already in the works for July. Texas Tech University subject librarian Rob Weiner can speak to the superstitious date in pop culture.

#### Expert

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

#### Talking Points

- The superstition of Friday the 13th
- The Friday the 13<sup>th</sup> movies and television series
- Friday the 13<sup>th</sup> in popular culture
- Fear of the number 13 itself

#### Quotes

- "I think the whole Friday the 13<sup>th</sup> thing gets blown out of proportion. It is like the 13<sup>th</sup> floor not existing in hotels and office buildings. One of those weird superstitions where the No. 13 is supposedly cursed."
- "The Friday the 13<sup>th</sup> movie franchise certainly helped perpetuate the notion, but it also brought about one of the most popular boogie-men in film history, Jason, through the course of 12 films. The franchise made millions and became part of the general popular culture landscape with Jason being the subject of books, action figures, cartoons, fan films and fiction and even mash-ups."



# News Release

## FOR IMMEDIATE RELEASE

DATE: April 5, 2012

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

### **Texas Tech Women's Rodeo Team Qualifies for Nationals**

Two straight winning weekends make ladies unbeatable.

Texas Tech University's women's rodeo team, with another stellar week at the eighth of 10 Southwest Regional National Intercollegiate regular season rodeos, captured the women's team championship and sewed up the Southwest regional team championship for the 2011-2012 school year.

After the March 23-24 win in Odessa, Texas Tech's women's team led all 16 schools in the Southwest Region of the National Intercollegiate Rodeo Association by more than 800 points.

The top two teams in each of the 11 regions and the top three individuals in each of nine standard events advance to the College National Finals Rodeo in June in Casper, Wyo.

The ladies' rodeo team was led by women's all-around cowgirl champion of the event Bailey Guthrie. The senior exercise and sport sciences major from Rigby, Idaho, won first in both go rounds and the aggregate or average in the goat tying event. By placing third also in go round one of the breakaway calf roping, Guthrie has moved into the lead in the Southwest Region all-around standings and was crowned the champion all-around for the week's competition in Snyder. Guthrie cannot be beaten for her second consecutive regional championship in the goat tying.

Kirsten Stubbs won her second-straight breakaway calf roping championship at Western Texas College. The junior agriculture and applied economics major from Eldorado came into the finals in ninth position but roped the fastest calf in 2.9 seconds, which not only gave her the first-place finish in the finals, but the overall championship for the week.

Cecily Crouch, a junior nursing student from Midland, placed second overall in the barrel racing event after winning second in go round one and placing third in the finals.

The week's event was hosted by Western Texas College in Scurry County Coliseum. Taylor Langdon, junior radiology technology major from Aubrey has maintained her second place regional standing by placing third in go round one of the barrel racing. Also in the barrel racing, teammate Jessica Frost, senior animal and food sciences major from Santa Barbara, Calif., placed sixth in go round one. Frost placed second in the finals and ended up third overall, moving her into a tie for second place with Langdon in the regional standings (see [www.collegerodeo.com](http://www.collegerodeo.com)).

On the men's team, Texas Tech's Josh Carden placed second in go round one of the steer wrestling event and finished sixth overall. The junior agriculture and applied economics major from Elberta, Ala., is seeking his first qualification to the College National Finals rodeo in June.

The teams have Easter weekend off, but will resume at Howard College April 15-17 and finish the regular season at Tarleton State University April 22-24.

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

**CONTACT: Chris Guay, rodeo coach, Department of Animal and Food Sciences, Texas Tech University, (806) 742-2805 ext. 256, or [chris.guay@ttu.edu](mailto:chris.guay@ttu.edu).**



# News Release

## FOR IMMEDIATE RELEASE

DATE: Apr. 5, 2012

CONTACT: Karin Slyker, [karin.slyker@ttu.edu](mailto:karin.slyker@ttu.edu)  
(806) 742-2136

### **JFK Nephew to Speak at Texas Tech CSAR Conference**

Actor, author and activist is uniquely qualified to campaign against substance abuse.

"I loved getting high... opiates were my drug of choice, but whatever changed my consciousness was my friend," wrote Christopher Kennedy Lawford in the 2005 New York Times best-seller, "Symptoms of Withdrawal: A Memoir of Snapshots and Redemption."

In recovery for more than 25 years, Lawford now campaigns on behalf of the recovery community in both the public and private sectors. He presently works with the United Nations, the Canadian Center on Substance Abuse, the White House Office on Drug Control Policy and the World Health Organization. He also consults with Fortune 500 companies and numerous nonprofit groups, speaking around the world on issues related to addiction, mental health and hepatitis C.

He will share his experiences at a conference for the Texas Tech University Center for the Study of Addiction and Recovery (CSAR) today at the McKenzie-Merket Alumni Center. The conference is supported by The McKenzie Lectureship Series and The Bryan C. Miller Foundation. Conference registration is \$50 for professionals. Students may attend free of charge.

Lawford spent 20 years in the film and television industries. A second book, "Moments of Clarity," was a best-seller in 2009. He has also published "Healing Hepatitis C" (2009) and his newest work, "Kick Any Habit: Tips from 100 of the World's Top Experts," is forthcoming.

Lawford holds a bachelor's degree from Tufts University, a law degree from Boston College Law School and a Master's Certification in clinical psychology from Harvard Medical School, where he held an academic appointment as a lecturer in psychiatry.

Conference schedule:

#### **April 5**

All events at the McKenzie-Merket Alumni Center

- 2-2:45 p.m. – Conference registration

Office of Communications and Marketing

- 2:45-3 p.m. – Kitty Harris – director, CSAR  
Welcome and introduction of keynote speaker
- 3-5 p.m. – Keynote, Christopher Kennedy Lawford  
Goodwill ambassador for the United Nations Office on Drugs and Crime
- 5-6:30 p.m. – Dinner
- 7-8 p.m. – Celebration of recovery – CSAR

## **April 6**

All events at the CSAR.

- 8:30-9 a.m. – Continental breakfast
- 9-11 a.m. – Thomas G. Kimball and Sterling Shumway, CSAR  
“Six Essentials to Achieve Lasting Recovery”
- 11:15 a.m.-12:30 p.m. – Beverly B., “A Family Perspective”  
Lunch will be served
- 12:45-2:45 p.m. – Nicole P. Springer – director, Family Therapy Clinic  
“Pathways of Recovery: Transforming Stories from Loss to Healing”
- 2:45-3:00 p.m. – Kitty Harris – director, CSAR  
Closing

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

**CONTACT: Karen Garbowski, activities and operations coordinator, Center for the Study of Addiction and Recovery, Texas Tech University, (806) 742-8291 or [karen.garbowski@ttu.edu](mailto:karen.garbowski@ttu.edu).**





# News Release

## FOR IMMEDIATE RELEASE

DATE: April 5, 2012

CONTACT: Karin Slyker, [karin.slyker@ttu.edu](mailto:karin.slyker@ttu.edu)  
(806) 742-2136

### **Can the Rangers Make a Third Straight Trip to the World Series?**

“Hot hand” researcher says odds, history are against the team.

Play ball!

Friday the Texas Rangers host the Chicago White Sox for the season opener at Rangers Ballpark in Arlington. The home team hopes to be the first to advance to a third-straight World Series since the New York Yankees, who went to four in a row from 1998-2001.

Alan Reifman, a Texas Tech University professor who studies sports streakiness and conducts “hot hand” research, looked into the matter of a team’s prospects of going to three straight World Series. And needless to say, the odds are against the Rangers.

“In the ‘expanded playoff’ era (1995-present), a team must do three things to make the World Series even once,” Reifman said. “In making two straight World Series, they are already 6-for-6, but accomplishing the three tasks this year won’t be easy.”

The three things are:

1. Qualify for the playoffs as a division winner or “wild card” (best record in the league among non-division winners)
2. Win the opening round of the playoffs
3. Win the League Championship Series (LCS)

“Step one rewards the best teams over the long haul, as all teams have 162 games to prove themselves,” Reifman explained. “However, steps two and three involve short series (3-out-of-5 and 4-out-of-7, respectively). This allows random chance to play a larger role.”

Other teams who have been to two straight World Series since the expanded playoff era are the Atlanta Braves (1995-1996) and the Philadelphia Phillies (2008-2009). The Braves lost in the LCS in 1997 and returned to the World Series in 1999. The Phillies have yet to return to the World Series.

Reifman is a professor in Texas Tech’s Department of Human Development and Family Studies who conducts “hot hand” analysis and can speak to sports streaks and statistical probability. His blog can be found at <http://thehothand.blogspot.com/>.

-more-

Office of Communications and Marketing

*An EEO/Affirmative Action Institution*

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

**CONTACT: Alan Reifman, professor, Human Development and Family Studies, Texas Tech University, (806) 742-3000 ext. 274 or [alan.reifman@ttu.edu](mailto:alan.reifman@ttu.edu).**



# News Release

## **FOR IMMEDIATE RELEASE**

DATE: April 5, 2012

CONTACT: Jorge Cruz, [jorge.cruz@ttu.edu](mailto:jorge.cruz@ttu.edu)  
(806) 742-2136

### **Texas Tech Vice Provost to Participate in ACE Fellows Program**

Valerie Paton, vice provost for planning and assessment at Texas Tech University, was nominated by Texas Tech President Guy Bailey and recently selected to be one of 57 college and university senior faculty and administrators to participate in the 2012-2013 class of the American Council on Education (ACE) Fellows program.

The ACE Fellows Program is the longest running leadership development program in the U.S., focusing on identifying and preparing senior leadership for the nation's colleges and universities.

"Valerie has been a valuable asset among our leadership and has accepted many additional responsibilities, in addition to her duties as vice provost," Bailey said. "Her commitment to the university and selfless attitude make her a logical selection for this program, as other universities will benefit from her experiences."

During the placement, Paton will conduct research focusing on the strategic and master planning in member institutions of the Association of American Universities. She will spend 16 cumulative weeks at another institution between June 2012 and June 2013, while maintaining a full-time role as vice provost for Texas Tech.

The program combines retreats, interactive learning opportunities, campus visits and placement at another institution of higher education to condense years of on-the-job experience and skills development into a single year.

The Fellows also engage in leadership and management activities to enhance their knowledge about the challenges and opportunities confronting higher education. Fellows observe and work with a university president and other senior officers at a host institution, attend decision-making meetings and focus on issues of concern.

Paton received her bachelor's degree from San Jose State University, master's degree from Santa Clara University, and her Doctorate in Education at the University of Southern California.

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

**CONTACT: Valerie Paton, vice provost for planning and assessment, Texas Tech University, (806) 742-2184 or [valerie.paton@ttu.edu](mailto:valerie.paton@ttu.edu).**



# News Release

## FOR IMMEDIATE RELEASE

DATE: April 6, 2012

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

(806) 742-2136

### **Texas Tech Debate Finishes in Second Place Nationally**

The Texas Tech University debate team wrapped up a season full of strong performances with a second place finish at the National Parliamentary Tournament of Excellence and a third place finish as a school at the National Parliamentary Debate Association's (NPTE) championship tournament.

The tournaments were held March 17-24 at Western Washington University in Bellingham, Wash.

"We fell just short of our goal of bringing another national championship home to Texas Tech, but I could not be more proud of our squad and its accomplishments," said Joe Gantt, debate team coach and director of forensics at Texas Tech. "Joey and Adam had an amazing season, and one debate cannot change the fact that they have represented Texas Tech with excellence and honor this entire year. I am also especially proud of the depth we showed all season and at the national tournaments. The school awards we won are bests for our program and show that we have strong debaters at every level of our squad. That depth proves that despite the fact that several of our debaters are graduating, Texas Tech debate will continue to be among the nation's best for years to come."

The NPTE is open only to the top 64 teams in the nation, and Texas Tech's top team of Joey Donaghy, a sophomore communication studies major from Coppel, and Adam Testerman, a senior communication studies major from Springfield, Mo., entered the tournament as the second place team in the nation.

They performed up to that lofty expectation, winning debates over teams from the University of Nevada, William Jewell College and the University of Puget Sound, among others, to reach the top six teams in the nation.

In the quarterfinals and semifinals, Donaghy and Testerman defeated two teams from Southern Illinois University, including the first place team in the nation, to reach the final round. Unfortunately, Texas Tech's run ended in the final round, as five of the seven judges voted for their opponent from Washburn University. However, the second place finish was Texas Tech's highest finish ever at the NPTE.

Testerman was named the sixth best speaker in the nation.

Also having excellent performances at the NPTE were the team of Laci Kennedy, a junior political science major from Bozeman, Mont., and partner JT Seymore, a junior communication studies major from Holliday, who finished in 20<sup>th</sup> place. The team of Sean Riegert a senior political science major from Clear Lake, and Luran Schaefer, a senior communication studies major from Sonora, finished in 32<sup>nd</sup> place.

The three teams in the top 32 also were a program best for Texas Tech.

At the NPDA Championships, a national tournament open to all teams, the highlights of the tournament were the announcement of Texas Tech's rankings as a school- third place in tournament sweepstakes (reflecting success at the national tournament) and fourth place in season sweepstakes (reflecting success throughout the season).

Both of these finishes were the best in program history. Individual awards included a fifth place finish for Donaghy and Testerman, ninth place for Riegert and Schaefer, 17<sup>th</sup> place for Kennedy and Seymore, and 33<sup>rd</sup> place for the team of Tyler Cashiola, a junior communication studies major from Deer Park, and Kevin Thompson, a freshman political science major from Rising Star.

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



TEXAS TECH UNIVERSITY

## Women's Studies Program

### News Release

#### **FOR IMMEDIATE RELEASE**

DATE: April 6, 2012

CONTACT: Clay Fuchs, [clay.fuchs@ttu.edu](mailto:clay.fuchs@ttu.edu)

#### **Texas Tech Women's Conference Begins with Film Viewing**

Texas Tech University and the Women's Studies Program will host the 28<sup>th</sup> Annual All-University Conference on the Advancement of Women in Higher Education April 12 and 13.

The two-day celebration will begin with a free pre-conference film viewing at 6 p.m., April 12 in the Auditorium of the International Cultural Center located at 601 Indiana Ave.

The event will screen the award-winning documentary "Pray the Devil Back to Hell," directed by Gini Reticker. The film chronicles the story of the courageous Liberian women who helped to bring peace to her shattered country. Remarks will follow from keynote speaker Robin Chandler, associate professor of African American studies at Northeastern University and author of "Women, War, and Violence: Personal Perspectives and Global Activism."

This year's conference theme, "Women and Global Change: Achieving Peace Through Empowering Women" was inspired by 2011 Nobel Peace Prize winners Ellen Johnson Sirleaf and Leymah Bbowee, from Liberia, who are featured in the documentary, and Tawakkol Karman from Yemen.

Free parking is available at the International Cultural Center.

The Women's Studies Program is a part of the Division of Institutional Diversity, Equity and Community Engagement. For more information, the complete conference program/schedule and the registration form, visit [http://www.depts.ttu.edu/wstudies/AWHE\\_2012.php](http://www.depts.ttu.edu/wstudies/AWHE_2012.php).

Find Texas Tech news, experts and story ideas at <http://www.media.ttu.edu/>.

**CONTACT: Charlotte Dunham, director, Women's Studies Program, Texas Tech University, (806) 742-4335, or [charlotte.dunham@ttu.edu](mailto:charlotte.dunham@ttu.edu).**





# News Release

## **FOR IMMEDIATE RELEASE**

DATE: April 9, 2012

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

### **Kids and Teens: Shake Hands with Your Future**

Texas Tech's IDEAL opens registration for academic enrichment summer camp.

Applications currently are being accepted for Texas Tech University's Shake Hands with Your Future program, which is sponsored by the Institute for the Development and Enrichment of Advanced Learners (IDEAL). The dates for the summer sessions are: Session I, June 4-7 for students entering grades four to seven and July 8-12 for students entering grades eight to 11.

Shake Hands with Your Future is an academic enrichment program that targets high achieving students. One goal of Shake Hands with Your Future is to introduce students to new academic experiences and to assist students in focusing on an academic path. The program also seeks to provide a supportive environment where students share experiences and encourage each other's thinking and creativity. Classes are not graded.

University faculty, graduate students and public school teachers serve as instructors who guide students through investigations of complex subject matter and research processes. Participants choose to participate in two courses of study. Classes offered are: Architecture, Animal Science and Food Technology, In the Lab, Environmental Engineering, LEGO Robotics, Art, Law, Theater Arts, Anatomy and Physiology, and Forensics.

For registration information, go online to [www.ideal.ttu.edu](http://www.ideal.ttu.edu). You may also contact IDEAL at (806) 742-2420 or email [ideal.mail@ttu.edu](mailto:ideal.mail@ttu.edu).

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

**CONTACT: Amanda Foster, assistant director, Institute for the Development and Enrichment for Advanced Learners, (806) 742-7200 or [amanda.foster@ttu.edu](mailto:amanda.foster@ttu.edu).**



# News Release

## **FOR IMMEDIATE RELEASE**

DATE: April 9, 2012

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

(806) 742-2136

### **Researchers at Texas Tech Junction Campus Receive \$1.1 Million EPA Grant**

Researchers at Texas Tech University's Llano River Field Station in Junction recently received a \$1.1 million grant from the U.S. Environmental Protection Agency (EPA) to develop a watershed protection plan for the Upper Llano River watershed, which runs through campus.

Through a federal Clean Water Act 319(h) grant from the EPA through the Texas State Soil and Water Conservation Board, the Texas Tech University Llano River Field Station, Texas Tech Water Resource Center, Texas Water Resources Institute, and South Llano River Watershed Alliance will work to facilitate the stakeholder process for development of the plan.

Tom Arsuffi, director of the field station and watershed coordinator for the project, said the money will be used to develop a geographical inventory of the area and determine current water quality and biological conditions.

Also, scientists will analyze watershed data to assess conditions and make recommendations for the watershed protection plan to achieve natural resource goals, provide landowners and others training workshops best management practices, including land stewardship, riparian protection and wildlife habitat plans, and create a water and watershed Texas Essential Knowledge Skills-based curriculum for kindergarten through 12<sup>th</sup> grade.

"Just like preventative medicine, the EPA has figured out why we shouldn't wait until rivers and lakes become polluted to do something about them," Arsuffi said. "Through cost analyses, they discovered that if you protect water and rivers proactively, it's orders of magnitude cheaper to keep them clean than it is to bring them back after they've become polluted and impaired."

The project area includes the North and South Llano rivers merging in Junction into the Llano River, a key component of flows to the Colorado River and a critical supplier of water to the Highland Lakes and city of Austin, especially during drought.

The roughly 250-square-mile project also dovetails into the new South Central Climate Science Center because studying watersheds can be used to look at climate change, he said.

“Ecological scale is critical to addressing questions of climate change and fish and wildlife diversity and conservation,” Arsuffi said. “The watershed is one scale that is productive to evaluate terrestrial and aquatic biodiversity in response to a changing climate.”

The Upper Llano River Healthy Watershed Initiative can be a model that can be replicated throughout the South Central Region to address climate change, drought and floods on the best management practices for brush control, wildlife, restoration, biodiversity and conservation, he said.

Also, it can be used to study sound ecological environments for groundwater, springs, rivers and lakes, and studies, programs and workshops on natural resources and STEM school content for students, teachers, parents and the public.

This effort also is coordinated with ongoing Upper Llano Watershed Conservation Plan efforts by Texas Parks and Wildlife Department and the South Llano Water River Watershed Alliance to restore Guadalupe Bass populations.

“The South Llano River is a true gem of the Texas Hill Country,” Arsuffi said. “Its spring-fed flows are legendary. The South Llano River is important in that during periods of low rainfall and minimal surface runoff, spring flow from the underlying aquifers is paramount in maintaining surface flows.”

**CONTACT: Tom Arsuffi, director of the Llano River Field Station, Texas Tech University at Junction, (325) 446-2301, or [tom.arsuffi@ttu.edu](mailto:tom.arsuffi@ttu.edu).**

# Advisory

## **FOR IMMEDIATE RELEASE**

DATE: April 9, 2012

CONTACT: Clay Fuchs, [clay.fuchs@ttu.edu](mailto:clay.fuchs@ttu.edu)  
(806) 742-2136

### **Raider Road Show Heading to Laredo**

**WHAT:** The Raider Road Show

**WHEN:** 6:30 p.m. Wednesday (April 11); check-in is at 5:30 p.m.

**WHERE:** Embassy Suites, 110 Calle Del Norte, Laredo

**EVENT:** Texas Tech University deans, associate deans and other representatives from academic colleges will attend the Raider Road Show to describe the traditions, spirit and campus activities awaiting students.

After check-in, the Office of the President will have a welcoming ceremony. During the event, students will work with admissions, financial aid, housing and hospitality, campus life and academics to navigate the transition to Texas Tech. There will also be a special appearance by Raider Red.

The event is open to high school seniors to complete their applications and attend a breakout session for admitted students; juniors to start exploring their futures; transfer students to help make the transition to Texas Tech a successful one; and parents to meet other parents to find out what makes Texas Tech so special.

