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**FOR IMMEDIATE RELEASE**

Date: March 1, 2005

CONTACT: Julie Toland, [julie.toland@ttuhsc.edu](mailto:julie.toland@ttuhsc.edu)

**CUTTING-EDGE LASER TECHNOLOGY FOR TREATING CARPAL TUNNEL  
SYNDROME DONATED TO HEALTH SCIENCES CENTER**

LUBBOCK – Microlight Corporation of America has donated a low-level therapeutic laser to Texas Tech University Health Sciences Center for use in instruction in physical therapy, occupational therapy and athletic training programs in the School of Allied Health Sciences. The FDA-approved ML830 Cold Laser is used in the treatment of carpal tunnel syndrome, as well as potentially treating other conditions.

Michael M. Barbour, Microlight president and CEO, demonstrated the \$5,500 laser to Health Sciences Center students recently. "Our company wants to support the Health Sciences Center in its efforts to be on the cutting edge of research," Barbour said, noting that this is the first time the company has donated this type of equipment.

Jean-Michel Brismée, assistant professor in the physical therapy program, said the Health Sciences Center is the first institution in Texas to have such a device available for education and research.

"We hope to use the laser to generate research and possibly conduct clinical trials," he said. "The FDA has recently approved it for treatment of carpal tunnel syndrome, but there is a lot more research that needs to be done."

Low-level laser therapy (LLLT) is a painless, non-invasive, drug-free therapy with the potential to treat a variety of pain syndromes, injuries, wounds, fractures and neurological conditions. When low-level laser light waves penetrate deeply into the skin, the immune responses of blood are optimized. Benefits of LLLT use include stimulating nerve function, developing collagen and muscle tissue, reducing inflammation and promoting faster wound healing and clot formation.

Brismée pointed out that while the laser may ease the symptoms of carpal tunnel syndrome, it is still important to determine the underlying cause of the condition.

"We are just beginning to tap into the vast possibilities for treatment beyond carpal tunnel syndrome," he said.

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**EVENT ADVISORY**

March 1, 2005

CONTACT: Julie Toland, [julie.toland@ttuhsc.edu](mailto:julie.toland@ttuhsc.edu)

**HEALTH SCIENCES CENTER PEDIATRIC CLINIC  
TO CELEBRATE DR. SEUSS' 101<sup>ST</sup> BIRTHDAY**

WHAT: DR. SEUSS' 101<sup>ST</sup> BIRTHDAY CELEBRATION

WHEN: 2 P.M. to 4 P.M. WEDNESDAY, MARCH 2

WHERE: TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER  
PEDIATRIC CLINIC WAITING ROOM, 4<sup>TH</sup> FLOOR

EVENT: CAKE, STORYTELLING AND ACTIVITIES ON TAP

CONTACT: LIBBY CAMP, 743-4481, EXT. 246



Texas Tech University System  
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**FOR IMMEDIATE RELEASE**

Date: March 1, 2005

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**TEXAS TECH CRIMINAL JUSTICE CLINIC RECEIVES GIFT FROM  
LUBBOCK CRIMINAL DEFENSE LAWYERS ASSOCIATION**

The Lubbock Criminal Defense Lawyers Association (LCDLA) presented a \$10,000 donation to the Texas Tech University Criminal Justice Clinic on Tuesday.

The clinic was established in 2004 by the School of Law to represent indigent defendants in criminal cases while providing an opportunity for third-year law students to learn the practice of criminal law in a controlled, hands-on setting.

Students defend people accused of misdemeanors, felonies and juvenile offenses in Lubbock County and the surrounding metropolitan area.

Walter Huffman, dean of the School of Law, said the gift will help cover the various costs that are associated with evaluating and defending a case.

"This allows us to do additional things that we simply would not be able to do otherwise," he said.

The LCDLA, celebrating its 25<sup>th</sup> anniversary, raised the \$10,000 through donations and sponsorship sales.

"We think it is important to train young lawyers to represent individuals in criminal cases, because that is an important part of our justice system," said Chuck Lanehart, chair of LCDLA's 25th Anniversary Committee. "If these individuals are represented adequately, then we will have justice in our courts."

The donation will be used for a number of clinic expenses such as buying books and supplies for students and paying for an end-of-year award recognizing the clinic's top student.

The clinic is a full-year course open to eight students, who each receive eight credit hours for their work and study in the clinic.

-30-

CONTACT: Walter Huffman, dean of the Texas Tech School of Law, (806) 742-3791.