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

**CONTACT: Julian Olivas, section coordinator, undergraduate admissions, Texas Tech University, (210) 614-7576 or [Julian.olivas@ttu.edu](mailto:Julian.olivas@ttu.edu).**



TEXAS TECH UNIVERSITY

# Advisory

## FOR IMMEDIATE RELEASE

DATE: April 10, 2012

CONTACT: Rikki Carter, [rikki.carter@ttu.edu](mailto:rikki.carter@ttu.edu)  
806-742-2136

### **Texas Tech to Host West Texas Veterans Higher Education Summit**

- WHAT:** Texas Tech University is hosting the West Texas Veterans Higher Education Summit.
- WHEN:** 9 a.m. to 3:30 p.m. Wednesday (April 11)
- WHERE:** McKenzie-Merket Alumni Center
- EVENT:** This event will feature keynote speaker David DiRamio, associate professor of higher education administration at Auburn University and co-author of "Veterans in Higher Education" and "Creating a Veteran-Friendly Campus."

A panel of educational leaders from colleges in the region will discuss military educational benefits, academic impact and the student experience, and transition and well-being.

Lunch will be provided at the event, which is organized by the Military and Veterans Programs and the Division of Institutional Diversity, Equity, and Community Engagement.

During breaks and at the conclusion of the event, there will be a resource fair to highlight some of the services and agencies available to veterans in West Texas.

To contribute to the morale of the service men and women deployed overseas, bring a used cell phone to the event to be donated through the Cell phones for Soldiers Drive.

For event schedule and registration form go to  
<http://www.tlpd.ttu.edu/content/asp/conferences/veteransummit/index.asp>.

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

**CONTACT: Ryan Van Dusen, assistant director, Military & Veterans Programs, Texas Tech University, (806) 742-6877 ext. 299, or [ryan.van-dusen@ttu.edu](mailto:ryan.van-dusen@ttu.edu)**

Office of Communications and Marketing

*An EEO/Affirmative Action Institution*

# Advisory

## FOR IMMEDIATE RELEASE

DATE: April 10, 2012

CONTACT: Clay Fuchs, [clay.fuchs@ttu.edu](mailto:clay.fuchs@ttu.edu)  
(806) 742-2136

### **Raider Road Show Heading to McAllen**

- WHAT:** The Raider Road Show
- WHEN:** 6:30 p.m. Thursday (April 12); check-in is at 5:30 p.m.
- WHERE:** McAllen Convention Center, 700 Convention Center Blvd., McAllen
- EVENT:** Texas Tech University deans, associate deans and other representatives from academic colleges will attend the Raider Road Show to describe the traditions, spirit and campus activities awaiting students.

After check-in, the Office of the President will have a welcoming ceremony. During the event, students will work with admissions, financial aid, housing and hospitality, campus life and academics to navigate the transition to Texas Tech. There will also be a special appearance by Raider Red.

The event is open to high school seniors to complete their applications and attend a breakout session for admitted students; juniors to start exploring their futures; transfer students to help make the transition to Texas Tech a successful one; and parents to meet other parents to find out what makes Texas Tech so special.

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

**CONTACT: Julian Olivas, section coordinator, undergraduate admissions, Texas Tech University, (210) 614-7576 or [Julian.olivas@ttu.edu](mailto:Julian.olivas@ttu.edu).**



# News Release

## FOR IMMEDIATE RELEASE

DATE: April 10, 2012

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

### **Science: It's A Girl Thing**

Texas Tech's IDEAL opens registration for academic enrichment summer camp.

Registration is underway for the academic enrichment program Science: It's A Girl Thing (SIGT). This Texas Tech University residential summer camp is scheduled for June 18-21 for girls entering grades five and six and July 23-26 for girls entering grades seven to 11.

The program addresses the shortage and need for women scientists, provides an overview of an array of scientific fields and introduces girls to a university experience. The girls live on campus for four days and receive a first-class introduction to science, technology, engineering and mathematics and the careers possible within these fields. The faculty comprises public school educators, Texas Tech faculty and representatives from NASA.

The Institute for the Development and Enrichment for Advanced Learners (IDEAL), a department within the Division of Institutional Diversity, Equity and Community Engagement, is a nonprofit organization. Formed in 1984, the institute has introduced thousands of students in grades K-11 to the university through a variety of on-campus academic enrichment programs.

For a program brochure or more information, go online to [www.ideal.ttu.edu](http://www.ideal.ttu.edu). You may also contact IDEAL at (806) 742-2420 or email [ideal.mail@ttu.edu](mailto:ideal.mail@ttu.edu).

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

**CONTACT: Amanda Foster, assistant director, Institute for the Development and Enrichment for Advanced Learners, (806) 742-2420 or [amanda.foster@ttu.edu](mailto:amanda.foster@ttu.edu).**





# News Release

## **FOR IMMEDIATE RELEASE**

DATE: April 10, 2012

CONTACT: Celeste Villarreal, [celeste.villarreal@ttu.edu](mailto:celeste.villarreal@ttu.edu)  
(806) 742-3990, ext. 249 or (512) 968-6957

### **Texas Tech School of Law Professor will be Keynote Speaker at ABA Conference**

Victoria Sutton, Paul Whitfield Horn Professor at Texas Tech University School of Law, will be the keynote speaker for the American Bar Association (ABA) Section on Public Utility, Communications and Transportation Law at its annual meeting in Washington, D.C. on April 16.

The program "Regulation and Policy for 2012 and Beyond – Regulation in a Presidential Election Year" will explore the impact of regulation on regulated industries against the backdrop of election year politics and policy. Sutton will present a history of impact of energy policy on presidential politics and re-elections.

Sutton recently published an article on energy ethics that included research she completed on the President's ethical obligation to have an energy policy, even when it is not politically popular. She also directs the Center for Biodefense, Law and Public Policy, the only center at a U.S. law school to focus solely on issues of law and biodefense, biosecurity and bioterrorism.

The ABA Section of Public Utility, Communications and Transportation Law, established in 1917, brings together members of the bar interested in the rapidly changing legal environment in the communications, cable TV, internet, electricity, gas, oil pipelines, aviation, motor carriers, railroads and water industries.

More information about Texas Tech University School of Law may be found at [www.law.ttu.edu](http://www.law.ttu.edu).

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

**Contact: Celeste Villarreal, communications coordinator, Texas Tech School of Law,**  
(806) 742-3990 ext. 249, or [celeste.villarreal@ttu.edu](mailto:celeste.villarreal@ttu.edu).



TEXAS TECH UNIVERSITY

# Advisory

## FOR IMMEDIATE RELEASE

DATE: April 10, 2012

CONTACT: Melanie Hess, [Melanie.Hess@ttu.edu](mailto:Melanie.Hess@ttu.edu)  
(806) 742-2136

### **Chef and Fashion Camps Open for Summer 2012 Registration**

- WHAT:** Registration for Texas Tech University Chef and Fashion Camps 2012 is now open.
- WHEN:** Chef Camp: June 25-29  
Fashion Camp: June 25-29
- WHERE:** Texas Tech University, College of Human Sciences
- EVENT:** Texas Tech Fashion Camp is dedicated to enhancing each camper's knowledge of fashion, ranging from lessons and activities on fashion show production, to facials, sewing and participation in numerous activities that enhance individual style and sense of creativity. For more information visit [www.fashioncampttu.com](http://www.fashioncampttu.com) or contact [fashion.camp@ttu.edu](mailto:fashion.camp@ttu.edu) or (806) 742-3068 ext. 295.

Chef Camp works to develop camper's culinary art techniques, from lessons and activities on plating and presentation, to learning new skills in food preparation. This year's featured skill is baking. For more information visit [www.chefcampttu.com](http://www.chefcampttu.com) or contact [chef.camp@ttu.edu](mailto:chef.camp@ttu.edu) or (806) 742-3068 ext. 295.

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

**CONTACT:** Karina Perry, College of Human Sciences, Texas Tech University, (806) 742-3068 ext.295, or [karina.perry@ttu.edu](mailto:karina.perry@ttu.edu).



TEXAS TECH UNIVERSITY

# Advisory

## FOR IMMEDIATE RELEASE

DATE: April 10, 2012

CONTACT: Jorge Cruz, [jorge.cruz@ttu.edu](mailto:jorge.cruz@ttu.edu)  
(806) 742-2136

### **Texas Tech Hosts Late Night Dive-In Movie**

- WHAT:** Texas Tech University's Guns Up All Night hosts Late Night Dive-In movie "The Grey."
- WHEN:** 10 p.m. Thursday (April 12)
- WHERE:** Leisure pool, Student Recreation Center
- EVENT:** Texas Tech's Guns Up All Night late night activity committee will host a late night dive-in movie, featuring action thriller, "The Grey."

The movie follows a group of oil workers who must find their way home after a vicious storm causes their plane to crash in the Alaskan tundra, while also being hunted by a pack of mysterious wolves.

"Students will have the chance to relax and enjoy free drinks and food, and watch a late night movie while floating in the lazy river," said Desiree Markham, health educator for Student Health Services. "We will be raffling off great door prizes throughout the night."

The admission is free for any Texas Tech student with a valid student ID. For more information about this event and other Guns Up All Night events, students can visit [www.facebook.com/ttugunsup](http://www.facebook.com/ttugunsup) where they can provide feedback on future events they would like to see on campus.

The event is sponsored by the Student Health Services, Recreational Sports, Student Union and Activities and the Alcohol Prevention Coalition Subcommittee for late night programming.

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

**CONTACT: Desiree Markham, health educator, Student Health Services, Texas Tech University, (806) 743-2844 ext. 290 or [desiree.markham@ttuhsc.edu](mailto:desiree.markham@ttuhsc.edu).**



# News Release

## **FOR IMMEDIATE RELEASE**

DATE: April 11, 2012

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

### **Texas Tech Opens Registration for Run on the Wind Camp** Wind science camp: Engineering a Clean Tomorrow

Registration is underway for the academic enrichment program, Run on the Wind: Engineering A Clean Tomorrow. This Texas Tech residential summer camp, scheduled for June 10-15, is open for students entering grades seven through 11.

The camp will provide students with information regarding careers in wind science as well as information about the necessary academic skills to succeed in wind engineering. Sessions and activities include: building a wind turbine, learning the principles and physics of converting wind to electricity, wind sailing at Reese Technology Center, discussing the atmospheric and meteorological aspects of forecasting wind power, and a wind tunnel demonstration.

Run on the Wind will provide students an introduction to the field of wind science and an opportunity to consider wind science as a future academic pursuit. Fostering the growth of this clean energy source is largely dependent upon creating a competent well-educated workforce. This camp is a step in that direction.

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

For a program brochure or more information, go online to [www.ideal.ttu.edu](http://www.ideal.ttu.edu). You may also contact IDEAL at (806) 742-2420 or email [ideal.mail@ttu.edu](mailto:ideal.mail@ttu.edu).

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

**CONTACT: Amanda Foster, assistant director, Institute for the Development and Enrichment for Advanced Learners, (806) 742-2420 or [amanda.foster@ttu.edu](mailto:amanda.foster@ttu.edu).**



# Advisory

**FOR IMMEDIATE RELEASE**

DATE: April 11, 2012

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

**Texas Tech Hosts Poetry Reading by Rhett Iseman Trull**

- WHAT: Poetry reading by Rhett Iseman Trull
- WHEN: 7:30 p.m. Thursday (April 12)
- WHERE: Auditorium 001 of the English & Philosophy Building, Texas Tech Campus, 18<sup>th</sup> Street and Flint Avenue.
- EVENT: The Iron Horse Literary Review will present a poetry reading by Rhett Iseman Trull this Thursday.

Trull's first book of poetry, "The Real Warnings" received the 2008 Anhinga Prize for Poetry. Her poems have appeared or are forthcoming in "The American Poetry Review," "Best New Poets 2008," "Prairie Schooner," "The Southern Review" and many other publications. Her awards include prizes from the Academy of American Poets and the Dorothy Sargent Rosenberg Foundation.

Trull received her bachelor's degree from Duke University and her master's from the University of North Carolina at Greensboro, where she was a Randall Jarrell Fellow. She and her husband publish "Cave Wall" in Greensboro, N.C.

The event is free and open to the public.

**CONTACT: Jill Patterson, professor of English and founder and editor of the Iron Horse Literary Review, Texas Tech University, (806) 438-2385 or [mail@ironhorsereview.com](mailto:mail@ironhorsereview.com).**



# Advisory

## FOR IMMEDIATE RELEASE

DATE: April 11, 2012

CONTACT: Dailey Fuller, [dailey.fuller@ttu.edu](mailto:dailey.fuller@ttu.edu)  
(806) 742-0012

### **Sen. Cornyn to Visit Texas Tech Thursday**

He will meet with students and faculty researching the next generation of cotton.

- WHAT:** U.S. Sen. John Cornyn, R-Texas, will visit Texas Tech University to learn about cutting-edge research being done at the university to develop the next generation of cotton and new applications for cotton in the marketplace.
- WHEN:** Thursday (April 12)  
2:55 p.m. tour and briefing  
3:15 p.m. media availability
- WHERE:** Texas Tech's Fiber & Biopolymer Research Institute (FBRI),  
1001 East Loop 289
- EVENT:** Sen. Cornyn will meet with students and faculty at the FBRI, which partners with the Plains Cotton Growers to research and develop innovative uses for Texas-grown cotton. Sen. Cornyn will be briefed on several research projects currently underway at the FBRI, including a water-resistant cotton fabric and other state-of-the-art cotton applications. These new applications will be instrumental in ensuring the continued success of the cotton crop in Lubbock and West Texas.

Also in attendance will be Lubbock Mayor Tom Martin, Lubbock County Judge Tom Head, Texas Tech University System Chancellor Kent Hance and Texas Tech Vice President of Research, Taylor Eighmy

Following a tour of the institute and briefing, Sen. Cornyn will be available to the media.

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

**CONTACT: Dailey Fuller, unit coordinator, Texas Tech University System,**  
(806) 742-0012 or [dailey.fuller@ttu.edu](mailto:dailey.fuller@ttu.edu).



# News Release

## FOR IMMEDIATE RELEASE

DATE: April 11, 2012

CONTACT: Celeste Villarreal, [celeste.villarreal@ttu.edu](mailto:celeste.villarreal@ttu.edu)

(806) 742-3990, ext. 249 or (512) 968-6957

### **Texas Tech University School of Law Launches LL.M. in U.S. Legal Studies**

Texas Tech University School of Law will welcome the inaugural class for its new Master of Laws (LL.M.) degree in United States Legal Studies in fall 2012. The two-semester program is designed for graduates of foreign law schools who are interested in gaining an in-depth understanding of the U.S. legal system.

The American Bar Association has acquiesced in the program, which also has received the required approvals from the Texas Higher Education Coordinating Board and the Southern Association of Colleges and Schools Commission on Colleges.

Professor Jorge Ramírez, director of the LL.M. program, notes that applications still are being accepted.

"We have already interviewed candidates from Mexico, Europe and Asia, but we continue to review applications as they arrive," Ramírez said. "Program enrollment will be small so that we may provide each student with individualized attention."

As economic globalization continues, more foreign lawyers are discovering that an LL.M. degree from a U.S. law school is necessary for success in their home countries. Students in the program will take courses on the U.S. legal system and U.S. legal research and writing, and may then select from courses in the J.D. curriculum, such as contracts, constitutional law, intellectual property law, health law, biosecurity law and much more. Texas Tech Law also will provide opportunities for students to interact with members of the Lubbock and Texas legal communities and to learn more about West Texas culture.

"Upon graduation, these lawyers will expand the global reach and reputation of the law school, which already operates study-abroad programs in six foreign countries," Ramírez said. "In addition, these foreign lawyers will help internationalize our classrooms at a time when more law firms are seeking U.S. attorneys who have experience with international law and other legal systems. This program will help to bring these dynamics to Texas Tech Law classrooms and give U.S. students an international perspective that will enrich their educational experience."

"Texas is the number one international trader among the fifty states, and there is almost no area of domestic law that will remain untouched by international relations as we move forward in this increasingly globalized century," said Dean Darby Dickerson. "As such, it is critical that we



continue to provide our graduates with an ever-increasing number of international opportunities and experiences.”

More information about Texas Tech University School of Law may be found at [www.law.ttu.edu](http://www.law.ttu.edu).

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

**Contact: Celeste Villarreal, communications coordinator, Texas Tech School of Law,** (806) 742-3990 ext. 249, or [celeste.villarreal@ttu.edu](mailto:celeste.villarreal@ttu.edu).



# News Release

## **FOR IMMEDIATE RELEASE**

DATE: April 11, 2012

CONTACT: Jorge Cruz, [jorge.cruz@ttu.edu](mailto:jorge.cruz@ttu.edu)  
(806) 742-2136

### **Texas Tech's Burkhart Center Provides Resources and Activities for Autism Awareness Month**

Texas Tech University's Burkhart Center for Autism Education and Research has several activities planned throughout the month of April for Autism Awareness Month.

As cases of autism continue to increase, David Richman, professor and chairman of the Burkhart Center, said it is important to raise awareness of the issues pertaining to autism.

"By raising awareness, we hope people gain a better understanding of the people who are affected by autism," Richman said, "and see them for what they are - people, just like everyone else."

According to the Centers for Disease Control and Prevention, autism affects 1 in 88 Americans and every year out of 4 million children in the U.S., approximately 36,500 children eventually will be diagnosed with autism.

"We want to keep autism on the forefront, because of the increasing number of autism cases in the community," Richman said.

The center provides a variety of resources in the areas of adult transition, technical assistance in implementing evidence-based interventions for children and community outreach services.

Richman said the Burkhart Center has three primary focuses:

- helping prepare future regular and special education teachers to instruct children with autism
- providing direct service to families affected by autism in the community
- conducting research in a wide range of areas, such as assessment and treatment of behavioral problems and behavioral patterns within neurodevelopment disorders

During Autism Awareness Month, the center is providing several community activities, including Autism Awareness Day at Rip Griffin Park on April 15, Walk for Autism Awareness on April 22 and Parent's Night Out on April 29.

Autism Awareness Day at Rip Griffin Park will include remarks by Coach Dan Spencer and first-pitch guest Texas Tech alumnus Sam Scheef, philanthropist and supporter of the Burkhart Center.

The seventh-annual Burkhart Walk for Autism Awareness will take place from 2 to 4 p.m. at Jones AT &T Stadium. This year's honorary walk chairwoman will be Nikki-Dee Ray, KLBK's chief meteorologist.

There is no registration fee, but donations are welcome. All proceeds will benefit the Burkhart Building Fund.

For more information on these events and the Burkhart Center visit [www.burkhartcenter.org](http://www.burkhartcenter.org).

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

**CONTACT: David Richman, chairman of the Burkhart Center for Autism, Texas Tech University, (806) 742-1998 ext. 458 or [d.richman@ttu.edu](mailto:d.richman@ttu.edu).**



# News Release

## FOR IMMEDIATE RELEASE

DATE: April 12, 2012

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

### **Texas Tech Announces Events for Arbor Day Celebration**

Texas Tech University will host its annual Arbor Day activities April 27 at Memorial Circle.

Arbor Day is an annual event that provides an opportunity for students, faculty and staff to join together to beautify the Texas Tech campus, build a sense of community and receive recognition. The occasion features live music, free food and T-shirts, and planting alongside other Red Raiders, making this one of the most anticipated events each spring.

#### Schedule of Events:

11 a.m. Seeds for Needs

11 a.m. – 1 p.m. Free food and T-shirt with student I.D., \$5 shirt for faculty/staff

11:50 a.m. – 12:50 p.m. Live music featuring Fallen Riviera

12:50 – 1:20 p.m. Ceremony/student organization awards

1:20 – 3 p.m. Planting

See video from previous Arbor Day events.

Registration for student organizations is available here.

More information is on the Arbor Day website.

Arbor Day activities are sponsored by the Student Union & Activities, Hospitality Services, the Center for Campus Life, Grounds Maintenance and the Tech Activities Board.

#### Texas Tech's statement on sustainability:

"As a steadfast and committed member of the community, Texas Tech strives to promote sustainability efforts that will preserve and protect our resources. The university is dedicated to educating its faculty, staff and students to reduce, reuse and recycle now and well into the future."

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

**CONTACT: Meredith Gooch, assistant director, Student Union and Activities,**  
(806) 742-4708 or [meredith.gooch@ttu.edu](mailto:meredith.gooch@ttu.edu).



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: April 12, 2012

CONTACT: Jorge Cruz, [jorge.cruz@ttu.edu](mailto:jorge.cruz@ttu.edu)  
(806) 742-2136

### **Texas Tech Hosts 2012 Undergraduate Research Conference**

Texas Tech University will host the Undergraduate Research Conference (URC) April 16-20 at the Student Union Building.

The weeklong celebration will give 177 undergraduate students, representing various majors, the opportunity to showcase their scholarly work and contributions to undergraduate research.

"The conference provides an opportunity for students to present research, showcase their findings, and network with faculty, staff, and fellow researchers," said Jeannie Diaz, director at the Center for Undergraduate Research (CUR) at Texas Tech.

Students from Texas Tech and other universities have the opportunity to attend sessions focused on undergraduate research and present research in a paper, poster or oral format. The event is part of an ongoing mission to support and promote scholarly research and scholarship by providing undergraduate research opportunities for students and faculty at Texas Tech.

As part of URC's outreach and engagement activities, the conference will host a Graduate School Fair featuring 30 graduate schools and representatives from Texas to give students the opportunity to learn more about graduate opportunities and the application process.

This year, for the first time, the conference is welcoming visitors from universities across the nation to participate in the conference and showcase their research, including California State University-East Bay, Louisiana State University at Alexandria and students throughout the state of Texas.

The presentations will be judged by 250 faculty and graduate students. Awards include a \$2,000 graduate school test prep certificates, Kindles, iPads and other prizes.

The event is hosted by CUR, Texas Tech University/Howard Hughes Medical Institute (TTU/HHMI) Program at the Center for the Integration of Science Education & Research, the Office of the Vice President for Research, and the university's Honors College.

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

**CONTACT: Jeannie Diaz, director, Center for Undergraduate Research, Texas Tech University, (806) 742-1095 or [jeannie.diaz@ttu.edu](mailto:jeannie.diaz@ttu.edu).**



# News Release

## **FOR IMMEDIATE RELEASE**

DATE: April 12, 2012

CONTACT: Patrick Gonzales, [patrick.gonzales@ttu.edu](mailto:patrick.gonzales@ttu.edu)  
(806) 834-8696

**South Plains Generation Texas Works to Prepare Area Students for College**  
The program, led by Texas Tech students, will host College Signing Day on May 4.

Texas Tech University students are doing their part to create a college-going culture in the South Plains region, and their efforts will culminate with a one-of-a-kind event in May.

The students are participating in Generation Texas, a statewide initiative of the Texas Higher Education Coordinating Board (THECB) aimed at clarifying the steps students need to take on the path to college and career education.

Earlier this year Texas Tech's College of Education, in collaboration with the South Plains Closing the Gaps P-20 Council, was awarded a \$200,000 grant from the THECB to implement this region's version of the initiative. The result is South Plains Generation Texas, which is being spearheaded by the P-20 Council, an area coalition of higher education institutions, Region 17 Education Service Center school districts, businesses and community organizations.

Overall, South Plains Generation Texas is working with 13 partnering school districts, which represent 70 percent of the total student population in the region, or about 53,000 students, 60 percent of whom are Hispanic. The program hopes to improve on the region's college-going rate of 52.5 percent.

"The South Plains Generation Texas campaign is not only reaching out to students and parents to promote college and career readiness, it is also involving businesses in this initiative like United Supermarkets and Covenant Health System," said Janie Landin Ramirez, executive director of the South Plains Closing the Gaps P-20 Council and outreach programs administrator for the Texas Tech College of Education.

What makes the initiative unique is that college students are being used to deliver the South Plains Generation Texas message. Texas Tech students are serving as work-study interns to conduct on-site mentoring services at 16 area high schools. They assist students and parents by clarifying the steps they need to get to college and career education, from taking the right classes and tests, to applying to colleges, to finding the money to pay for school.

The efforts of South Plains Generation Texas will be celebrated from 10 a.m.-noon May 4 when its hosts College Signing Day at the City Bank Coliseum. High school students are invited to sign their commitment letters to college at the event, and school districts are

encouraged to bring juniors and seniors. College Signing Day also will include motivational speakers, entertainment by Page 9, a college and career fair featuring alumni groups and recognition of the scholarship recipients.

Other South Plains Generation Texas events:

**April 17:** The South Plains Closing the Gaps P-20 Council will host a Generation Texas Chambers of Commerce luncheon for chambers of the South Plains region at 11:30 a.m. at the Spirit Ranch, 701 Regis St., Lubbock. An introduction to the South Plains Generation Texas program will be the focus of the event. Please RSVP to [janie.ramirez@ttu.edu](mailto:janie.ramirez@ttu.edu).

**April 19:** The South Plains Closing the Gaps P-20 Council will host a Superintendent Generation Texas luncheon at 11:30 a.m. at the Spirit Ranch for all the superintendents of the Region 17 Education Service Center area. An introduction to the South Plains Generation Texas program will be the focus of the event.

**April 23:** The South Plains Closing the Gaps P-20 Council, featuring Texas Tech President Guy Bailey, will conduct a news conference at 10 a.m. in the McKenzie-Merket Alumni Center on the Texas Tech campus to announce activities planned for Generation Texas Day (May 4).

For more information visit [www.GenTX.org](http://www.GenTX.org).

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

**CONTACT: Janie Ramirez, outreach program administrator, College of Education, Texas Tech University, (806) 742-1998 ext. 459 or [janie.ramirez@ttu.edu](mailto:janie.ramirez@ttu.edu).**





# News Release

## **FOR IMMEDIATE RELEASE**

DATE: April 13, 2012

CONTACT: Karin Slyker, [karin.slyker@ttu.edu](mailto:karin.slyker@ttu.edu)  
(806) 742-2136

### **Texas Tech Names Distinguished Engineers**

The Texas Tech University Edward E. Whitacre Jr. College of Engineering named Capt. John D. Alexander, Elizabeth F. Holland, James E. Lowder, Alan L. Smith, and Karan Watson as recipients of the 2012 Distinguished Engineer Award on April 13 at a luncheon at the Overton Hotel in Lubbock.

The Distinguished Engineer Award was established during the 1966-67 academic year to recognize the most outstanding alumni of the college. Since that time, 207 former students have received this honor.

Recipients of the award must be distinguished in their profession, an inspiration to their peers, and have demonstrated a continuing interest in areas outside the field of engineering.

"The Distinguished Engineer Award is an opportunity for the Whitacre College of Engineering to recognize our exceptional alumni," said Al Sacco Jr., dean of the college. "Our entire scholarly community is proud of the accomplishments of our latest group of alumni to earn the title Distinguished Engineer. These individuals have set themselves apart in various and unique ways as outstanding engineers and business leaders and are a testimony to the exceptional education provided by our faculty and staff to all our students: past, present and future."

Alexander graduated in 1982 with a Bachelor of Science in mechanical engineering. He was commissioned in the U.S. Navy in December 1982 and was designated a Naval Flight Officer in November 1983. He completed sea duty assignments as a bombardier/navigator, strike operations officer, aviation department head, and squadron commander. He has served as the executive officer of the U.S.S. Dwight D. Eisenhower and commanded the Amphibious Transport Dock ship U.S.S. Juneau. He has accumulated more than 3200 flight hours with 687 carrier-arrested landings. He was named Naval Flight Officer of the Year in 1994. Alexander is currently the commander of the U.S.S. Abraham Lincoln, an aircraft carrier in the U.S. Navy.

Holland graduated in 1984 with a Bachelor of Science in industrial engineering. After eight years in defense electronics at Texas Instruments, she has spent the last 20 years in health care, developing and marketing cutting-edge medical devices and equipment. Holland is currently a managing partner at Medical Product Consulting Inc. in Wadsworth, Ill.

Lowder attended Texas Tech in the mid-1950s in the Department of Mechanical Engineering. He worked for more than 50 years in the construction and industrial earthmoving business. He holds 14 U.S. and foreign patents. Lowder is currently the president of Evstar Technologies and is the chair of the advisory committee for the Byron Martin Advanced Technology Center at Lubbock Independent School District.

Lowder and Holland are the first father and daughter to be honored in the same year.

Smith graduated in 1985 with a Bachelor of Science in petroleum engineering. He has been in the petroleum industry since 1985, working for major and independent companies, and consulting firms. He successfully created and sold two independent oil companies and was eventually recruited to join the private equity firm Quantum Energy Partners. Smith is currently the chief executive officer of QR Energy and Quantum Resources Management in Houston, Texas.

Watson graduated with a Bachelor of Science in electrical engineering in 1977, a Master of Science in electrical engineering in 1981, and a doctorate in electrical engineering in 1982. She joined the faculty of Texas A&M University in 1983, eventually serving in associate dean positions in the Dwight Look College of Engineering from 1991 to 2002. She worked in the provost's office in associate provost, vice provost, and interim positions from 2002 until 2011. Watson is currently provost and executive vice president for academic affairs at Texas A&M University. She also is president-elect for Accreditation Board for Engineering and Technology, Inc. (ABET) and will serve as the president from October 2012-October 2013.

For more detailed information on each of the Distinguished Engineers, visit <http://www.depts.ttu.edu/coe/alumni/de/index.php>

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

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



TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: April 13, 2012

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

### **Texas Tech Cheer Claims Third at National Competition**

Texas Tech University's Cheer Squad claimed third place today (April 13) at the 2012 National Cheerleaders Association and National Dance Association (NCA/NDA) Collegiate Cheer and Dance Competition in Daytona Beach, Fla.

The Cheer Squad, coached by Bruce Bills, finished with a final score of 9.303, and was edged out by squads from Oklahoma State University (first) and the University of Louisville (second).

"I am very proud of this team," Bills said. "They worked extremely hard to get this opportunity."

View video of the team's preliminary round [here](#).

More than 270 teams from across the U.S., Canada, Costa Rica and Japan competed for an NCA or NDA title.

Stephanie Rhode, assistant director in the Center for Campus Life, said getting to Daytona Beach and placing among the top teams is much more difficult than it appears.

"Just qualifying to get to this contest is a big deal, because an invitation from NCA/NDA is required to even go to the national competition," Rhode said. "Many teams that get invited don't even make the trip, because they know they ultimately are not competitive enough."

Texas Tech's squad qualified for the national bid last summer at the cheer camp hosted by Southern Methodist University.

**CONTACT: Stephanie Rhode, assistant director, Center for Campus Life, Texas Tech University, (806) 742-5433 or [stephanie.rhode@ttu.edu](mailto:stephanie.rhode@ttu.edu).**



# News Release

## **FOR IMMEDIATE RELEASE**

DATE: April 13, 2012

CONTACT: Karin Slyker, [karin.slyker@ttu.edu](mailto:karin.slyker@ttu.edu)  
(806) 742-2136

### **From Trashy to Classy**

A unique exhibit where sustainability mingles with high fashion.

A grocery sack floating in the wind might appear as garbage to most people but has endless potential to others. Dresses, made of not only plastic bags, but everything from phone books to coffee filters and VHS tape were on display Thursday at the Texas Tech University Library Croslin Room.

This event, called "From Trashy to Classy" is a joint effort between Texas Tech's Apparel Design and Manufacturing (ADM) students and the student chapter of the U.S. Green Building Council (USGBC), a non-profit organization dedicated to sustainable building design and construction.

Shay Hlavaty is vice-president of the student organization. Her continuing mission is to encourage those with untrained eyes to seek possibilities outside the box.

"Just because it's been used once, doesn't mean it's ready for the landfill," Hlavaty said.

This mission is shared by ADM director and associate professor Su Shin. Each year, she instructs her students to design a wearable and recycled outfit, using materials that would not ordinarily use a second time.

Allison Gilliland, a junior from Fairview, found her inspiration in the bottom of a soda can.

"I looked around the room and saw the cans," Gilliland said. "The hardest part was figuring out how to attach them."

In the end, she settled on paper clips and bits of wire. The concept was relevant considering her dress is a stylish two piece made entirely from recycled aluminum.

"The outfits were previously modeled at the Louise Hopkins Underwood Center during the First Friday Art Trail," Shin said. "We received positive feedback from the community, and invitations to display the designs at other community events, such as the Lubbock Arts Festival."

The top three designs will also be displayed at the fourth annual “Spring Into Green” conference April 19 - 20 at the Texas Tech Rawls College of Business, and ADM’s senior fashion show on April 28. Shin, Hlavaty and her mother, Valerie, an instructor of retail management, are judges.

Shay Hlavaty hopes the assignment will inspire people to give another thought to alternative forms of conservation, such as choosing to walk instead of ride, or cloth bags instead of plastic.

“Being environmentally friendly does not have to be difficult, time consuming or life changing,” Hlavaty said. “We’re all about incorporating sustainability into everyday life.”

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

**CONTACT: Su-Jeong H. Shin, associate professor, Department of Design, College of Human Sciences, Texas Tech University, (806) 742-3050 or [su.hwang@ttu.edu](mailto:su.hwang@ttu.edu).**



TEXAS TECH UNIVERSITY

# Advisory

## FOR IMMEDIATE RELEASE

DATE: April 13, 2012

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

### **Texas Tech's Rawls College Hosts Opening for 2012 Spring Into Green Conference**

- WHAT: Lubbock's Fourth Annual Spring Into Green Conference opening event
- WHEN: 5:30-7 p.m. Thursday (April 19)
- WHERE: Rawls College of Business, 703 Flint Ave.
- EVENT: Texas Tech University's Rawls College of Business hosts the free opening event, featuring keynote speaker Brock Dolman, director, WATER Institute, Occidental Arts and Ecology Center.

The conference itself begins at 8:30 a.m. Friday at the Louise Hopkins Underwood Center for the Arts. For more information visit [www.LubbockSpringIntoGreen.org](http://www.LubbockSpringIntoGreen.org)

Designed and built to earn LEED certification, the Rawls College of Business Building itself is a masterwork of green use and reuse. Read more [here](#).

Texas Tech's statement on sustainability: As a steadfast and committed member of the community, Texas Tech strives to promote sustainability efforts that will preserve and protect our resources. The university is dedicated to educating its faculty, staff and students to reduce, reuse and recycle now and well into the future.

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

**CONTACT: Jane Nagy, event coordinator, (806) 239-2466 or [conakryl@hotmail.com](mailto:conakryl@hotmail.com).**



# News Release

## FOR IMMEDIATE RELEASE

DATE: April 13, 2012

CONTACT: Karin Slyker, [karin.slyker@ttu.edu](mailto:karin.slyker@ttu.edu)

(806) 742-2136

### **Wind Research Experts Available to Discuss Tornado Threat** NWS Storm Prediction Center issues rare "high-risk warning."

An outbreak of storms that could result in large violent tornadoes is expected to develop across the nation's midsection this weekend, in a band that stretches from Texas to Wisconsin. Forecasters say the danger is particularly great Saturday afternoon into the evening hours.

The risk is so great, that National Weather Service forecasters at the Storm Prediction Center have issued a rare high-risk outlook, with a strong potential for tornadoes that stay on the ground for a longer period of time.

This is only the second time in U.S. history that they have issued such a warning more than 24 hours in advance.

The first tornado appeared late Friday afternoon, in Norman, Okla.

Texas Tech is the only university in the country to offer a Wind Science and Engineering doctorate program. This multidisciplinary degree encompasses several different types of study including atmospheric science, wind engineering, economics, statistics, leadership/ethics and wind power systems.

Through WISE, scientists and engineers have collected one of the country's largest repositories of wind data and helped develop the Enhanced Fujita Scale, implemented in 2007 by the National Weather Service.

**John Schroeder**, associate professor of atmospheric sciences and director of WISE, brings extensive experience in wind flow characterization and atmospheric measurements, including directing Texas Tech's hurricane research program and West Texas Mesonet. Schroeder can be reached at (806) 742-2813 or [john.schroeder@ttu.edu](mailto:john.schroeder@ttu.edu).

**Christopher Weiss**, associate professor of atmospheric science, has researched the genesis and low-level wind structure of tornadoes for the past 13 years. He also maintains a research interest in the processes responsible for the generation of the parent thunderstorms. He can speak to the current scientific understanding regarding why tornadoes form and intensify, as well as how the structure of the tornado relates to the

-more-



observed damage seen at the ground. He can be reached at (806) 742-4712 or [chris.weiss@ttu.edu](mailto:chris.weiss@ttu.edu).

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

**Ernst Kiesling**, professor of civil engineering and executive director of the National Storm Shelter Association, can speak on the construction and use of residential and community shelters. Kiesling has more than 35 years of experience in the field documenting storm damage, writing performance standards for safe rooms, and verifying compliance of safe rooms with those standards. He can be reached at (806) 742-3476 ext. 335 or [ernst.kiesling@ttu.edu](mailto:ernst.kiesling@ttu.edu).

**Larry Tanner**, research associate in civil engineering, has years of field experience studying tornado damage and debris. Tanner's research of approximately 400 manufactured homes damaged by a 2005 tornado that killed 22 people in Evansville, Ind., prompted new standards for mobile home installation in the region. Tanner can be reached at (806) 742-3476 ext. 336 or [larry.tanner@ttu.edu](mailto:larry.tanner@ttu.edu).

**Darryl James**, professor in the Department of Mechanical Engineering and WISE associate, and his team spent more than a year and a half building a tornado simulator at Reese Center. The device, known as VorTECH, simulates tornadic winds in the mid-EF3 range or less, in an effort to understand how tornadoes do their damage. James can be reached at (806) 742-3563 or [darryl.james@ttu.edu](mailto:darryl.james@ttu.edu). And watch VorTECH at work at [http://www.youtube.com/watch?v=w\\_yLLAus75o](http://www.youtube.com/watch?v=w_yLLAus75o).

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





# News Release

## **FOR IMMEDIATE RELEASE**

DATE: April 13, 2012

CONTACT: Clay Fuchs, [clay.fuchs@ttu.edu](mailto:clay.fuchs@ttu.edu)  
(806) 742-2136

### **Take Back the Night at Texas Tech**

Texas Tech University campus and Lubbock community members are taking to the streets to end sexual violence as part of the Take Back the Night rally and march at 6 p.m. April 21 at the Lubbock County Courthouse.

The V-Day Lubbock Coalition, Tech Feminist Majority Leadership Alliance, Sexual Assault Prevention Peer Educator Committee, the Student Counseling Center and the Women's Studies Program are partnering with the Take Back the Night national foundation to achieve the foundation's mission of ending sexual violence in all forms and lending support to survivors.

"This event is important for many reasons," said Jeanne Haggard, a Texas Tech student and one of the event's organizers. "As a survivor, I find it empowering to participate in events like this, because I know I am not alone."

From 6-7 p.m., participants will have the opportunity to make posters for the march and decorate an item of clothing to add to the "Clothesline Project." At 7 p.m., Jennifer Bassett, the Lubbock assistant criminal district attorney and Barron Slack, the Lubbock assistant district attorney, will speak. The Bentley Massey Band will provide entertainment and Ben Massey will speak as well.

The march begins at 7:45 p.m. at the County Courthouse gazebo, travels down Broadway Street to Avenue Q, and then returns to the gazebo for an interfaith candlelight vigil at sunset.

The first Take Back the Night event took place in the U.S. in the 1970s and annually people in cities worldwide continue to host marches, rallies and performances. In 2001, the Take Back the Night national foundation became a publicly funded charity.

The purpose of the national foundation is not to dampen the spirit or creativity of individuals and grassroots initiatives, but rather to provide greater national and international visibility, and also to provide assistance with organization, planning, sponsorship, supplies and other forms of support for events.

Haggard said many people throughout the world, both male and female, are working together to end violence.

“This makes me feel a sense of hope that one day we won’t have to have events like these to raise awareness because everyone will understand why violence needs to stop,” Haggard said.

For more information on the event visit the Facebook page [here](#).

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

**CONTACT: Jeanne Haggard, Feminist Majority Leadership Alliance, Texas Tech University (620) 803-8067, or [jeanne.haggard@ttu.edu](mailto:jeanne.haggard@ttu.edu)**



# News Release

## FOR IMMEDIATE RELEASE

DATE: April 13, 2012

CONTACT: Clay Fuchs, [clay.fuchs@ttu.edu](mailto:clay.fuchs@ttu.edu)

(806) 742-2136

### **Former US Poet Laureate Gracing the Stage at Texas Tech**

Whether a child likes it or not, parents' characteristics and quirks are often passed down to them. Thankfully for America, former U.S. Poet Laureate Billy Collins' mother passed down the right ones to him.

"Without meaning to, my mother prepared me for poetry by having hundreds of lines of it in her head, lines she uttered at the slightest provocation," Collins said. "Adolescence draws us to poetry as a way of dealing with our estrangement, our new sense of distance from play, and I was no exception. I loved metaphors. I would put a little flag next to every good one I found in my reading."

Collins is the next lecturer in the Texas Tech University Presidential Lecture and Performance Series and will take the stage at 7 p.m. April 20 in the Allen Theatre.

The U.S. Poet Laureate is appointed by the Library of Congress and responsible not only for overseeing series of poetry readings and lectures, but also promoting poetry throughout the country.

Collins created Poetry 180, an initiative aimed at high school students. Poetry 180 is designed to make poetry more accessible for high school students and essentially gives them a different poem to read for each of the 180 days of the school year.

Traditionally, poet laureates are not required to compose poems for government events, but during his time as poet laureate, Collins was asked to write a poem commemorating the victims of the Sept. 11, 2001 terrorist attacks. The poem was read in front of a special joint session of congress.

Collins also has published nine collections of poetry. Some of his most famous works include "Questions About Angels," "The Art of Drowning" and "Picnic."

"His work is unique in that he has gained a national audience of readers far beyond what most of the rest of the poets would hope to acquire," said John Poch, a professor of creative writing at Texas Tech. "He has a no-nonsense delivery that doesn't overemphasize his rhythms while allowing the reader to get a strong sense of a poet who works in very smart cadences."

Poch said a lot of people try and paint Collins into a corner by saying he is simple, but that couldn't be further from the truth. Poch said Collins knows what he is doing and called some of his work "utterly profound."

"People often laugh, cry perhaps, and smile a whole lot when a poet reads poems. They won't be doing this because of mere entertainment but because they are experiencing poetry," Poch said. "This is a different kind of laughing, crying and smiling than a person does at any other time in life."

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

**CONTACT: Jo Moore, Presidential Lecture & Performance Series, (806) 742-0700 or [jo.moore@ttu.edu](mailto:jo.moore@ttu.edu).**



# Advisory

## FOR IMMEDIATE RELEASE

DATE: April 16, 2012

CONTACT: Jorge Cruz, [jorge.cruz@ttu.edu](mailto:jorge.cruz@ttu.edu)  
(806) 742-2136

### **Texas Tech's LULAC Hosts West Texas Young Adult Summit**

- WHAT:** Texas Tech University's League of United Latin American Citizens (LULAC) hosts the 2012 West Texas Young Adult Summit (WTYAS)
- WHEN:** 9:30 a.m.-3:30 p.m. April 28
- WHERE:** Texas Tech University School of Law, 1802 Hartford Ave.
- EVENT:** Texas Tech's LULAC hosts the unique conference organized by students for students on the Texas Tech campus.