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**EVENT ADVISORY**

Date: March 1, 2005

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

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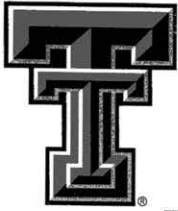
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**TEXAS TECH SCHEDULES EMERGENCY SIREN TEST**

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

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



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**EVENT ADVISORY**

Date: March 1, 2005

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**RAIDERS ROJOS TO HOST EDUCATION SUMMIT**

**WHAT:** Raiders Rojos, a chapter of the Texas Tech Alumni Association, will hold Education Summit II to help first-generation students learn more about higher education. Raiders Rojos will hold the summit in partnership with the South Plains Closing the Gaps Coalition.

**WHEN:** 7:30 a.m. to 3:15 p.m. on Wednesday (March 2)

**WHERE:** Lubbock Memorial Civic Center

**EVENT:** More than 350 students will attend the summit, which will include sessions on financial aid and making the transition to college. Miss Lubbock Erica Ponce will facilitate a discussion by students on "Accessing Higher Education: A Student's Perspective."

There also will be several workshops for educators at the summit. Dr. Sheryl Santos, dean of the College of Education and chair of the South Plains Closing the Gaps Coalition, will host a session for teachers entitled "Strategies for Improving English Language Development," while Dr. Alfredo Benavides and Dr. Eva Midobuche, professors in the Bilingual Education Program, will hold a workshop called "Catalyst for Educating Hispanic Immigrant Students."

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



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**FOR IMMEDIATE RELEASE**

Date: March 1, 2005

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**TEXAS TECH CRIMINAL JUSTICE CLINIC TO RECEIVE GIFT FROM  
LUBBOCK CRIMINAL DEFENSE LAWYERS ASSOCIATION**

The Texas Tech School of Law will host a reception at 4 p.m. today (Tuesday) in the law school forum to honor the Lubbock Criminal Defense Lawyers Association (LCDLA) for its \$10,000 donation to the Texas Tech University Criminal Justice Clinic.

The clinic was established in 2004 by the School of Law to represent indigent defendants in criminal cases while providing an opportunity for third-year law students to learn the practice of criminal law in a controlled, hands-on setting.

Students defend people accused of misdemeanors, felonies and juvenile offenses in Lubbock County and the surrounding metropolitan area.

Walter Huffman, dean of the School of Law, said the gift will help cover the various costs that are associated with evaluating and defending a case.

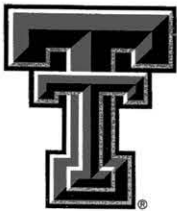
"This allows us to do additional things that we simply would not be able to do otherwise," he said.

The donation will be used for a number of clinic expenses such as buying books and supplies for students and paying for an end-of-year award – named after the LCDLA – recognizing the clinic's top student.

The clinic is a full-year course open to eight students, who each receive eight credits for their work and study in the clinic.

-30-

CONTACT: Walter Huffman, dean of the Texas Tech School of Law, (806) 742-3791.



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**EVENT ADVISORY**

Date: March 1, 2005

CONTACT: Jeff Stoughton, [jeff.stoughton@ttu.edu](mailto:jeff.stoughton@ttu.edu)

**GERMAN CONSUL GENERAL TO SPEAK AT TEXAS TECH**

WHAT: The German consul general will speak at Texas Tech University.

WHEN: 4 p.m. Tuesday (March 1)

WHERE: Texas Tech International Cultural Center theater.

EVENT: Heiner Model, the German consul general in charge of the Houston Consulate, will speak on U.S.-German relations. Texas Tech students, faculty and staff and members of the Lubbock community are invited to attend.

CONTACT: Dr. Meredith McClain, associate professor of German, at (806) 744-6033 or [meredithmcclain@cs.com](mailto:meredithmcclain@cs.com).





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**EVENT ADVISORY**

Date: March 2, 2005

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

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**TEACHING CONFERENCE AT TEXAS TECH TO HELP INSPIRE STUDENTS**

**WHAT:** Texas Tech University will host the Conference on Advancing Teaching and Learning to help teachers use active learning techniques to inspire students.