The WTYAS brings attention to current issues and real concerns facing the Latino population in the U.S. The conference is designed to educate, initiate discussions and empower participants.

The selected speakers bring expertise and knowledge to current issues through distinct educational perspectives, current information and real-life experiences.

Registration is open to anyone who would like to attend. Space is limited, so please register as soon as possible. A continental breakfast and lunch will be provided. Every participant will receive an official T-shirt.

To register include your name, classification, major and T-shirt size and email information to [ttu.lulac@gmail.com](mailto:ttu.lulac@gmail.com).

The event is sponsored by the Caprock Foundation, Latino Lubbock Magazine, Montelongo's Mexican Restaurant and Noe Valles of Glasheen, Valles, Inderman, LLP.

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

**CONTACT: Dulce Segura, parliamentarian, League of United Latin American Citizens, Texas Tech University, (214) 315-9180 or [dulce.segura@ttu.edu](mailto:dulce.segura@ttu.edu).**



# News Release

## FOR IMMEDIATE RELEASE

DATE: April 16, 2012

CONTACT: Jorge Cruz, [Jorge.cruz@ttu.edu](mailto:Jorge.cruz@ttu.edu)  
(806) 742-2136

### **Texas Tech Greek Organizations Honored with Awards**

Texas Tech University's annual Greek Awards Banquet was held April 12 at the Overton Hotel Ballroom.

The awards banquet is an opportunity to acknowledge the successes as members of the Greek community, as individual sororities, fraternities and as Greek alumni.

"Typically fraternity and sorority officers as well as award nominees attend this banquet," said Megan Robare, Panhellenic advisor for the campus. "Sororities and fraternities had an opportunity to apply for specific awards highlighting a variety of success for individuals in their organization or for the organization as a whole."

Sororities or fraternities could apply for awards for individual members of the four Greek councils (Panhellenic Council, Multicultural Greek Council (MGC), Interfraternity Council (IFC), and National Pan-Hellenic Council (NPHC)) and individual sororities and fraternities.

Winners included:

#### IFC Council:

- Chapter of the Year: Farmhouse
- Member of the Year: Kish Rajput of Delta Sigma Phi
- Outstanding Alumni: Matt Owens of Sigma Phi Epsilon

#### MGC Council:

- Chapter of the Year: Kappa Delta Chi Sorority, Inc.
- Member of the Year: Isamar Marmolejo of Kappa Delta Chi Sorority, Inc.
- Outstanding Alumni: Joseph Manuel of Gamma Beta

#### Panhellenic Council:

- Chapter of the Year: Kappa Delta
- Member of the Year: Brittany Hoffman of Pi Beta Phi
- Outstanding Alumnae: LeAnn Grantham of Kappa Kappa Gamma

#### NPHC Council:

- Member of the Year: Deland Spencer of Alpha Kappa Alpha Sorority, Inc.

Office of Communications and Marketing



## TEXAS TECH UNIVERSITY

Excellence in Teaching: Hershel Mann, nominated by Kappa Alpha Theta  
Dean's Cup of Excellence: Kappa Delta Chi Sorority, Inc.

Applications submitted by sororities and fraternities were judged by the Awards Selection Committee made up of representatives across the Texas Tech campus.

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

**CONTACT: Megan Robare, unit coordinator and Panhellenic advisor, Texas Tech University, (806) 742-5433 or [lee.robare@ttu.edu](mailto:lee.robare@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: April 16, 2012

CONTACT: Melanie Hess, [melanie.hess@ttu.edu](mailto:melanie.hess@ttu.edu)  
(806) 742-2136

### **Texas Tech Student Honored as Youth Volunteer of the Year**

Time management served one Texas Tech University human development and family studies major well while she gave back to the Lubbock community.

Working full time at Wells Fargo, taking a full course load and a part-time internship with Lubbock Early Learning Centers was a lot to balance for senior Megan Williams. However, despite her time constraints, Williams' work impressed the staff at New Directions, where she worked more than 90 hours last fall, so much they named her Youth Volunteer of the Year.

Joanne Cotter, Lubbock Early Learning Centers executive director, said Williams really impressed the New Directions community with her desire to serve them well, especially since they knew she was a full-time student with a full-time job.

"During her volunteer time she worked in the office assisting the director, in the classrooms with infants and toddlers implementing lesson plans and addressing their individual needs, and she even worked in the kitchen learning how to prepare bottles, baby food and meals for hungry children," Cotter said.

New Directions caters to teenage moms and their kids, a cause that has found a place in Williams' heart.

"I saw them come in and out, and I heard the stories and backgrounds. I was always asking, what's their story," Williams said. "Whenever I would find out a kid wasn't there anymore, like something happened to them or the mom wasn't coming to school anymore, that made me sad. I feel bad for the kid, and I feel bad for the mother because I know they're going to have a rough life if she doesn't finish school."

Williams said material she learned in Texas Tech coursework helped her tremendously when working with her favorite age group, birth to one year.

"I was constantly thinking about what I learned in my classes while I was working with them," Williams said. "I'm a hands-on learner, so it definitely kind of helps me connect everything. Everything I learned in the books and from my professors, I kind of get to experience and see for myself."





## TEXAS TECH UNIVERSITY

Texas Tech Professor Nancy Bell oversaw Williams' internship as part of a community practicum course. She commented that courses like this allow students extensive involvement in a community setting have the goal of applying theory and skills learned in the classroom to a professional setting while developing career skills, awareness and possibilities.

"It just made me realize how important these kinds of organization are," Williams said. "You don't think about them every day, but it really is so important for community to like get involved and help these people who need the help, whether it be kids or teenage moms or abused wives."

The Youth Volunteer of the Year award is given to a young adult who stood out to the Lubbock Early Learning Centers for outstanding volunteer work.

"I feel very honored," Williams said.

A ceremony honoring this years' award recipients, including Williams, will take place from 11:30 a.m. to 1 p.m. Wednesday (April 18) during the Champions for Children Banquet at the Lubbock Country Club.

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

**CONTACT: Patrick Gonzales, Communications and Marketing, Texas Tech University,**  
(806) 742-2136 or [patrick.gonzales@ttu.edu](mailto:patrick.gonzales@ttu.edu).



# News Release

## **FOR IMMEDIATE RELEASE**

DATE: April 16, 2012

CONTACT: Rikki Carter, rikki.carter@ttu.edu

806-742-2136

### **Texas Tech Hosts Battle of the Halls Blood Drive**

University Student Housing hosts the first annual Battle of the Residence Halls Blood Donation Challenge from 2:30-8 p.m. each day April 23-26.

University Student Housing, in collaboration with United Blood Services (UBS) of Lubbock, plan to increase the amount of blood donated by Texas Tech students by encouraging students living in residence halls to donate. The event is a challenge among the residence halls to see which halls donates the most blood during the weeklong event.

Drew Jahr, assistant director of Residence Life, said this is an opportune time for students to give back to the Lubbock community by donating their blood or time.

"This event will allow students to see the importance of helping others in need," said Jahr. "There are many people who need blood transfusions every year. For the students who volunteer their time they will have the opportunity to give back to the community."

The goal of the event is to have at least 25 students donate 31 pints of blood. Each residence hall will have one day to collect as many pints of blood as possible.

Students unable to meet blood donating qualifications will have an opportunity to volunteer their time with UBS. Students wishing to volunteer must visit the front desk of their residence hall by noon April 18 to provide their information.

### **The event schedule is as follows:**

- Monday:       Hulen and Clement Halls (lobby)  
                  Wall and Gates Halls (lobby)
- Tuesday:       Murray Hall (study lounges, 1<sup>st</sup> floor)  
                  Stangel and Murdough Halls (Bloodmobile)  
                  Carpenter and Wells Halls (lobby)
- Wednesday:   Horn and Knapp Halls (WISE Lounge in Knapp)  
                  Gordon and Bledsoe Halls (Gordon Lounge)
- Sneed Hall (Sneed Room)

Thursday: Chitwood and Weymouth Halls (Chitwood lobby)  
Coleman Hall (lobby)

Each donor will receive appreciation gifts and will be entered into a prize drawing.

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

**CONTACT: Drew Jahr, assistant director, University Student Housing, Texas Tech University, (806) 742-2661, or [drew.jahr@ttu.edu](mailto:drew.jahr@ttu.edu).**



# News Release

## FOR IMMEDIATE RELEASE

DATE: April 17, 2012

CONTACT: Clay Fuchs, [clay.fuchs@ttu.edu](mailto:clay.fuchs@ttu.edu)  
(806) 742-2136

### **Acclaimed Artist with Texas Panhandle Ties to Speak at Texas Tech**

Landmark Arts at the Texas Tech University School of Art will host Catherine Lee, an American artist whose works in painting, sculpture and ceramics have been exhibited and collected internationally since the 1980s.

Lee will give an artist's lecture starting at 5 p.m. April 24, in Room B01 in the School of Art. The lecture is free and open to the public. Paid parking is available on the fourth Floor of the Flint Avenue parking facility and in the visitor lot next to the School of Art.

Lee's abstract art is developed within a clear theoretical framework with an emphasis on material, color and form. Although she began her career as a painter, Lee's more recent work has had a three-dimensional focus, including hand-patinated, free-standing bronzes and raku-fired, wall-mounted ceramics.

Her work can be found in the collections of the Metropolitan Museum of Art in New York, the Museum of Modern Art in New York, SFMOMA in San Francisco, the Carnegie Institute in Pittsburgh and the Tate Gallery in London. In 1980, Lee exhibited in New York City at P.S. 1. In 2005, she had an international solo at the Irish Museum of Modern Art in Dublin, in 2006 the Modern Art Museum in Saint-Etienne, France and the Hotel des Arts in Toulon, France

Lee was born in 1950 and grew up in the Texas Panhandle and she currently lives and works in New York City and in Wimberley, Texas.

The exhibitions, speakers and related programs at the School of Art are made possible, in part, by generous grants from the Helen Jones Foundation and The CH Foundation. Additional support comes from cultural activities fees administered through the College of Visual & Performing Arts.

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

**CONTACT: Joe Arredondo, director of Landmark Arts, Texas Tech University**  
(806) 742-1947, or [Joe.arredondo@ttu.edu](mailto:Joe.arredondo@ttu.edu).



# News Release

## FOR IMMEDIATE RELEASE

DATE: April 17, 2012

CONTACT: Celeste Villarreal, [celeste.villarreal@ttu.edu](mailto:celeste.villarreal@ttu.edu)  
(806) 742-3990, ext. 249 or (512) 968-6957

### **Texas Tech School of Law Announces New Law Journal Editors-in-Chief**

Texas Tech University School of Law has announced the appointment of new editors-in-chief for its various publications: *Texas Tech Law Review*; *Texas Tech Administrative Law Journal*; *Estate Planning and Community Property Law Journal*; *Texas Bank Lawyer*, and *Journal for Biosecurity, Biosafety, and Biodefense Law*.

Brady Behrens ('13) has been named editor-in-chief for the *Texas Tech Law Review*, Volume 45. Founded in 1970, the *Texas Tech Law Review* is published quarterly. Originally from Beaumont, Behrens holds a bachelor's degree in spatial sciences from Texas A&M University. While at Texas Tech Law, he has interned for the Honorable Robert Junell, U.S. District Court Judge for the Western District of Texas, and clerked for Davis, Gerald & Cremer in Midland. He also serves as an executive member of the Energy Law Interest Group at Texas Tech Law and has received many awards for academic achievements.

Taylor Spalla ('13) will serve as editor-in-chief of the *Texas Tech Administrative Law Journal*, Volume 14. The *Texas Tech Administrative Law Journal*, in partnership with the State Bar of Texas, publishes scholarly and professional articles focused on Texas administrative law. It is one of only two national journals that focus on administrative law. A native of Boerne, Spalla earned his bachelor's degree in business and political science from Southwestern University. Before attending Texas Tech Law, he served as a regional political director for U.S. Senator Kay Bailey Hutchison's gubernatorial campaign and travelled as an advance representative for The White House.

Torrie Taylor ('13) has been selected as the editor-in-chief of the *Estate Planning and Community Property Law Journal*, Volume V. Established in 2007, this journal publishes scholarly articles written by national and international experts in the fields of estate planning, community property, and related legal topics. Taylor is from Glen Rose. She graduated *summa cum laude* from Texas Tech University with a bachelor's degree in business marketing and was named the top graduate of her class. She was selected for the Mortar Board National College Senior Honor Society, was named to the President's and Dean's Honor Rolls, and represented her school in President's Select. She serves as president of her class at the law school and has been inducted into Phi Delta Phi, an honors legal fraternity. She participates in many organizations and serves as an officer in the Tech Law Republicans Organization and the Red Raider Bar Association. She has been named to the Dean's List and received a CALI Award for her legal writing for earning the highest grade in her section.

John McIntyre ('13) is the third-year student editor of *The Texas Bank Lawyer*, Volume 36. *The Texas Bank Lawyer*, founded in 1976, is a monthly newsletter written and edited by Texas Tech law students and distributed to more than 600 members of the Texas Association of Bank Counsel (TABC) as a membership service. A companion publication, *The American Bank Lawyer*, is distributed to more than 200 attorneys in other jurisdictions who are not members of the TABC. McIntyre graduated from Loyola Marymount University in 2008 with bachelor's degree in philosophy. After college McIntyre worked on his family's Canadian, Texas ranch, of which he is a fifth-generation heir. At Texas Tech, he competed in all the school's advocacy competitions, advancing to the final round for advanced moot court and writing the second best brief. His primary legal interests are in oil and gas litigation and transactions.

Marshall Meringola ('12) is the editor-in-chief of the *Journal for Biosecurity, Biosafety, and Biodefense Law*, Volume 3. The journal is published by the Center for Biodefense, Law and Public Policy, directed by Professor Victoria Sutton. Center faculty members are from not only the law school but also from throughout the Texas Tech System from multiple disciplines such as mass communications, microbiology, medicine, forensic science, pathology, animal science and plant science. Meringola earned his bachelor's in economics from the United States Air Force Academy and his MBA in health care administration from the University of Colorado-Colorado Springs, his hometown. Before attending Texas Tech Law, he served five years on active duty in the Air Force within the field of health care administration and achieved the rank of captain.

More information about Texas Tech University School of Law may be found at [www.law.ttu.edu](http://www.law.ttu.edu).

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

**Contact: Celeste Villarreal, communications coordinator, Texas Tech School of Law, (806) 742-3990 ext. 249, or [celeste.villarreal@ttu.edu](mailto:celeste.villarreal@ttu.edu).**



# News Release

## FOR IMMEDIATE RELEASE

DATE: April 17, 2012

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

### **Renowned Texas Tech Beef Expert Addresses 'Pink Slime' Controversy**

Pulling it from the marketplace puts beef cost, world population in shaky position.

Because of the recent social media hysteria centered on "pink slime" and its subsequent removal almost entirely from the marketplace, beef prices will soar and feeding the world population economically will be much more difficult.

That is the prediction of Mindy Brashears, professor in food microbiology and food safety at Texas Tech University, and director of its International Center for Food Industry Excellence, as well as a member of the Center for Biodefense, Law and Public Policy housed at the Texas Tech School of Law.

Brashears maintains that Lean Finely Textured Beef (LFTB), misnamed "pink slime," is a safe and wholesome food product.

"Unfortunately, due to the spread of misinformation in the media with a particular negative push in the social media networks, this product has been removed from the marketplace," Brashears said.

Brashears said LFTB is the product remaining on the carcass after the steaks and roasts are cut from the bones.

"Consider when you eat a steak at home and the fact that you cannot remove all of the meat that is close to the bone with a knife. The same thing happens in a processing plant. The industry developed a system to recover this product. Because the product is made up of small pieces of meat, it is indeed finely textured and does not look 'typical' because the texture is different," Brashears said. "However, it is 100 percent beef and it is safe.

"An ammonia process is used to treat the product which actually results in a safer product for the consumer. Unfortunately, the media painted the use of ammonia as the use of 'household' ammonia. This is simply not true. Many foods contain ammonia and the ammonia used in this product does not alter the nutritional value or make it unwholesome."

Brashears said the decision to bash the beef industry based on misinformation will have several consequences.



- “The cost of ground beef will rise. This product allows all consumers in the U.S. to have access to beef. It keeps the cost of ground beef low both in the marketplace and in restaurants.”
- “As an agricultural scientist, I feel it is important for us to responsibly use the resources we are given. Now a significant portion of high-quality meat that the animal was raised to provide to the consumer will be wasted. The industry estimates that an additional 1.4 million animals annually will be needed to replace the beef lost from the removal of this product from the marketplace.”
- “Consumers need to realize that there are people starving around the world. Our world population is expected to increase significantly in the next few years. Many scientists feel that our food supply must double in size to feed the world by the year 2050. We have just removed a high-quality and safe source of protein from the marketplace. No one is considering the impact this will ultimately have on the developing world where there are millions of starving people.”

“Sustainability and advancing agricultural technologies go hand in hand,” Brashears said. “Sustainability needs to be redefined into a term that indeed describes a system that will sustain our food needs in the human population and also, efficiently use our natural resources including the plants and animals that are on this planet. We have to be good stewards of our resources. Throwing away high-quality and safe beef is not being a good steward.”

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

**CONTACT: Mindy Brashears, professor, Department of Animal and Food Sciences, (806) 742-2805 ext. 235, or [mindy.brashears@ttu.edu](mailto:mindy.brashears@ttu.edu).**





TEXAS TECH UNIVERSITY

# Advisory

**FOR IMMEDIATE RELEASE**

DATE: April 18, 2012

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

**New Masked Rider to Take Reins, Raider Reds Pass Guns to New Mascots**

WHAT: Texas Tech University Transfer of Reins and Passing of Guns ceremonies

WHEN: Friday (April 20): 3 p.m. Transfer of Reins, 5 p.m. Passing of Guns

WHERE: The McKenzie-Merket Alumni Center on the Texas Tech campus

EVENT: The Masked Rider Program's 51<sup>st</sup> rider will take the reins of Midnight Matador from Bradley Skinner, the 2011-2012 Texas Tech Masked Rider.

Two graduating Raider Reds, who served 2010-2012, will be unmasked and transfer their guns to two new Raider Reds.

**CONTACT: Stephanie Rhode, assistant director, Center for Campus Life, Texas Tech University, (806) 742-5433 or [stephanie.rhode@ttu.edu](mailto:stephanie.rhode@ttu.edu).**



# News Release

## FOR IMMEDIATE RELEASE

DATE: April 18, 2012

CONTACT: Karin Slyker, Karin.Slyker@ttu.edu  
(806) 742-2136

### **Expert: 'America's Oldest Teenager' Changed the Entertainment World**

#### **Pitch**

Long time television producer and "New Year's Rockin' Eve" host Dick Clark died Wednesday of a massive heart attack. He was 82. Texas Tech University subject librarian Rob Weiner can speak to how Clark brought rock 'n' roll into people's homes and changed the entertainment industry.

#### **Expert**

Rob Weiner, associate librarian and pop culture expert, Texas Tech University Library, (806) 780-8775 mobile.

#### **Talking Points**

- Clark's influence from game shows like "\$10,000 Pyramid," to "TV Bloopers and Practical Jokes"
- The reach of "American Bandstand" reach over a 30-year period
- Artists who might credit their careers to Clark or his production company

#### **Quotes**

- "Except for the Beatles, Buddy Holly and Elvis Presley, 'American Bandstand' had more influence than 'The Ed Sullivan Show.'"
- "Dick Clark brought rock 'n' roll into the mainstream. His importance cannot be understated."
- "He cleared the way for shows like 'Soul Train,' 'American Idol,' 'The Voice' and others."



# News Release

## **FOR IMMEDIATE RELEASE**

DATE: April 18, 2012

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

### **Leading Wind Turbine Manufacturer Joins Texas Tech, Sandia Wind Farm Project**

The wind farm partnership between Sandia National Laboratories and Texas Tech University now includes Vestas, a leading wind turbine manufacturer.

The Scaled Wind Farm Technology facility (SWIFT) will be constructed at Reese Technology Center. Sandia will deploy two V27 research turbines at the site. Vestas will add its own 300-kilowatt, V27 turbine.

“This facility will offer an outstanding opportunity to work with our world-class partners to provide innovation in the wind energy community,” said John Schroeder, director of Texas Tech’s Wind Science and Engineering Research Center (WISE).

While the three-turbine array will allow for collaborative research, each turbine can be used separately for specific projects. The SWIFT facility should be operational by October. Sandia announced in July it would move its wind energy test facility to Lubbock.

“Working with world-renowned partners allows Texas Tech to participate in innovative research opportunities in wind energy,” said Taylor Eighmy, Texas Tech’s senior vice president for research. “The addition of Vestas to the partnership with Sandia opens up new avenues of investigation and allows Texas Tech to move closer to its goal of becoming an international leader in renewable energy.”

“This will create a technology accelerator that allows Vestas to bring innovations to market rapidly and cost-effectively,” said Anurag Gupta, director of rotor systems at Vestas Technology R&D in Houston.

The site will use V27 turbines, which are smaller than full, industrial-sized turbines.

“The V27 turbines are the smallest turbines that retain significant characteristics to the study of larger-scale machines,” said Jon White, project manager and researcher in Sandia’s Wind Energy Technologies group. “Having smaller turbines makes them easier to reconfigure, repair and maintain. The cost differences mean researchers can do earlier-stage, higher-risk research at SWIFT and turn tests around much more quickly, allowing them to pursue a more robust annual research agenda.”

Studies at the site will investigate turbine-to-turbine interactions and innovative rotor technologies. Other areas for investigation include aero-acoustics and structural health monitoring of turbines using embedded sensor systems.

The site eventually could expand to include nine or more wind turbines, which would allow researchers to examine further how individual turbines and entire wind farms can become better “citizens of the grid” and how to be more productive and collaborative.

A flexible Memorandum of Understanding, signed by all four partners — Sandia, Vestas, Texas Tech and Group NIRE, a renewable energy development company — allows use of the site for collaborative and proprietary research, depending on research needs.

The Department of Energy’s Wind and Water Power Program is funding Sandia’s work. Vestas has research and development offices in Texas, Massachusetts and Colorado that work with the company’s technology centers in Asia and Europe to improve existing wind turbines and develop the wind power systems of the future. Since 1979, Vestas has supplied more than 46,000 wind turbines in 69 countries and employs more than 3,000 people in the United States in technology research, manufacturing, sales and service.

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

**CONTACT: John Schroeder, director, Wind Science and Engineering Research Center, Texas Tech University, (806) 742-3476 ext. 342 or [john.schroeder@ttu.edu](mailto:john.schroeder@ttu.edu).**



TEXAS TECH UNIVERSITY

# Advisory

## FOR IMMEDIATE RELEASE

DATE: April 18, 2012

CONTACT: Karin Slyker, [karin.slyker@ttu.edu](mailto:karin.slyker@ttu.edu)  
(806) 742-2136

### **“Wind Tunnel Testing of Wind Turbine Blade Sections” McDonald-Mehta Lecture Series Hosts Virginia Tech Professor**

- WHAT:** The McDonald-Mehta Lecture Series
- WHEN:** 3:30 – 4:30 p.m. Wednesday (Apr. 18)
- WHERE:** Room 217 Electrical Engineering Building, Tech Texas campus
- EVENT:** Texas Tech University’s Wind Science and Engineering Research Center (WISE) will host William J. Devenport, professor and director of the Stability Wind Tunnel at the Department of Aerospace and Ocean Engineering at Virginia Tech.

Devenport’s lecture “Wind Tunnel Testing of Wind Turbine Blade Sections,” will focus on a new hybrid wind tunnel configuration that uses Kevlar cloth to contain noise while testing aeroacoustic characteristics of wind turbine blade sections. This research is a critical part of making these devices quieter and more efficient.

A doctoral graduate of the University of Cambridge, Devenport has built an extensive research program at Virginia Tech centered on experimental studies of aerodynamics and aeroacoustics. He is recognized for his contributions to the understanding of vortex-dominated flows, roughness noise, leading-edge noise and blade response.

A reception will immediately follow the seminar.

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

**CONTACT: Kelsey Seger, academic coordinator, Wind Science & Engineering Research Center, Texas Tech University, (806) 742-3476 or [kelsey.seger@ttu.edu](mailto:kelsey.seger@ttu.edu).**



# News Release

## FOR IMMEDIATE RELEASE

DATE: April 19, 2012

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

### **Texas Tech Pursues Excellence in Sustainability** Recycling and other green projects highlight campus efforts.

With Earth Day in the U.S. being celebrated April 22 this year, and Texas Tech University once again hosting Arbor Day activities later that week on April 27, the university is doing its part toward sustainability and being “green.”

Texas Tech’s official statement on sustainability reads: As a steadfast and committed member of the community, Texas Tech strives to promote sustainability efforts that will preserve and protect our resources. The university is dedicated to educating its faculty, staff and students to reduce, reuse and recycle now and well into the future.

To that end, Hospitality Services is hosting two events for students Wednesday (April 25).

The Crush’em Tech Recycling Event begins at noon in the Student Union Building West Plaza. Students can bring two plastic bottles for recycling to trade for a free Crush’em Tech T-shirt, while supplies last, one per person.

The Dining in the Dark Buffet is from 5 to 6:30 p.m. at Hulen/Clement, Horn/Knapp and The Fresh Plate at Bledsoe/Gordon. The first “sustainability” buffet features green games, information, center pieces which will be planted on Arbor Day, and lights off to save energy. Participants are encouraged to bring their own cup to cut down on waste. The “All-You-Care-to-Eat” menu includes: carved crusted prime rib, citrus peppercorn glazed salmon, tender vegetable pie, brie stuffed chicken breast, loaded mashed potatoes, rich man’s spinach, blanched broccoli, roasted corn, onion roll and assorted fresh cakes.

Allison Marble, Texas Tech’s sustainability coordinator, said there are some sustainable things easily recognizable across campus, such as the new Rawls College of Business Building that was designed to attain LEED (Leadership in Energy and Environmental Design) certification.

Additionally, Marble said she is in the process of filling out the Campus Sustainability Data Collector survey to send to The Princeton Review, Sierra magazine, and the Sustainable Endowments Institute for them to rank Texas Tech in their publications. Other notable campus efforts include:

- In the past 10 years, Texas Tech has cut its overall electricity usage by 25 percent.



## TEXAS TECH UNIVERSITY

- In FY11, 98 tons of waste were recycled on campus.
- Last August 18 tons of cardboard were recycled.
- Hospitality Services has a reusable cup program. Customers may purchase a reusable cup at the beginning of the year to refill for a reduced cost throughout the year. Hospitality staff members are given cups and can refill them for free during the semester.
- University Parking Services implemented the ePermit system, eliminating 65,000 stickers or hang tags printed each year.
- Texas Tech is a member of the Association of the Advancement of Sustainability in Higher Education (AASHE). With this membership, all students, staff, and faculty can create an account on the AASHE website to access its resources.  
<http://www.aashe.org/>

Melanie Tatum is chairperson of a sustainability committee of the auxiliary departments which include Housing, Hospitality, Rec Center, University Parking Services, Student Union, Barnes and Noble and the United Spirit Arena. The group meets monthly to discuss what each area is doing, goals and things to do to improve or increase sustainability efforts.

“Housing and Hospitality have been leaders on the campus for recycling,” Tatum said. “We started out recycling just plastic (#1 bottles), and we now recycle all plastic #1-7, aluminum, tin, all paper (newspaper, white paper, slick paper, magazines, etc.), cardboard, metals, carpet and other items as they come up during projects.”

View [video](#) of almost two tons of plastic being emptied from a compactor for recycling.

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

**CONTACT: Allison Marble, sustainability coordinator, Texas Tech University, (806) 834-6566 or [allison.marble@ttu.edu](mailto:allison.marble@ttu.edu); or Melanie Tatum, chairperson, Auxiliary Departments Sustainability Committee, (806) 742-1459 ext. 232, or [m.tatum@ttu.edu](mailto:m.tatum@ttu.edu).**



# Advisory

**FOR IMMEDIATE RELEASE**

DATE: April 19, 2012

CONTACT: Clay Fuchs, [clay.fuchs@ttu.edu](mailto:clay.fuchs@ttu.edu)  
(806) 742-2136

**Former US Poet Laureate Gracing the Stage at Texas Tech**

**WHAT:** Presidential Lecture and Performance Series featuring former U.S. poet Laureate Billy Collins

**WHEN:** 7 p.m., Friday (April 20)

**WHERE:** Texas Tech University Allen Theatre

**EVENT:** The U.S. Poet Laureate is appointed by the Library of Congress and responsible not only for overseeing series of poetry readings and lectures, but also promoting poetry throughout the country.

Collins created Poetry 180, an initiative aimed at high school students. Poetry 180 is designed to make poetry more accessible for high school students and essentially gives them a different poem to read for each of the 180 days of the school year.

Traditionally, poet laureates are not required to compose poems for government events, but during his time as poet laureate, Collins was asked to write a poem commemorating the victims of the Sept. 11, 2001 terrorist attacks. The poem was read in front of a special joint session of congress.

Collins also has published nine collections of poetry. Some of his most famous works include "Questions About Angels," "The Art of Drowning" and "Picnic."

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

**CONTACT: Jo Moore, Presidential Lecture & Performance Series, (806) 742-0700 or [jo.moore@ttu.edu](mailto:jo.moore@ttu.edu).**





TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: April 20, 2012

CONTACT: Kelsey Fletcher, [kelsey.fletcher@ttu.edu](mailto:kelsey.fletcher@ttu.edu)  
(806) 742-2805, ext. 248

### **Texas Tech Equestrian Team Members Qualify for Nationals**

For the first time in school history, Texas Tech University's Department of Animal and Food Sciences will be sending two students to compete May 3-6 at the National Intercollegiate Horse Show Association's (IHSA) national championship in Raleigh, N.C.

At the zone competition recently held in Indiana, Haley Aydam of Austin was crowned Champion Open Equitation Over Fences and qualified to compete at the national event. Her teammate, Tobie Montelbano of Gilmer also qualified. He was the Reserve Champion Reiner and will be representing Texas Tech in the Reining Division at the national contest.

"We are very excited and proud of these students," said Jane Bagley, a visiting associate professor in equine science with Texas Tech's Department of Animal and Food Sciences. "This is an awesome accomplishment and truly shows how dedicated they are."

Aydam is the first English rider to ever advance to nationals from Texas Tech and has been riding since she was six years old. She has enjoyed competing on the team for the past two years.

"It keeps me doing what I enjoy," she said. "It's also challenging because you get on a horse you've never ridden before."

In IHSA competition, the rider draws for their mount before each class and is not allowed to practice or warm up on the given mount.

It takes a true horseman to communicate and ride without having any prior relationship with the horse, explained Bagley.

The Texas Tech Equestrian Team is open to any undergraduate student, regardless of major or classification, who wants to ride and compete. Tryouts for the team are held each year. The team competes in Zone 7, Region 1 of IHSA. The team is coached by Danica Jorgensen and Lindsey Overman.

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

**CONTACT: Moriah Beyers, coordinator, Department of Animal and Food Sciences, Texas Tech University, (806) 742-2805 ext. 248, or [moriah.beyers@ttu.edu](mailto:moriah.beyers@ttu.edu).**



TEXAS TECH UNIVERSITY

**FOR IMMEDIATE RELEASE**

DATE: April 20, 2012

CONTACT: Clay Fuchs, [clay.fuchs@ttu.edu](mailto:clay.fuchs@ttu.edu)  
(806) 742-2136

**Retrospective Art Exhibit by Pioneer in Ceramics opens at Texas Tech**

Landmark Arts at the Texas Tech University School of Art will open "Steve Reynolds: Serial Investigations in Sculpture," from 6-8 p.m., April 28 in the School of Art. The exhibit is an examination of the career of Reynolds, an internationally admired artist known for his tour-de-force explorations in sculpture and ceramics. The exhibit will remain on display through June 22.

Free parking for the reception will be available on the fourth floor of the Flint Avenue parking facility and in the visitor parking lot next to the School of Art (2802 18<sup>th</sup> St.). The event is free and open to the public.

The exhibition presents examples from works produced in studios around the world, including some of the many private works created by Reynolds for his wife Daphne. These works have never been exhibited and were created when Reynolds was traveling to lectures and attending residencies.

Reynolds taught at Texas Tech from 1971 to 1978 at which time he moved to San Antonio to teach at the University of Texas at San Antonio (UTSA). Reynolds was a UTSA professor of art for 28 years. He served on the board of the National Council on Education for the Ceramic Arts for eight years and was president in 2001 through 2002. A full-color catalogue accompanies the exhibition.

Gallery hours are 8a.m.-5 p.m. Monday through Friday, 10a.m.-5 p.m. Saturday and noon-4 p.m. Sunday. The galleries are closed on university holidays. On Mondays through Fridays, visitor parking is available for \$1.20 per hour in the small lot adjacent to the art building and on the fourth floor of the Flint Avenue parking facility. Parking is free on weekends. Admission is free.

The exhibitions, speakers and related programs at the School of Art are made possible, in part, by generous grants from the Helen Jones Foundation and The CH Foundation. Additional support comes from cultural activities fees administered through the College of Visual & Performing Arts.

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

**CONTACT: Joe Arredondo, director of Landmark Arts, Texas Tech University**  
(806) 742-1947, or [joe.arredondo@ttu.edu](mailto:joe.arredondo@ttu.edu).

Office of Communications and Marketing

*An EEO/Affirmative Action Institution*



TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: April 20, 2012

CONTACT: Clay Fuchs, [clay.fuchs@ttu.edu](mailto:clay.fuchs@ttu.edu)  
(806) 742-2136

### **Texas Tech Presents a Choral and Orchestral Extravaganza.**

The Texas Tech University School of Music presents its 36<sup>th</sup> Annual Scholarship Concert at 8 p.m., April 28, at Broadway Church of Christ. The program includes Rimsky-Korsakov's "Russian Easter Overture" and Mozart's "Requiem" (Robert Levin version). Featured soloists at the event are School of Music faculty members Kathy McNeil, soprano; Quinn Patrick Ankrum, mezzo-soprano; Eric Rieger, tenor; and Gerald Dolter, bass.

The choirs and orchestra join forces with the Lubbock Chorale for this annual music scholarship fundraiser featuring more than 200 voices, along with the 80-piece Texas Tech Symphony Orchestra.

Ensembles include the orchestra, University Choir, Women's Chorale, Matador Singers, University Singers and The Lubbock Chorale. Andrew George and Richard Bjella will conduct in the concert.

"Mozart's Just Desserts" will follow the concert with a sampling of the finest chocolates in Lubbock and chamber music performed by students. Dessert and coffee are provided, in part, through a donation by Market Street.

For the first time, there will be no admission charge, but donations will be accepted. The concert will benefit School of Music scholarships.

**CONTACT: Liza Muse, senior specialist, Texas Tech University (806) 742-2270, or [liza.muse@ttu.edu](mailto:liza.muse@ttu.edu).**



# Advisory

## FOR IMMEDIATE RELEASE

DATE: April 20, 2012

CONTACT: Patrick Gonzales, [patrick.gonzales@ttu.edu](mailto:patrick.gonzales@ttu.edu)  
(806) 742-2136

### News Conference to Announce Generation Texas Day Events

- WHAT:** The South Plains Closing the Gaps P-20 Council news conference, along with Texas Tech University President Guy Bailey, will discuss the upcoming Generation Texas Day.
- WHEN:** 10 a.m. Monday (April 23)
- WHERE:** McKenzie-Merket Alumni Center, Texas Tech
- EVENT:** Generation Texas Day is a statewide celebration May 4 of the grassroots, college-readiness movement spearheaded by the Texas Higher Education Board.

Part of this region's festivities for the day include College Signing Day from 10 a.m.-noon at the City Bank Coliseum. High school students are invited to sign their commitment letters to college at the event. The event also includes motivational speakers, entertainment by Page 9, a college and career fair featuring alumni groups, and recognition of the scholarship recipients.

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

**CONTACT: Janie Ramirez, outreach program administrator, College of Education, Texas Tech University, (806) 742-1998 ext. 459 or [janie.ramirez@ttu.edu](mailto:janie.ramirez@ttu.edu)**



# News Release

## FOR IMMEDIATE RELEASE

DATE: April 20, 2012

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

### **Expert: Need for Measles Immunization Greater Now Than 10 Years Ago**

#### **Pitch**

The Centers for Disease Control and Prevention announced Thursday (April 19), that 2011 was the worst year for measles in 15 years. About 220 cases were reported, compared with about 60 cases per year between 2001 and 2010. This year, 27 cases already have been reported.

Clyde Martin, Horn Professor of Mathematics at Texas Tech University, led a group that did the detailed analysis and modeling of the 1987 measles epidemic in Lubbock. This research revealed for the first time that greater than 98-percent immunity rate was required to prevent measles epidemics in dense populations such as universities. The State of Texas used the research in the decision to require multiple vaccinations for all school-aged children.

He can discuss the mathematics of measles transmission and why this trend could spell trouble in the future.

#### **Expert**

Clyde Martin, Horn Professor of Mathematics, Department of Mathematics and Statistics, Texas Tech University, (806) 445-6929 or [clyde.f.martin@ttu.edu](mailto:clyde.f.martin@ttu.edu).

#### **Talking Points**

- The need to vaccinate is greater now than it was 10 years ago because fewer people are getting vaccinated, and the virus now has more people it can infect.
- More people are objecting to vaccinations, and fewer doctors are requiring their patients to receive their shots.
- Two strains of the virus exist. One causes high fever, which can lead to brain damage, deafness and blindness or even death. The other, milder form can cause fetal damage.
- A 1998 paper, which has since been retracted, claimed a connection between the measles, mumps and rubella vaccine and autism. Though the report was declared fraudulent, many people still believe the vaccine may be harmful.
- In the 1950s, measles and mumps epidemics in schools were common every two or three years.

#### **Quotes**

- “What’s disturbing about this is the number of cases is going up. In 2010, there were only 60 some odd cases. We’ve more than tripled the number of cases from two years ago to last year.”
- “With a sample size of 220 cases, you’re not apt to have any serious side effects in that small sample. But if you get up to 1,000 or 2,000 cases, you’re going to have some kids who are blind or deaf.”
- “There’s a big problem on the West Coast. Places like California, Washington and Oregon are at risk, because the number of exemptions and number of doctors not insisting on vaccination is higher.”
- “The last big epidemics were about 50 years ago. There are very few people practicing medicine now who were practicing at that time. They don’t realize the amount of damage a measles epidemic like that could cause.”
- “I remember having measles, and it was awful. If I get a really high fever, I still get delirious. I remember my mother sitting up with me all night putting cold compresses on my head. I was really, really sick. That was in the early ’50s.”
- “The message is get your kids vaccinated. All of them. There may be some slight risk of reaction to vaccine, but it’s a lot less than the risk with getting the measles.”



TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: April 20, 2012

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

### **Faces Behind Texas Tech's Raider Red Revealed at Ceremony**

After serving in secret as Raider Red, students Jordaine Holden and Erik Gonzalez finally revealed their true identities as Texas Tech University honored them for their service.

The former mascots transferred their duties to new students Friday during the seventh annual Passing of the Guns Ceremony.

With his red mustache and floppy white hat, the swaggering Raider Red is a symbol of Texas Tech spirit and pride. He was designed in the early 1970s by Saddle Tramp Jim Gaspard based on the illustrations of Dirk West.

Holden, a sophomore early childhood education major from Oklahoma City, served as Raider Red for one year, appearing as Red about 50 times. As is required, she is a member of the High Riders, and serves as head of the press and public relations committee for the organization.

"My favorite memory of being Raider Red was my very first appearance where I got to blow an air horn to start a race for charity," Holden said.

Gonzalez, a theatre arts major and education minor from Brownsville, served as Raider Red for the past two years and said it has been the best experience of his college career.

"I've been fortunate enough to have the opportunity to meet so many people along the way and travel to so many different cities around the state and country," Gonzalez said. "One of my more notable experiences would have to be last year when I traveled with the women's basketball team to the Big 12 and NCAA tournaments. It was fun to watch and cheer on the team as they competed for a championship. Also, as a big football fan, I was glad to be in Norman this year when we upset Oklahoma at its homecoming game and ruined its national title hopes."

Gonzalez appeared as Raider Red more than 100 times in the two years he spent as the mascot.

**CONTACT: Stephanie Rhode, assistant director, Center for Campus Life, Texas Tech University, (806) 742-5433, or [stephanie.rhode@ttu.edu](mailto:stephanie.rhode@ttu.edu).**





TEXAS TECH UNIVERSITY

# Advisory

## FOR IMMEDIATE RELEASE

DATE: April 20, 2012

CONTACT: Jorge Cruz, [jorge.cruz@ttu.edu](mailto:jorge.cruz@ttu.edu)  
(806) 742-2136

### **Texas Tech Hosts Walk for Autism Awareness**

- WHAT:** Texas Tech University's Burkhardt Center for Autism Education and Research hosts annual Walk for Autism Awareness
- WHEN:** 2 to 4 p.m. Sunday (April 22)
- WHERE:** Jones AT&T Stadium, Texas Tech University, Gate 1 (SW corner of the stadium)
- EVENT:** Texas Tech's Burkhardt Center for Autism Education and Research will host its seventh annual Burkhardt Walk for Autism Awareness.

The event will help raise awareness of autism spectrum disorders while also celebrating the lives of individuals living with autism, their families, and the professionals who work with them.

In addition to walking, there will be inflatable games and other activities for the kids. Free t-shirts will be distributed beginning at 1:30 p.m. (while supplies last).

This year's honorary walk chairwoman will be Nikki-Dee Ray, KLBK's chief meteorologist.

Individuals or teams may register online at [www.burkhartcenter.org](http://www.burkhartcenter.org), or mail registration form to the Burkhardt Center. Gates open at 1:30 p.m.

There is no registration fee, but donations are welcome. All proceeds will benefit the Burkhardt Building Fund.

Sponsors for the event include KLBK, KAMC, All About Kids, ProStep and the Jim and Jere Lynn Burkhardt S.S. Foundation.

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

**CONTACT: David Richman, chairman of the Burkhardt Center for Autism, Texas Tech University, (806) 742-1998 ext. 458 or [d.richman@ttu.edu](mailto:d.richman@ttu.edu).**

Office of Communications and Marketing

*An EEO/Affirmative Action Institution*



# News Release

## **FOR IMMEDIATE RELEASE**

DATE: April 20, 2012

CONTACT: Jorge Cruz, [jorge.cruz@ttu.edu](mailto:jorge.cruz@ttu.edu)  
(806) 742-2136

### **Local Teachers Receive GREEN Award**

New Deal High School teacher Kara Craig was awarded the GREEN (Grass Roots Efforts to Ecologize Neighborhoods) Award (April 19) in the amount of \$1,000 during the first day of Lubbock's annual Spring into Green conference for creating an environmentally sustainable project titled "Project Save Water Save Farms."

The GREEN Award program is sponsored by Texas Tech University's International Center for Arid and Semiarid Land Studies (ICASALS), with the purpose of encouraging K-12 teachers to create projects that will heighten student awareness of environmental issues.

This year, for the first time, a runner-up was awarded a GREEN award in the amount of \$250. Debbie Zak, a teacher at North Ridge Elementary and previous award winner, was given the award for her student's continuing effort in sustainable practices. Zak is the wife of John Zak, professor and associate dean for research in the College of Arts and Sciences at Texas Tech.

New Deal's winning project gave students the opportunity to research economically viable alternatives and develop an improvement plan for regional farmers to address the water challenges facing West Texas. Craig said students learned research skills through immediate research projects, and became informed and enthusiastic about a real-world issue happening in their area.

"They were able to do research at home and branch out on their own and commit themselves to an issue relevant to their everyday lives," Craig said.

In addition, students maintained an interactive blog to document their discoveries, and combined their findings into a newsletter-style document.

The students included an assessment of stakeholder needs, a thematic map, an improvement plan and a three-dimensional model of their plan. The students then presented 20 proposals to a panel of five judges composed of Texas Tech faculty and the Office of International Affairs staff members.

Craig maintains a website titled "Citizens in the Classroom" documenting the major components of the project, including engagement activities the students participated in,

possible solutions, and final projects to help other schools in West Texas replicate the idea and get their students involved.

“If we can replicate this in just 10 other schools in West Texas, we can make a significant difference,” Craig said. “Students can become active citizens in their community.”

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

**CONTACT: Jane Bell, director, International Cultural Center, Texas Tech University, (806) 742-2974 ext. 232 or [jane.bell@ttu.edu](mailto:jane.bell@ttu.edu).**



# Advisory

**FOR IMMEDIATE RELEASE**

DATE: April 20, 2012

CONTACT: Celeste Villarreal, [celeste.villarreal@ttu.edu](mailto:celeste.villarreal@ttu.edu)  
(806) 742-3990, ext. 249

**Texas Tech Law Presents Guantanamo Bay Chief Prosecutor**

- WHAT:** Texas Tech University School of Law and the Tech Law Military Association present Brig. Gen. Mark S. Martins
- WHEN:** Noon Tuesday (April 24)
- WHERE:** Lanier Auditorium, Texas Tech School of Law, 1802 Hartford Ave.
- EVENT:** Texas Tech's School of Law and the Tech Law Military Association will present Brig. Gen. Mark S. Martins, Guantanamo Bay chief prosecutor.

Martins currently serves as the chief prosecutor for the Office of Military Commissions, where he oversees the impending prosecution of al-Qaeda member Khalid Sheikh Mohammed for alleged participation in the 9/11 terrorist attacks, as well as future trials of other alleged terrorists detained at Guantanamo Bay.

He will discuss the role of United States Army Judge Advocate General Corps, the Rule of Law in Iraq and Afghanistan, and his personal insights into military commissions.

"Having a person of General Martins' status and position in Lubbock and at the law school provides a unique opportunity for our law students and interested citizens to hear from a person who is shaping American history for the future," said Walt Huffman, Texas Tech Law professor and retired Army major general.

Martins graduated first in his class at the U.S. Military Academy at West Point, served as a Rhodes Scholar and graduated from Harvard Law School. He holds an LL.M. in military law and a master's degree in national security strategy.

The event is open to the public and free of charge.

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

**CONTACT: Celeste Villarreal, communications coordinator, School of Law, Texas Tech University, (806) 742-3990 ext. 249, or [celeste.villarreal@ttu.edu](mailto:celeste.villarreal@ttu.edu).**



# News Release

## FOR IMMEDIATE RELEASE

DATE: April 20, 2012

CONTACT: Rikki Carter, [rikki.carter@ttu.edu](mailto:rikki.carter@ttu.edu)  
(806) 742-2136

### **Mentor Tech's Annual Banquet Hosts Actor, Activist Hill Harper**

Actor, author and activist Hill Harper will give the keynote speech for Texas Tech University's Lauro Cavazos & Ophelia Powell-Malone Mentoring Program (Mentor Tech) tenth annual Celebration Banquet. The event starts at 7 p.m. April 27 at the Lubbock Memorial Civic Center.

Harper, who has a recurring role on the hit television show "CSI: New York," is known for his roles in shows including "Soul Food," "The Sopranos," "ER," "NYPD Blue," and "The Fresh Prince of Bel-Air."

Graduating magna cum laude from Brown University and later earning graduate degrees in law and public administration from Harvard University, Harper does not take education lightly.

To Harper, education is a stepping stone in achieving goals and opening doors of opportunity. As a voice of encouragement, his platform is built on enlightening youth, particularly African-American men, who are committed to achieving success.

Cory Powell, associate director for Mentor Tech, said each year Mentor Tech leaders bring in speakers who will inspire students to strive for their full potential. Past banquet speakers include Lauro Cavazos, former Texas Tech president; Christopher Gardner whose life was the basis for the hit film "The Pursuit of Happyness;" and Chef Jeff Henderson from the Food Network, amongst others.

Mentor Tech, which is part of the Division of Institutional Diversity, Equity, and Community Engagement, seeks to improve the retention and graduation rates of Texas Tech students, with a special focus on those from underrepresented groups. The program is named after Cavazos and Powell-Malone, the first African American to graduate from Texas Tech.

"With this being our tenth year, we wanted someone who has achieved academic success, name recognition and cross appeal," Powell said. "We are excited to have Hill Harper coming, as he is not only an accomplished actor and author, but he is also devoted to service and mentoring."

Mentor Tech began in 2002 with 46 students and more than 100 university faculty and staff mentors. The program has grown to more than 500 participants today.

Tickets for the banquet are \$60 each or \$75 for a pass to a VIP reception with Harper. Tables of eight costs \$550 and \$750, which also includes passes to the VIP reception. Proceeds benefit the Mentor Tech scholarship fund.

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

**CONTACT: Cory Powell, associate director, Mentor Tech, Texas Tech University,**  
(806) 742-8687 or [cory.powell@ttu.edu](mailto:cory.powell@ttu.edu).



# News Release

## FOR IMMEDIATE RELEASE

DATE: April 20, 2012

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

### **New Masked Rider Takes Reins During Transfer**

Texas Tech University's new Masked Rider Ashley Wenzel accepted the reins to Midnight Matador on Friday (April 20), becoming the 51<sup>st</sup> student to don the mascot mask and cape.

In the coming year, the sophomore education major from Friendswood will promote spirit within the university and goodwill for Texas Tech at athletic events and other school and civic functions across Texas.

"As Masked Rider, I will talk to younger children whenever I have the opportunity and encourage them to continue their education by attending college," Wenzel said. "Of course, promoting Texas Tech University to prospective students is something I will strive for all the time."

Wenzel began taking western horseback riding lessons from a family friend at the age of 5. Like many young girls, she next asked her parents for a pony; coincidentally, the horse she had been riding every week was for sale, and Brook became her first love.

At 12 she ventured into English riding for a change of pace and competed in that realm for four years.

Her freshman year of high school, Wenzel started competing in rodeos in barrel racing, pole bending, goat tying, competitive trail and some breakaway roping. During her three years in rodeo she also was a member of the Friendswood FFA Horse Judging Team.

"At 15, most teens are learning to drive," Wenzel said. "I was learning to hook up and pull the horse trailer. By 16 I was hauling to practices and rodeos by myself."

In 2008 she traveled to Colorado to compete in the National Little Britches Rodeo Association (NLBRA) and was awarded "Rookie of the Year." She was All-Around Champion at the Southern Texas Playday Association, first place at Friendswood Equestrian Riding Club and champion at Willowbrook Farms and Pasadena Livestock Show and Rodeo.

Wenzel, the daughter of Gary and Theresa Wenzel, is or has been a member of the American Quarter Horse Association, National Barrel Horse Association, American Appaloosa Association, Greater Houston Hunter Jumper Association, Alvin Youth



Livestock Arena Association and Galveston Country Fair and Rodeo Association. She also is involved in the Texas State Teachers Association to be current on issues in teaching and education.

Wenzel brought her horse to college with her and continues to ride, although not competitively. She volunteers at the Tech Therapeutic Riding Center every week. After graduation Wenzel would like to teach high school math.

Bradley Skinner, the 2011-2012 Masked Rider, traveled more than 10,000 miles making appearances at athletic events, rodeos and other functions. He appeared at more than a dozen men's and women's basketball games and several Texas Tech baseball games. His favorite memory, being from Colorado, is traveling to Denver for the Denver alumni fundraiser in July where he spoke to alumni about the Masked Rider program. Also taking the horse to the Lonestar Lineman's Rodeo in Amarillo was special because his dad has always been a lineman.

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

**CONTACT: Stephanie Rhode, assistant director of the Center for Campus Life, Texas Tech University, (806) 742-5433 or [stephanie.rhode@ttu.edu](mailto:stephanie.rhode@ttu.edu).**



# Advisory

## FOR IMMEDIATE RELEASE

DATE: Apr. 20, 2012

CONTACT: Tanja Karp, [tanja.karp@ttu.edu](mailto:tanja.karp@ttu.edu)

(806) 742-3533 ext. 251

(806) 283-3120 cell

## More than 500 Elementary and Middle School Students Compete in Robot Challenge

- WHAT:** Get Excited About Robotics (GEAR) competition day
- WHEN:** 9 a.m. - 5 p.m. Saturday (April 21)  
Elementary Schools: 9 a.m.-1 p.m.; Middle Schools: 1 p.m.-5 p.m.
- WHERE:** Texas Tech Rec Center, Basketball Courts
- EVENT:** GEAR is an eight week LEGO robotics challenge for elementary and middle school students in grades K-8. Student teams build and program LEGO robots using the MINDSTORMS NXT kits to perform specified tasks. To solve the challenge, students learn engineering skills through a team exercise in designing, building, programming, testing, and troubleshooting wheeled LEGO robots that perform and compete on an eight-foot by eight-foot field.

Texas Tech freshmen engineering students mentor the elementary and middle school students and assist with robot programming.

During the last five years, Texas Tech served as a local GEAR hub for the competition in Lubbock. During this time period, the competition has grown from a trial run held with Harwell Elementary School in 2006 to a competition with 150 participating teams. This year, more than 500 students from 50 schools from the Lubbock area and across the South Plains will participate.

For more information, visit the [GEAR website](#).

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

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



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: April 23, 2012

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

### **Professor of Medieval Art to Speak at Texas Tech**

Landmark Arts at the Texas Tech University School of Art will host a medieval art historian who will discuss the politics surrounding the construction of Maillezais Abbey in France.

Mickey S. Abel is an associate professor of art education and art history at the University of North Texas in Denton. Abel will give a public lecture titled, "Land, Water, Power: The Building Program at Maillezais Abbey," starting at 6:30 p.m. Monday (April 23), in Room B01 of the Art Building.

Abel will discuss how Western France in the ninth century was geographically configured quite differently than it is today. One island, within the waters of the Gulf of Picton, near the mouths of the Autize and Sevre Rivers, came to be the site of Maillezais Abbey. This abbey played a significant role in the political world of the tenth and eleventh centuries.

Free parking is available in Lot R05 (entrance off of 15th Street near Flint). Paid parking is available on the fourth floor of the Flint Avenue Parking Facility and in the visitor's lot next to the Art Building. The lecture is free and open to the public.

This event is sponsored in part by the School of Art's Art History Area.

The exhibitions, speakers and related programs at Landmark Arts and the Texas Tech University School of Art are made possible, in part, by generous grants from the Helen Jones Foundation and The CH Foundation. Additional support comes from cultural activities fees administered through the College of Visual & Performing Arts.

Call 742-1947 for more information.

**CONTACT: Joe Arredondo, director of Landmark Arts, Texas Tech University,**  
(806) 742-1947 or [joe.arredondo@ttu.edu](mailto:joe.arredondo@ttu.edu).



# Advisory

## FOR IMMEDIATE RELEASE

DATE: April 23, 2012

CONTACT: Jorge Cruz, [jorge.cruz@ttu.edu](mailto:jorge.cruz@ttu.edu)  
(806) 742-2136

### **Texas Tech Hosts Director of Research and Education for the Hudson Institute**

- WHAT:** Texas Tech University's College of Agricultural Sciences and Natural Resources will feature the Hudson Institute's Alex Avery
- WHEN:** 6 p.m. Tuesday (April 24)
- WHERE:** Student Union Building, Matador Room
- EVENT:** Texas Tech's College of Agricultural Sciences and Natural Resources will host a lecture as part of Agricultural Awareness Week featuring the Hudson Institute's Alex Avery, who serves as director of research and education in the group's Center for Global Food Issues.

Avery will discuss the future of farming and the importance of biotechnology. Admission to the event is free and open to the public.

Prior to joining the Hudson Institute in 1994, Avery was a McKnight research fellow at Purdue University, where he worked on a team developing drought and disease-resistant sorghum varieties for sub-Saharan Africa.

Avery has represented Hudson Institute at the United Nations World Food Summit in Rome, written articles which have appeared in USA Today Magazine and The Washington Times, and appeared on numerous international radio and television programs advocating modern, high-yield farming to feed humanity and protect global wild lands.

A reception will be held following the lecture in the Matador Lounge.

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

**CONTACT:** Courtney Meyers, assistant professor, Department of Agricultural Education and Communications, Texas Tech University, (806) 742-2816 or [courtney.meyers@ttu.edu](mailto:courtney.meyers@ttu.edu).



# Advisory

## FOR IMMEDIATE RELEASE

DATE: April 23, 2012

CONTACT: Jorge Cruz, [jorge.cruz@ttu.edu](mailto:jorge.cruz@ttu.edu)  
(806) 742-2136

### **Texas Tech Upward Bound Hosts National TRiO Day Luncheon**

- WHAT:** Texas Tech University's Upward Bound Program hosts National TRiO Day Luncheon
- WHEN:** 11 a.m. to 1 p.m. Wednesday (April 25)
- WHERE:** McKenzie-Merket Alumni Center, 17<sup>th</sup> Street and University Avenue
- EVENT:** Texas Tech's Upward Bound Program will host a National TRiO Day Luncheon to congratulate and honor students who have benefited from the services of the TRiO programs.

The Federal TRiO Programs are designed to identify and provide services for individuals from disadvantaged backgrounds. TRiO includes eight programs targeted to serve and assist low-income individuals and first-generation college students.

The luncheon will showcase how TRiO programs such as Texas Tech Upward Bound, South Plains College Upward Bound, LEARN Talent Search and South Plains College Student Support Services are collaborating to promote higher education for first-generation college students.

The event is free. Lunch will be served at 11 a.m., and TRiO presentations will begin at 11:30 a.m.

RSVP to Sharon Hornsby at 806-742-3616 or at [sharon.hornsby@ttu.edu](mailto:sharon.hornsby@ttu.edu).

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

**CONTACT: Gabriel Gonzales, QUEST unit coordinator, Upward Bound, Texas Tech University, (806) 742-3616 or [gabriel.gonzales@ttu.edu](mailto:gabriel.gonzales@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: April 23, 2012

CONTACT: Clay Fuchs, [clay.fuchs@ttu.edu](mailto:clay.fuchs@ttu.edu)  
(806) 742-2136

### **Presidential Lecture and Performance Series Concludes With Santa Fe Opera Tour**

The Texas Tech University Presidential Lecture & Performance Series concludes its season with the Santa Fe Opera Spring Tour at 7 p.m. April 29 in the Hemmle Recital Hall in the School of Music building of Texas Tech University.

"We're here to be ambassadors of opera. Exposing people to opera is what the Santa Fe Opera's Spring Opera Tour is all about," said Kirt Pavitt, the music director and pianist.

The program for the evening is titled "Avastar." The one-act original production, sung in English and written by Kathleen Clawson and Kirt Pavitt, is described as a dramatic journey incorporating musical works from opera, Broadway and the world of popular music that are familiar to all audiences. Music for "Avastar" includes music from composers and songwriters, G.F. Handel, Bob Dylan, Leonard Cohen, Giacomo Puccini, Van Morrison and others.

The Santa Fe Opera Spring Tour is composed of opera apprentice singers. The program has helped young singers establish their careers since Santa Fe Opera founder John Crosby created the program as part of the opera's debut season in 1957. Touring dozens of cities throughout New Mexico and Texas, these talented singers perform a wide-ranging repertoire of arias, songs of the season, musical theater selections and sacred music.

Hemmle Recital Hall is located in the School of Music building on the campus of Texas Tech University. Admission is free with limited seating. No ticket is required.

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

**CONTACT: Jo Moore, Presidential Lecture & Performance Series, (806) 742-0700 or [jo.moore@ttu.edu](mailto:jo.moore@ttu.edu).**



# News Release

## FOR IMMEDIATE RELEASE

DATE: April 24, 2012

CONTACT: Sally Logue Post, [sally.post@ttu.edu](mailto:sally.post@ttu.edu)  
(806) 742-3905

### **Drought Forum in Lubbock to Focus on Impacts for Southern Great Plains**

**[Editor's Note:** A news conference/teleconference will be held at noon in room 108 of the International Cultural Center. Members of the media who cannot attend are welcome to use the audio dial-in: 1-866-231-8384. The password is 8179781100#]

The National Oceanic and Atmospheric Administration (NOAA) will host a forum in Lubbock focused on the impacts of the drought on the Southern Great Plains on Thursday (April 26).

The forum is set for 10 a.m. to 3 p.m. in the Texas Tech University International Cultural Center, 601 Indiana Ave.

Texas Tech's leadership role in the South Central Climate Science Center is a major reason that NOAA chose to host the forum in Lubbock.

"NOAA has not held a drought assessment forum such as this in our region of the state before," said John Zak, Texas Tech's principal investigator on the project. "Becoming part of the South Central Climate Science Center places Texas Tech in a key role in understanding the impacts of climate variability on a regional and national scale. Part of our role in the center is to look at the implications of the current drought and to assess the needs of the region."

Speaking at the forum are:

- David DuBois, New Mexico state climatologist
- Victor Murphy, Southern Region Climate Services Program manager, NOAA's National Weather Service
- Klaus Wolter, research scientist, Cooperative Institute for Research in Environmental Sciences, University of Colorado
- David P. Brown, NOAA Regional Climate Services director, southern region

"These climate experts will discuss the current drought situation and future projections for the region," said Zak, who is an ecosystem ecologist in the Department of Biological Sciences and associate dean for research in the College of Arts and Sciences. "The drought forum will allow regional stakeholders to share their insights concerning drought planning and mitigation efforts with NOAA and the Texas Tech researchers."

Large portions of southern and western Texas, eastern New Mexico, and the Texas and Oklahoma panhandles are in the severe drought category, and NOAA experts predict that the risk of wildfires and water stress on agriculture and livestock may intensify with the coming summer months.

The South Central Climate Science Center is a consortium of universities, tribal nations and regional partners that is led by the University of Oklahoma and will involve researchers at Texas Tech, Oklahoma State University, Louisiana State University, the Chickasaw Nation, the Choctaw Nation of Oklahoma and NOAA's Geophysical Fluid Dynamics Laboratory at Princeton University. Texas Tech is playing a significant leadership role within the consortium in addressing regional responses of terrestrial and aquatic ecosystems to changes in precipitation and temperatures.

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

**CONTACT: John Zak, associate dean for research in the College of Arts and Sciences, Texas Tech University, (806) 742-3833, or [john.zak@ttu.edu](mailto:john.zak@ttu.edu).**





# News Release

## FOR IMMEDIATE RELEASE

DATE: April 24, 2011

CONTACT: Dailey Fuller, [dailey.fuller@ttu.edu](mailto:dailey.fuller@ttu.edu)  
(806) 742-0057

### **Gov. Perry Appoints Student Regent for Texas Tech University System**

Gov. Rick Perry announced today (April 24) the appointment of Suzanne Taylor as the new Texas Tech University System student regent for 2012-2013.

Taylor, who is pursuing a law degree from the Texas Tech University School of Law, becomes the seventh student to serve on the Board of Regents. Her one-year term begins June 1.

"Suzanne is a leader and has a great history of serving Texas Tech," Chancellor Kent Hance said. "It was a pleasure getting to know Suzanne when she served as the president of the Student Government Association, and I know she will do an excellent job representing the students from all three component institutions."

Taylor, a native of Arlington, Texas, is second-year law student expected to graduate in May 2013. Aside from her studies, Taylor has taken part in the law school's advocacy programs as well as secured internships and employment in the public sector.

She has worked as a briefing intern in the appellate division for the Lubbock County criminal district attorney since May 2011 and as a graduate assistant in the external relations and strategic initiatives area for the Office of the President at Texas Tech University.

"This is a tremendous appointment, not just for Suzanne, but also for Texas Tech," said Guy Bailey, Texas Tech president. "Suzanne is a third generation Red Raider and a great ambassador for the university. She has led her Moot Court team to national competition and is the first Tech student to receive an internship with the Association of Public and Land-Grant Universities. We are proud to have her continue serving the university in this capacity."

Taylor received her bachelor's degree in advertising from Texas Tech in 2010 where she was heavily involved on campus. While attending Texas Tech, she served as the president of the Student Government Association and Sigma Phi Lambda, a women's Christian sorority. Taylor is currently still involved with Sigma Phi Lambda, serving as an alumni council member.

Taylor is married to Brandon Taylor, an admissions counselor at Texas Tech, and they both reside in Lubbock, Texas.

Texas Tech University System Office of Communications and Marketing



## TEXAS TECH UNIVERSITY SYSTEM

By law, the student regent rotates between Texas Tech University, Texas Tech University Health Sciences Center and Angelo State University and serves a one-year term. Taylor replaces Jill Fadal who was appointed in 2011.

**CONTACT: Dailey Fuller, associate director, Communications & Marketing, Texas Tech University System, (806) 742-0057, [dailey.fuller@ttu.edu](mailto:dailey.fuller@ttu.edu)**



# News Release

## **FOR IMMEDIATE RELEASE**

DATE: April 25, 2012

CONTACT: Rikki Carter, rikki.carter@ttu.edu  
(806) 742-2136

### **Faculty Honored for Excellence in Teaching and Research**

Dozens of faculty members received awards April 24 for their quality teaching and research during the annual Faculty Honors Convocation.

The President's Academic Achievement Awards go to faculty members who have demonstrated distinction in teaching, research and service.

#### **President's Excellence in Teaching Awards:**

- David Doerfert, College of Agricultural Sciences and Natural Resources
- Clifton Ellis, College of Architecture
- Lars Christensen, College of Arts and Sciences
- Erin Hardin, College of Arts and Sciences
- Mayukh Dass, Rawls College of Business Administration
- Robin Lock, College of Education
- Ranadip Pal, Whitacre College of Engineering
- Elizabeth Trejos-Castillo, College of Human Sciences
- Jarod Gonzalez, School of Law
- Robert Wernsman, College of Mass Communications
- William Gelber, College of Visual and Performing Arts

#### **President's Academic Achievement Awards:**

- Lee Cohen, College of Arts and Sciences
- Aretha Marbley, College of Education
- Jennifer Bard, School of Law

#### **President's Book Awards:**

- Sean Cunningham, College of Arts and Sciences
- Kanika Batra, College of Arts and Sciences
- Cristina Garcia, College of Arts and Sciences

#### **Texas Tech Alumni Association New Faculty Awards:**

- David Rogowski, College of Agricultural Sciences and Natural Resources
- Maria-Rita Perbellini, College of Architecture
- Laura Calkins, College of Arts and Sciences
- William Buslepp, Rawls College of Business Administration
- Changzhi Li, Whitacre College of Engineering
- Kelly Phelan, College of Human Sciences
- Josh Grimm, College of Mass Communications
- Ali Duffy, College of Visual and Performing Arts

**Texas Tech Parents Association Barnie E. Rushing Jr. Faculty Distinguished Research Award (STEM disciplines):**

- Eric Hequet, College of Agricultural Sciences and Natural Resources

**Texas Tech Parents Association Barnie E. Rushing Jr. Faculty Distinguished Research Award (Social Science, Humanities, and Creative Arts disciplines):**

- Patricia DeLucia, College of Arts and Sciences

**Outstanding Researcher Awards:**

- Maria-Rita Perbellini, College of Architecture
- Guigen Li, College of Arts and Sciences
- Aretha Marbley, College of Education
- Jason Whiting, College of Human Sciences
- Victoria Sutton, School of Law
- Shannon Bichard, College of Mass Communications
- Susan Brumfield, College of Visual and Performing Arts

**Emeritus Faculty Certificates:**

Carlton Britton

Bryce Conrad

Sue Couch

Zane Curry

Mary Alice McCreary Denham

Joe King

Shelley Harp

Marilyn Phelan

Ron Pigott

Ronald Rainger

Ralph Ramsey

Joann Shroyer

Rosslyn Smith

Thomas Steinmeier

Harlan Thorvilson

Elizabeth Watts

David Williams

**Horn Professor Graduate Achievement Award:**

Lauri Anderson, Doctoral student in English

**Recognition of Paul Whitfield Horn Professors:**

Linda Allen

Clyde Hendrick

Sunanda Mitra



## TEXAS TECH UNIVERSITY

Vivien Allen	Susan Hendrick	Markus Miller
Robert Baker	Shelby Hunt	W. David Nes
Loretta Bradley	Eileen Johnson	Janet Pérez
William Casto	Kenneth Ketner	Frits Ruymgaart
Sankar Chatterjee	David Knaff	Sindee Simon
Bruce Clarke	Magne Kristiansen	Henry Shine
William Conover	Allan Kuethe	Victoria Sutton
Stefan Estreicher	David Larmour	James Watkins
Hafid Gafaiti	Clyde Martin	Peter Westfall
Michael Galyean	Greg McKenna	William Westney
	Kishor Mehta	

### **Teaching Academy Departmental Excellence in Teaching Award:**

- Department, Communication Studies

### **Chancellor's Council Distinguished Teaching Award:**

- Janice Killian, College of Visual and Performing Arts

### **Chancellor's Council Distinguished Research Award:**

- Dimitri Pappas, College of Arts and Sciences
- Stacy Carter, College of Education
- Brandon Weeks, Edward E. Whitacre Jr. College of Engineering
- Christie Blizzard, College of Visual and Performing Arts

### **Texas Tech Parents Association Faculty Awards:**

- William Gustafson, Faculty Distinguished Leadership Award
- Ryan Rathmann, Hemphill Wells New Professor's Excellence in Teaching Award
- Scott Burris, Spencer A. Wells Faculty Award for Creativity in Teaching
- Gloria Lyerla Memorial Library Research Travel Grants:
- Cordelia Barrera, College of Arts and Sciences
- Karlos Hill, College of Arts and Sciences
- Brett Houk, College of Arts and Sciences

The script will be read by Provost Bob Smith. The reception, hosted by RHIM students, following the Convocation will be held in Human Sciences Canyon Room.

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

**CONTACT: Pam Roberson, executive administrative associate, Office of the Provost, Texas Tech University, (806) 742-2184, or [pam.roberson@ttu.edu](mailto:pam.roberson@ttu.edu).**

Office of Communications and Marketing

*An EEO/Affirmative Action Institution*



TEXAS TECH UNIVERSITY

# Advisory

## FOR IMMEDIATE RELEASE

DATE: April 25, 2012

CONTACT: Jorge Cruz, [jorge.cruz@ttu.edu](mailto:jorge.cruz@ttu.edu)  
(806) 742-2136

### **Rawls College of Business Hosts founder of Sweet Leaf Tea**

- WHAT:** Texas Tech University's Rawls College of Business Chief Executives' Roundtable Speaker Series
- WHEN:** 11:30 a.m. Friday (April 27)
- WHERE:** Valley of Lubbock Scottish Rite, 1101 70th Street
- EVENT:** Texas Tech's Rawls College of Business will host Clayton Christopher, founder and board member of Austin-based Sweet Leaf Tea, co-founder/partner for Deep Eddy Sweet Tea Vodka and co-founder of Rhythm Super foods.

The speaker series brings a nationally recognized industry leader to Texas Tech to share their experiences and insights with students, faculty and the business community.

Christopher will be speaking about his entrepreneurial skills and starting a business from the ground up. The sweet tea mogul began his brewing business in Austin at the age of 25.

He contributes 1 percent of gross sales of Sweet Leaf Tea to local charities (Big Brothers Big Sisters, Multiple Sclerosis Society and Breast Cancer Research).

Christopher received his bachelor's degree from St. Edward's University.

For more information on the Chief Executives' Roundtable Speaker Series please visit <http://cer.ba.ttu.edu/>.

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

**CONTACT:** Alice Oles, unit coordinator of alumni relations/external relations, Rawls College of Business, Texas Tech University, (806) 742-3188 or [alice.oles@ttu.edu](mailto:alice.oles@ttu.edu).



# News Release

**FOR IMMEDIATE RELEASE**

DATE: April 25, 2012

CONTACT: Melanie Hess, [melanie.hess@ttu.edu](mailto:melanie.hess@ttu.edu)

(806) 742-2136

**Texas Tech Honors Floydada High School Science Teacher**

Texas Tech University Howard Hughes Medical Institute (HHMI) Undergraduate Science Education Program and the TTU/HHMI Scholar Service Organization honored a retired Floydada High School science teacher with the Susan G. Talkmitt Science Motivator Award on April 20 at the research celebration banquet for the Center for the Integration of STEM Education and Research (CISER).

Teresa Hollums received the award for her positive and outstanding contribution to science education for her Texas Tech undergraduate research scholar nominator Abel Cortinas and other students throughout her career.

"She possesses the very unique and rare ability to completely entrance her students in her subject," Cortinas said in his nomination letter. "She does not merely shove vocabulary words down your throat and expect you to regurgitate them. Mrs. Hollums fills her students with curiosity, the willingness to engage oneself and the desire to learn."

Cortinas said Hollums helped him develop a life devoted to learning, which has aided in the progress of his academic science career.

"I am very humbled and surprised to even be honored," Hollums said. "Abel and special science-interested students like him are a joy to me and a blessing. To watch Abel and those like him grow and learn and compete in academic competitions is simply more fun to me than my winning any award. His mother was even a student of mine when I taught her in seventh grade."

Hollums also mentioned a former Texas Tech professor explained chemistry in a way she could understand and made a great difference in her own advanced science work.

This annual award was created by scholars in 2006 to honor influential individuals in science education.

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

**CONTACT: Julie Isom, associate program director, TTU/HHMI, (806) 535-2144, or [julie.isom@ttu.edu](mailto:julie.isom@ttu.edu).**





# News Release

## **FOR IMMEDIATE RELEASE**

DATE: April 25, 2012

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

### **TIEHH Receives Funding from Rolling Plains Quail Research Foundation to Staff New Lab Addressing Quail Decline**

“Poor bob-white,” the iconic song of one of America’s most popular game birds, is fading into a golden oldie as quail disappear in massive numbers. Now thousands of Texans want to know where all the quail have gone.

To find the answers, the Rolling Plains Quail Research Foundation (RPQRF) will provide \$1.5 million to staff a new laboratory at The Institute of Environmental and Human Health (TIEHH) at Texas Tech University that will support the assessment of diseases, parasites and contaminants that could impact quail.

The lab will serve as central receiving of quail samples for a partnership called Operation Idiopathic Decline, through which researchers from TIEHH, RPQRF, Texas A&M University and Texas A&M-Kingsville sample quail from 19 different counties across West Texas and 10 sites in western Oklahoma. Also, it will process various specimens to share with colleagues at other institutions.

In addition to the central receiving laboratory, which is staffed for operational capability seven days a week, TIEHH has created other support facilities. Part of the funding already received helped to build a new aviary to conduct experiments on the response of quail to various environmental issues.

Rick Snipes, RPQRF’s president said that the new partnership results in a major support capability for engaging many scientific investigators in a large-scale research effort involving multiple universities to evaluate the response of quail to possible pathogens.

Snipes also owns a historically strong quail ranch in Stonewall County.

“Initially, our focus is on the Rolling Plains of Texas and Oklahoma, and already we have interest from states as far away as North Carolina to be involved,” Snipes said. “We welcome a challenge, and we intend to meet it head on with solutions in terms of evaluating what has happened to our quail and how we can help them come back to the Rolling Plains of West Texas.”

Historically, the rangelands and Rolling Plains of West Texas have been home to the greatest concentrations of quail in the U.S. Numbers have declined for the past 20 years, but dropped to record lows in recent years. No one knows why.

This partnership between TIEHH and RPQRF takes aim at the problem.

Researchers expect to collect 600 to 1,500 birds annually over the three-year project. Nearly \$3 million of private funding, donated by quail hunters themselves, has been earmarked for the studies, half of which has gone to TIEHH.

Ron Kendall, director of TIEHH and a principal investigator in the initiative, said that the institute is perfectly situated geographically, and staffed strategically to play a prominent role in the research effort.

"I'd say the fall quail population declined by as much as 80 to 90 percent in 2010," he said. "This is a huge drop. Ranchers contacted us and said they were finding dead birds, or weren't seeing quail like they had seen them before. This happened late last summer to a large degree."

Steve Presley, associate professor of environmental toxicology, and his team will lead this central receiving laboratory.

"The ability to operate a central receiving laboratory has opened the door for receiving hundreds of quail specimens across the Rolling Plains so we can have the numbers necessary to evaluate health and response of quail to various environmental parameters," Presley said. "As the study expands to other states, the lab at TIEHH is positioned to play a major role in this research."

Other TIEHH researchers involved in the endeavor include Phil Smith, associate professor of environmental toxicology, and Todd Anderson, professor of environmental toxicology. Additionally, numerous graduate students will assist in the field and lab portions of this project.

Through Operation Idiopathic Decline, researchers have discovered the presence of eye worms in up to 50 percent of the quail from the Rolling Plains. Researchers said this infection rate is of great interest to the initiative. Scientists at TIEHH will evaluate the implications of eye worms in quail in terms of predator-prey relationships and foraging capability, in addition to determining the eye worm's intermediate host, which is thought at this time to be a cockroach.

"This cutting-edge research would not have been possible without the partnership between RPQRF and TIEHH through the Operation Idiopathic Decline initiative," Kendall said.

The demise of quail populations in the Rolling Plains is not of interest just to quail hunters. It has a significant economic-development angle as well. Hunters from across the nation travel each year to Texas to pursue the bobwhite quail.



## TEXAS TECH UNIVERSITY

By November, the arrival of orange-clad quail hunters and bird dogs brings vital revenue to economically strained rural communities. In the past decade, wildlife recreation has driven the real estate value of rural ranchland. Substantial quail populations on a property can bring premium value for land sale and lease contracts.

Dale Rollins, RPQRF's executive director and a professor with Texas Agrilife Research, said the eyes of America's quail hunters are focused on the ongoing research efforts.

"The new initiative and the emergence of the capabilities at TIEHH have given us a strategic base from which to attack this problem and, hopefully, overcome it," Rollins said.

**CONTACT: Ron Kendall, director, The Institute of Environmental and Human Health, Texas Tech University, (806) 885-4567 or [ron.kendall@tiehh.ttu.edu](mailto:ron.kendall@tiehh.ttu.edu).**



TEXAS TECH UNIVERSITY

# Advisory

## **FOR IMMEDIATE RELEASE**

DATE: April 25, 2012

CONTACT: Jorge Cruz, [jorge.cruz@ttu.edu](mailto:jorge.cruz@ttu.edu)  
(806) 742-2136

### **Office of International Affairs Hosts International Food Festival**

- WHAT:** Texas Tech University's Office of International Affairs hosts International Food Festival
- WHEN:** 6 to 8 p.m. Friday (April 27)
- WHERE:** International Cultural Center, 601 Indiana Ave.
- EVENT:** Texas Tech's Office of International Affairs will host the second annual International Food Festival to give students and the Lubbock community the opportunity to experience food from around the world.

Student associations participating include the French Club, Turkish, Middle Eastern, Saudi Student and the West Texas Turkish American Student Association.

The event is open to the public. The entrance fee is based on tokens, with \$1 good for one serving from one country.

There will be two areas to eat: inside in the Hall of Nations and outside on the grass for guests to picnic. Guests can bring their own picnic blankets.

The event is organized by Texas Tech's Students for Global Connections organization.

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

**CONTACT: Mohja Jerbi, Office of International Affairs, Texas Tech University,**  
[m.jerbi@ttu.edu](mailto:m.jerbi@ttu.edu).



TEXAS TECH UNIVERSITY

# Advisory

## FOR IMMEDIATE RELEASE

DATE: April 25, 2012

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

### Texas Tech Hosts Arbor Day Celebration

- WHAT:** Annual Arbor Day events
- WHEN:** 11 a.m. – 3 p.m. Friday (April 27)
- WHERE:** Memorial Circle, Texas Tech University Campus
- EVENT:** Arbor Day is an annual event that provides an opportunity for students, faculty and staff to join together to beautify the Texas Tech campus, build a sense of community and receive recognition. The occasion features live music, free food and T-shirts, and planting alongside other Red Raiders, making this one of the most anticipated events each spring.

#### Schedule of Events

11 a.m.: Seeds for Needs

11 a.m. – 1 p.m.: Free food and T-shirt with student I.D., \$5 shirt for faculty/staff

11:50 a.m. – 12:50 p.m.: Live music featuring Fallen Riviera

12:50 – 1:20 p.m.: Ceremony/student organization awards

1:20 – 3 p.m.: Planting

Arbor Day activities are sponsored by the Student Union & Activities, Hospitality Services, Center for Campus Life, Grounds Maintenance and the Tech Activities Board.

See video from previous Arbor Day events.

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

**CONTACT: Meredith Gooch, assistant director, Student Union and Activities,**  
(806) 742-4708 or [meredith.gooch@ttu.edu](mailto:meredith.gooch@ttu.edu).



# News Release

## **FOR IMMEDIATE RELEASE**

DATE: April 26, 2012

CONTACT: Patrick Gonzales, [patrick.gonzales@ttu.edu](mailto:patrick.gonzales@ttu.edu)  
(806) 834-3696

### **New Campaign to Raise Awareness of Campus Visitors**

Red bags are being distributed to better denote prospective students on campus.

The Texas Tech University and Lubbock communities have long gone out of their way to make prospective students and their families feel welcome during campus visits.

Thanks to the new Red Bag Campaign, created by the Office of Undergraduate Admissions, identifying those visitors is about to get easier.

The office has begun to distribute red plastic bags adorned with a black Double T to prospective students visiting campus. The hope is that the red bags will better denote campus visitors to members of the Texas Tech community — and to Lubbock citizens, if visitors go off campus.

“We consider the campus visit to be one of our strongest tools in recruiting new Red Raiders,” said Jamie Hansard, director of recruitment and marketing for the Office of Undergraduate Admissions. “Many of our prospective students and their parents are getting their first opportunity to make an emotional connection to Texas Tech, and we want to ensure that they have the best experience possible. Texas Tech and the Lubbock community already are known for their friendliness, so we believe that this campaign builds upon one of our greatest strengths: our West Texas hospitality.”

For the Texas Tech community, “Red Bag Alerts” will be distributed through TechAnnounce and the events calendar, informing faculty, staff and students of upcoming campus recruiting events, and providing tips for interacting with the visitors.

For more information visit the Red Bag Campaign [website](#).

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

**CONTACT: Jamie Hansard, director of recruitment and marketing, Office of Undergraduate Admissions, Texas Tech University, (806) 834-3603, or [jamie.hansard@ttu.edu](mailto:jamie.hansard@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: April 26, 2012

CONTACT: Karin Slyker, [karin.slyker@ttu.edu](mailto:karin.slyker@ttu.edu)  
(806) 742-2136

### **TechStyle 2012 Featuring Designs of the Denim Runway**

Field-to-fashion lesson culminates in this annual show.

Whether it be rustic-wear or haute couture, the results of a local competition Saturday evening could bring aspiring fashionistas a stitch closer to realizing their dreams.

This is the third year for Denim Runway, a design contest that ties Texas Tech University apparel, design and manufacturing (ADM) students with Plains Cotton Cooperative Association (PCCA) and Cotton Council International (CCI).

The competition is much like Lifetime's reality TV series, "Project Runway." However, as the name suggests, the models will walk the catwalk in jeans. Each contestant had one month to bring their ideas to fruition under the supervision of Su Shin, ADM program director.

"It provides students with an opportunity to compete in three categories: high-fashion for men and/or women, casual-wear, and cotton trend board," said Shin. "Participation increases their motivation to learn about the subject matter, from cotton fiber to the final product."

### **Tour**

Their journey began with a visit to cotton farms during the fall semester, and continued in February with a tour of the American Cotton Growers Denim Mill, a part of PCCA textiles division. The massive complex, located in Littlefield, is one of only four denim mills operating in the United States.

Led by product development manager Larry Lundberg, students were introduced to everything from bales of cotton, to the manufacturing of yarn, the dyeing process, weaving and finishing.

At the tour's conclusion, Lundberg presented the group with a variety of fabrics to choose from, including premiums such as stretch denim.

### **Construction**

Office of Communications and Marketing

*An EEO/Affirmative Action Institution*



Upon receiving their selections, students worked on their designs to the farthest possible construction point.

Ellie Gilchrist, a senior from Dallas, has known that fashion was her calling since she was very young.

"I've known I wanted to do apparel design since I was 12 years old," Gilchrist said. "I have a lot of family in the art world and the fashion world. Both my parents are very creative, so it's just in my blood."

Gilchrist's entry for the casual competition includes a crop top with elastic at the bottom, in combination with flared shorts.

Another senior, Jovita Lektzian, majored in apparel design in her native Lithuania, and never imagined she would continue her studies at Texas Tech.

"I married an American, who is now a political science professor here. We met in Norway, in Oslo, during Norwegian language class. He was working on research for his professor, and I was an au pair," Lektzian said. "I didn't know there was an apparel design program until we came to Lubbock."

For her entry in the women's high-fashion category, she chose a straight-leg jean with a pattern inspired by her native land. "It's an embroidery-style pattern from my hometown near the capital city of Vilnius."

Lektzian said the design was a regional pattern widely used many generations ago that has experienced resurgence in recent years, as many Lithuanians search for their roots.

"The pattern will be applied with acrylic paint, because I like that you can feel it."

Gilchrist and Lektzian joined other contestants in Littlefield for "Mill Finishing Week," where each student had the opportunity to seek professional assistance from denim mill personnel for their creation's washing, destruction and hardware assembly, such as rivets or other embellishments.

## **Judging**

A panel of judges selected by PCCA scored the entries on April 20, based on their ability to deliver a strong message about cotton, selling strategy to a target market, how appropriate it is for current and future trends, plus creativity and design.

Students also were critiqued through interview and presentation, which includes how they present their idea, inspiration, and knowledge of design principles, fashion and the retail industry.





## TEXAS TECH UNIVERSITY

The trend board competition received the most entries by far, with a total of 50. That was followed by 19 entries for the casual and men's fashion, and finally 17 in women's wear.

The winner in the casual category will receive a recognition plaque with a \$500 cash prize. The trend board winner also will receive a recognition plaque and a \$200 cash prize.

The designer(s) of the top two high-fashion jean competition will receive a recognition plaque, plus the opportunity to travel to Guatemala, courtesy of PCCA to visit their apparel facility, Denimatrix, in Guatemala City. And CCI also will sponsor a trip to the Sourcing Trade Show, also in Guatemala. Each winner will stay for one week.

"They will get to see how jeans are produced commercially and they will meet some professionals in the industry," said John Johnson, PCCA communications director.

So while students will be graded on their performance, the participation experience will prove to be most valuable in building resumes and careers in the fashion industry.

### **Catwalk**

Volunteer models will strut the creations down the catwalk at the TechStyle: Annual Senior Day Fashion Show at 7 p.m. Saturday, at the Allen Theatre located inside the Texas Tech Student Union Building.

Winners will be announced during the event.

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

**CONTACT: Su-Jeong H. Shin, associate professor, Department of Design, College of Human Sciences, Texas Tech University, (806) 742-3050 or [su.hwang@ttu.edu](mailto:su.hwang@ttu.edu).**

# Advisory

## FOR IMMEDIATE RELEASE

DATE: April 27, 2012

CONTACT: Clay Fuchs, [clay.fuchs@ttu.edu](mailto:clay.fuchs@ttu.edu)  
(806) 742-2136

### **Raider Road Show Heading to Denver**

- WHAT:** The Raider Road Show
- WHEN:** 3 p.m. Sunday (April 29); check-in is at 2 p.m.
- WHERE:** The Brown Palace, 321 17<sup>th</sup>, Denver
- EVENT:** Texas Tech University deans, associate deans and other representatives from academic colleges will attend the Raider Road Show to describe the traditions, spirit and campus activities awaiting students.

After check-in, the Office of the President will have a welcoming ceremony. During the event, students will work with admissions, financial aid, housing and hospitality, campus life and academics to navigate the transition to Texas Tech. There will also be a special appearance by Raider Red.

The event is open to high school seniors to complete their applications and attend a breakout session for admitted students; juniors to start exploring their futures; transfer students to help make the transition to Texas Tech a successful one; and parents to meet other parents to find out what makes Texas Tech so special.

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

**CONTACT:** Jessica Cravens, section coordinator, undergraduate admissions, Texas Tech University, (806) 834-1198 or [jessica.cravens@ttu.edu](mailto:jessica.cravens@ttu.edu).



# News Release

## FOR IMMEDIATE RELEASE

DATE: April 27, 2012

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

(806) 742-2136

### **Texas Tech Math Professor Inducted as American Statistical Association Fellow**

A Texas Tech University mathematics professor was named as fellow of the American Statistical Association (ASA).

Clyde Martin, a Horn Professor in the Department of Mathematics and Statistics, was chosen for his important publications and long-term contributions to the field of statistics. He is the third professor on faculty to be inducted into the group, and will be inducted formally during a July awards ceremony in San Diego.

"I am very proud of having been nominated and for receiving the award," Martin said. "It is truly an honor."

Martin was one of 48 inducted this year. The ASA's extensive awards program recognizes statisticians who have made outstanding contributions through research, teaching, consulting and service to the association and statistical profession.

Martin's research interests include control theory, the applications of algebraic and differential geometry to problems in numerical analysis, and the development and analysis of mathematical models in agriculture, the environment and medicine.

He led the group at Texas Tech that did the detailed analysis and modeling of the 1987 measles epidemic in Lubbock. This research revealed for the first time that greater than 98-percent immunity rate was required to prevent measles epidemics in dense populations such as universities. The State of Texas used the research in the decision to require multiple vaccinations for all school-aged children.

Among his more significant technical contributions include the development of models for the analysis of localized epidemics and endemic diseases. He has collaborated with engineers and scientists in a number of areas including aeronautics, bioengineering, chemistry, pediatrics, plant science, soil physics, epidemiology and chemical engineering on a variety of scientific topics. He has published more than 350 technical books and papers in a wide variety of areas.

Martin is a fellow of the Institute of Electrical and Electronic Engineers, a member of the International Statistics Institute and a recent recipient of a Jefferson Science fellowship to work next year at the U.S. Department of State. He earned a bachelor's degree in

mathematics education from Emporia State University, and his master's and doctoral degrees from the University of Wyoming.

Other ASA fellows at Texas Tech include Jay Conover and Peter Westfall, both Horn Professors of Statistics in the Rawls College of Business.

The American Statistical Association is the world's largest community of statisticians. It supports excellence in the development, application and dissemination of statistical science through meetings, publications, membership services, education, accreditation, and advocacy. Members serve in industry, government, and academia in more than 90 countries, advancing research and promoting sound statistical practice to inform public policy and improve human welfare.

Last year, 56 people were inducted. Since 1914, 2,500 people have been selected as fellows.

**CONTACT: Clyde Martin, a Horn Professor in the Department of Mathematics and Statistics, Texas Tech University, (806) 742-2566 or [clyde.f.martin@ttu.edu](mailto:clyde.f.martin@ttu.edu).**



# News Release

## **FOR IMMEDIATE RELEASE**

DATE: April 27, 2012

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

(806) 742-2136

### **Texas Tech Political Science Professor Named a Fellow in Terrorism Studies By Foundation for the Defense of Democracies.**

A Texas Tech University professor has been named an academic fellow for 2012-2013 by the Foundation for the Defense of Democracies (FDD), a non-partisan policy institute headquartered in Washington, D.C.

Gregg R. Murray, an assistant professor of political science, will travel to Israel at the end of May for an intensive course in terrorism studies and how democracies can defeat the worldwide terrorist threat.

"Research I've done with current and former colleagues here at Texas Tech shows that one way people respond to terrorism is by turning out to vote in greater numbers," Murray said. "This is an important opportunity to see first-hand and in-depth the factors that we think are involved in driving voters to the polls in response to terrorism."

Murray teaches courses on political behavior, which includes topics such as voter turnout, public opinion and political psychology. He also actively conducts research on the effect of terrorism on political behavior.

The FDD Academic Fellows program provides a 10-day learning experience to U.S. – based teaching and research professionals to provide them with cutting edge information about defeating terrorist groups.

The 2012 program, which will be conducted at Tel Aviv University from May 27-June 6, includes lectures by academics and military and intelligence officials as well as diplomats from Israel, Jordan, India, and the United States. It also includes hands-on experience through visits to police, customs, and immigration facilities; military bases; and border zones to learn the practical side of deterring and defeating terrorists.

"Terrorism is the greatest threat today to the world's democracies, including the United States and our allies around the globe," said Clifford May, president of FDD. "To win the war against terrorism, we must win the war of ideas by promoting democracy and defeating the totalitarian ideologies that drive and justify terrorism."

**CONTACT: Gregg Murray, assistant professor of political science, Department of Political Science, (806) 742-3121, or [g.murray@ttu.edu](mailto:g.murray@ttu.edu).**



# News Release

## FOR IMMEDIATE RELEASE

DATE: April 27, 2012

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

### **Texas Tech Bat Researchers Discover New Species on St. Vincent Island**

At first glance, the bat captured in St. Vincent looked like a common type found in South America.

But after closer inspection, Texas Tech University biologists discovered a new species found only on the Caribbean island and whose origins probably trace back to a dramatic marooning during the end of a recent Ice Age.

The discovery was made by Peter Larsen, a post-doctoral research associate in the department of biological sciences and Lizette Siles, graduate student of zoology. It was featured in the online version of the peer-reviewed journal, *Mammalian Biology*.

Researchers from the University of Scranton, South Dakota State University and the University of Nebraska also contributed to the discovery.

As a way of honoring St. Vincent's inhabitants, the researchers said this new species of the genus *Micronycteris* has been named after the Garifuna people – the blended culture of Carib, Arawak and West African peoples that trace their ancestry back to St. Vincent.

Larsen said he went to St. Vincent in 2005-2006 on two expeditions with a team of researchers seeking to categorize bat diversity on the island.

"We didn't know at the time when we caught this particular species that it was a new species," he said. "We thought it was a species that had already been described in South America. A year or so went by, and I happened to look at this species that we had collected and compared it to what we thought it was – a species from Trinidad. But the St. Vincent bat was huge comparatively speaking."

Larsen gave the sample to Siles, who is expert in neotropical bat morphology. After looking at the teeth and the skull, she determined the bat from St. Vincent was distinct from its closest South American relatives. Though these relatives are smaller, often small animals grow larger and large animals grow smaller when introduced onto an island.

Larsen said that though the island effects on the body size may have played a role in this example, the species on St. Vincent is genetically distinct and has species-level differences in body type, which is how the team determined that the bat was a new species to science.

“Its size was the first clue,” Siles said. “It’s very large bat in body and skull size compared to its mainland counterparts. Also it differs in specific skull and teeth characteristics. The lower incisors are a lot larger than they are wide. That’s completely different than the one he thought it was. At the base of the skull where the ear is there are supposed to be two wells. Those wells are very shallow. On the mainland species, they’re very deep.”

The new species came about fairly recently, the researchers said, probably sometime in the last 600,000 to 1 million years. Prior to this, the bat’s common ancestor from the South American mainland managed to island-hop across to St. Vincent when sea levels were much lower.

The marooning likely occurred during one of the Pleistocene’s ice ages, which raised sea levels raised and isolated the St. Vincent population.

Siles said the bat is mainly an insect eater that will roost in caves, trees and even logs on the forest floor.

However, the animal has an uncommon method for catching prey, she said.

They can actually pick off their insect prey off the surface of rocks and leaves,” Siles said. “Not all insectivores can do that, because most insectivores catch their prey on the fly. Their big ears, wide wings and membranes between the rear feet and tail allow them to maneuver better.”

To see the report, visit [this site](#).

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

**CONTACT: Peter Larsen, post-doctoral research associate, Department of Biological Sciences, Texas Tech University, (806) 742-3722 ext. 283 or [peter.larsen@ttu.edu](mailto:peter.larsen@ttu.edu); Lizette Siles, graduate student of zoology, Natural Science Research Laboratory, Texas Tech University, [liz\\_siles@yahoo.com](mailto:liz_siles@yahoo.com).**





# Advisory

## FOR IMMEDIATE RELEASE

DATE: April 27, 2012

CONTACT: Jorge Cruz, [jorge.cruz@ttu.edu](mailto:jorge.cruz@ttu.edu)  
(806) 742-2136

### **Texas Tech Presents Middle School College and Career Fair**

- WHAT:** Texas Tech University's College of Education hosts Middle School College and Career Fair Service
- WHEN:** 5-8 p.m. Tuesday (May 1)
- WHERE:** Cavazos Middle School cafeteria, 210 N. University Ave.
- EVENT:** Texas Tech's College of Education's Diversity in the Classroom Environment will host its second annual Middle School College and Career Fair Service Learning Project to inform students and their parents about the opportunities available to students upon graduation of high school.

The event will feature representatives from the Texas Tech Colleges of Education, Engineering, Mass Communications, Arts & Sciences and the School of Nursing, as well as South Plains College, Learn Inc., Generation TX, Texas Tech University Study Abroad, Metropolitan Rotary International Study Abroad, among many other career and post-secondary affiliated educational institutions and student organizations.

In addition, there will be food and games organized by the Service Learning Students and Generation TX through the P-20 Council.

The event is collaboration among the Texas Tech Office of Institutional Diversity, Communities in Schools and the National Collegiate Hispanic Honor Society, Sigma Delta Pi.

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

**CONTACT: Marti Makuta, assistant principal, Cavazos Middle School, (806) 766-6600 or visit <http://cavazos.lubbockisd.org/>.**





TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: April 27, 2012

CONTACT: Jorge Cruz, [jorge.cruz@ttu.edu](mailto:jorge.cruz@ttu.edu)  
(806) 742-2136

### **South Plains Generation Texas Hosts College Signing Day**

The South Plains Closing the Gaps P-20 Council will host College Signing Day to celebrate the achievements of college-going high school seniors from 10 a.m. to noon May 4, at the Lubbock City Bank Coliseum.

High School students from the Region 17 area will sign their commitment letters to colleges at the event. The celebration will feature keynote college student speakers and live music from local band, Page 9. The celebration is open to the public; local high school juniors and seniors are strongly encouraged to attend the event.

“College Signing Day for all students planning to attend college after high school graduation is an exceptional way to show support and encourage our seniors,” said Janie Ramirez, executive director of the South Plains Closing the Gaps P-20 Council. “The event will recognize the academic accomplishments of students and reflect the importance of higher education.”

Generation TX is a statewide grassroots movement of the Texas Higher Education Coordinating Board (THECB) aimed at closing the gaps and creating a generation of college and career readiness. Earlier this year Texas Tech’s College of Education, in collaboration with the South Plains Closing the Gaps P-20 Council, was awarded a \$200,000 grant from THECB to implement this region’s version of the initiative.

For more information, visit [www.GenTX.org](http://www.GenTX.org).

In addition, 50 recipients of the South Plains Generation TX Scholarship will also be recognized at the event, and a college career fair featuring alumni groups will be open to students in attendance.

For more information, please visit [www.SouthPlainsGenTX.org](http://www.SouthPlainsGenTX.org).

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

**CONTACT: Janie Ramirez, executive director of the South Plains Closing the Gaps P-20 Council and outreach program administrator, College of Education, Texas Tech University, (806) 742-1998 ext. 459 or [janie.ramirez@ttu.edu](mailto:janie.ramirez@ttu.edu).**



# News Release

## **FOR IMMEDIATE RELEASE**

DATE: April 27, 2012

CONTACT: Patrick Gonzales, [patrick.gonzales@ttu.edu](mailto:patrick.gonzales@ttu.edu)  
(806) 834-3696

### **Texas Tech Graduate Students Finish First in MBA Challenge**

This marks the first time the Red Raiders have won the seventh annual competition.

A team of Texas Tech University graduate students won the seventh annual Texas Shoot-Out MBA Challenge for the first time in school history last week in Dallas.

The event, hosted by the North Texas Chapter of the Commercial Real Estate Development Association (NAIOP), is open to registered graduate students from Texas universities. Nine days prior to the competition, the students were assigned a case involving the Reunion/Union Station site in downtown Dallas. They had to analyze the facts, determine a solution of how best to redevelop that site and present the solution to the NAIOP judges in a 20-minute PowerPoint program.

The Texas Tech team won \$5,000 for finishing first, defeating the University of Texas, which placed second. Other schools in the competition included Texas A&M, Rice, University of Texas at Arlington, University of Texas at Dallas, Southern Methodist University and Texas Christian University.

"One highlight of our team's solution and presentation was a 'flyover' of the project, created and embedded in the PowerPoint slides by our architecture student, Jason Turnbow, graphically illustrating the proposed solution," said Paul R. Goebel, team advisor and professor of finance in the Rawls College of Business. "Our students did a fantastic job of preparing for the competition. We were the only team to have such a creative presentation."

Team members included Turnbow, joint Master of Business Administration/Master of Architecture; Nathan Beaman, Master of Science, Accounting, Business Administration; Tyler Clayton, Master of Science, Finance, Business Administration; Eric Hendrickson, Master of Business Administration; Lee Mazurek, graduate school; and Jeff Peanick, Master of Science, Finance, Business Administration

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

**CONTACT: Paul R. Goebel, professor of finance, Rawls College of Business, Texas Tech University, (806) 834-4044, [paul.goebel@ttu.edu](mailto:paul.goebel@ttu.edu).**



# Advisory

## FOR IMMEDIATE RELEASE

DATE: April 27, 2012

CONTACT: Clay Fuchs, [clay.fuchs@ttu.edu](mailto:clay.fuchs@ttu.edu)  
(806) 742-2136

### **Presidential Lecture and Performance Series Concludes With Santa Fe Opera Tour**

**WHAT:** Santa Fe Opera Spring Tour for the Presidential Lecture and Performance Series

**WHEN:** 7 p.m., Sunday (April 29)

**WHERE:** Hemmle Recital Hall in the School of Music Building of Texas Tech University

**EVENT:** The program for the evening is titled "Avastar." The one-act original production, sung in English and written by Kathleen Clawson and Kirt Pavitt, is described as a dramatic journey incorporating musical works from opera, Broadway and the world of popular music that are familiar to all audiences. Music for "Avastar" includes music from composers and songwriters, G.F. Handel, Bob Dylan, Leonard Cohen, Giacomo Puccini, Van Morrison and others.

The Santa Fe Opera Spring Tour is composed of opera apprentice singers. The program has helped young singers establish their careers since Santa Fe Opera founder John Crosby created the program as part of the opera's debut season in 1957.

Touring dozens of cities throughout New Mexico and Texas, these talented singers perform a wide-ranging repertoire of arias, songs of the season, musical theater selections and sacred music.

Hemmle Recital Hall is located in the School of Music building on the campus of Texas Tech University. Admission is free with limited seating. No ticket is required.

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

**CONTACT: Jo Moore, Presidential Lecture & Performance Series, (806) 742-0700 or [jo.moore@ttu.edu](mailto:jo.moore@ttu.edu).**



# News Release

## **FOR IMMEDIATE RELEASE**

DATE: April 28, 2012

CONTACT: Karin Slyker, [karin.slyker@ttu.edu](mailto:karin.slyker@ttu.edu)  
(806) 742-2136

### **Denim Runway Winners Revealed at TECHstyle Fashion Show 2012**

Four Texas Tech University student designers were named winners Saturday evening, of the 2011 "Denim Runway" competition.

- Cotton Trend Board – Darlene Araiza, sophomore from Post
- Casual Category – Caitlin Moore, sophomore from Rowlett
- Women's Jeans – Jovita Lektzian, senior from Panevezys, Lithuania
- Men's Jeans – Kimberly Berry, junior from Pleasanton, Calif.

The event was sponsored by Plains Cotton Cooperative Association (PCCA) and Cotton Council International (CCI) in collaboration with Texas Tech's College of Human Sciences Department of Design's Apparel Design and Manufacturing program.

For about a month, more than 20 students vied for the winning "Denim Runway" design. The competition was based on the popular Lifetime reality series, "Project Runway," where designer hopefuls compete for a spot in the winner's circle – and a healthy designer's contract.

Lektzian described her winning garment as "a simple slightly relaxed-fit jean with a painted and embroidered detail of the Lithuanian national stylized flower motif."

Berry won the men's category with a classic straight-leg jean that featured "commodore blue topstitching and a pirate pattern on the pocket lining."

In the casual category, Moore designed a dress with a fully-lined, mid-thigh circle skirt accented with a gold zipper and striped chiffon treatment on the sides, back and flutter sleeves.

And finally, judges selected Araiza's entry as supreme in the cotton trend board competition. They felt she delivered the strongest strategy and message about cotton with regard to its current and future trends, also for its creativity and design.

-more-

All students who participated in the competition used denim fabric from PCCA's denim mill in Littlefield – 34 miles northwest of Lubbock. Headquartered in Lubbock, PCCA is a farmer-owned cotton marketing, warehousing, denim and jeans manufacturing cooperative. It is America's largest cotton supplier.

"We are so excited to partner with PCCA and CCI on this project," said Cherif Amor, chairman of the Department of Design. "We have such talented students in our department who regularly receive national design awards, and the Denim Runway competition gives them another design opportunity beyond their wildest dreams."

Lektzian and Berry will go on to the Denimatrix jeans facility in Guatemala later this year to see how a new design goes into production and to meet high-end designers in the denim apparel business, said Wally Darneille, PCCA president/CEO and 2010 President of CCI.

Moore was awarded a \$500 cash prize for her win in the Casual Category. Araiza, winner of the Cotton Trend Board competition, also took home a cash prize of \$200. Both also received recognition plaques.

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

**CONTACT: Su-Jeong H. Shin, assistant professor, Department of Design, College of Human Sciences, Texas Tech University, (806) 742-3050 or [su.hwang@ttu.edu](mailto:su.hwang@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: April 30, 2012

CONTACT: Melanie Hess, [melanie.hess@ttu.edu](mailto:melanie.hess@ttu.edu)

(806) 742-2136

### **Texas Tech Librarian Edits Premier Sequential Art Journal**

Texas Tech University librarian and pop culture expert Rob Weiner recently served as co-editor for a special issue of the *Journal of Graphic Novels and Comics*, a premier peer-reviewed publication evaluating all things sequential art.

This unique issue focuses on audience and readership. It touches on a variety of topics, including the role of comics in adult reading practices, the culture within a comic book store and research regarding graphic novel reading in secondary school. In addition, the December 2011 issue looks at 19<sup>th</sup> century political pamphlets that were done in the comic format and the audiences who read them.

"Having Texas Tech University represented as a part of this exciting journal is a real honor," Weiner said.

Weiner's co-editor, Melany Gibson, also is librarian and works at University of Northumbria in the United Kingdom. During regular publication, Weiner serves as book review editor and on the editorial board of the journal.

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

**CONTACT: Rob Weiner, associate librarian and pop culture expert, Texas Tech University Library, (806) 742-2238 ext. 282 office, (806) 780-8775 mobile, or [rob.weiner@ttu.edu](mailto:rob.weiner@ttu.edu).**