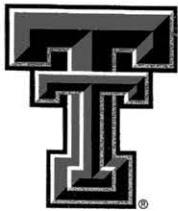
**WHEN:** 10 a.m. to 4 p.m., Wednesday (March 23)

**WHERE:** United Spirit Arena

**EVENT:** Dr. Chuck Bonwell, a nationally-known expert on active learning will be the featured speaker at the conference. There will be two sessions, one from 10 a.m. to noon on "Active Learning Creating Excitement in the Classroom," and one from 2-4 p.m. on "How to Teach Critical Thinking Using Active Learning."

Bonwell, who was named one of 50 outstanding faculty members by the American Association of Higher Education and the Carnegie Foundation for the Advancement of Teaching, has facilitated more than 200 workshops nationally and internationally for faculty and teaching assistants on active learning and critical thinking.

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



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**FOR IMMEDIATE RELEASE**

Date: March 3, 2005

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**TEXAS TECH ALUMNUS TO DISCUSS "RIGHT TO DECIDE" ISSUE**

As the movie "Million Dollar Baby" and the legal battle over Florida patient Terry Schiavo push the debate on medical ethics into the spotlight, nationally known patient advocate Dax Cowart will visit the Texas Tech University School of Law to conduct "Please Let Me Die," a dialogue on patient autonomy.

Cowart, a 1986 graduate of the Texas Tech School of Law, will present "Hearing the Patient's Voice: The Right to Refuse Treatment when Patients and Doctors Disagree" at 3:30 p.m. March 7 in Law School Room 109. He will be available for media prior to the forum beginning at 3 p.m. There will also be a reception immediately following the event.

Cowart is himself a case study in the issue. In 1973, Cowart was injured in an explosion that killed his father and left him with third-degree burns covering nearly 70 percent of his body. He was left blind and suffered other disfigurements, including the loss of his fingers.

Although he repeatedly asked doctors at Parkland Hospital in Dallas and at the University of Texas Medical Branch in Galveston to stop treatment, he was ignored and forced to undergo more than a year of surgeries and other procedures.

He later went on to graduate from the law school, married and became a successful attorney who serves as a patient advocate. He still maintains, however, that his requests should have been respected.

Cowart will discuss general issues related to patient autonomy and the right to decide.

The event is sponsored by the Texas Tech School of Law and Health Sciences Center School of Medicine with support from Daniel H. Benson, a Paul Whitfield Horn Professor of Law.

-30-

**SOURCE:** Daniel H. Benson, Paul Whitfield Horn Professor of Law, Texas Tech University, (806) 742-3990, [daniel.benson@ttu.edu](mailto:daniel.benson@ttu.edu)



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**FOR IMMEDIATE RELEASE**

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**FORMER DALLAS SUPERINTENDENT TO SPEAK AT TEXAS TECH  
COLLEGE OF MASS COMMUNICATIONS BOARD MEETING**

LUBBOCK – The national board of directors for the Texas Tech University College of Mass Communications will meet March 4 (Friday) at 9 a.m. Mike Moses, former commissioner of education and superintendent of the Dallas Independent School District, will discuss the status of public education in Texas.

Members of the national board meet annually to advise college administrators on trends in communication, consumer habits, education, government, healthcare and technology. They also serve as the college's ambassadors in their respective fields.

Video of Moses' comments and the discussion following will be available on the College of Mass Communications' Web site, <http://www.mcom.ttu.edu>. The public is invited to phone in questions at (806) 742-6500, ext. 238.

-30-

**CONTACT: Melissa Marlow, assistant account executive at RaiderComm, at (806) 745-5877 or [mel752@hotmail.com](mailto:mel752@hotmail.com)**



**Texas Tech University System**  
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**FOR IMMEDIATE RELEASE**

Date: March 3, 2005

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**TEXAS TECH COLLEGE OF MASS COMMUNICATIONS TO INDUCT TWO  
GRADUATES INTO HALL OF FAME**

LUBBOCK – The Texas Tech University College of Mass Communications will induct graduates Chino Chapa and the late Marshall Formby into its Hall of Fame at a noon luncheon on March 5<sup>th</sup> in the Frazier Alumni Pavilion.

Chapa, founder of Chapa Consulting Inc. in Dallas, graduated from Texas Tech in 1982 with a bachelor's degree in journalism. In 1991, he became the youngest chief of staff in President George H. W. Bush's administration when he was appointed to the post in the U.S. Department of Education during the tenure of Secretary of Education Lauro Cavazos.

Chapa launched a nationwide campaign to raise awareness of the Hispanic Scholarship Fund, bringing more scholarship awards and opportunities to Hispanic students.

Formby, born in 1911 in Hopkins County, graduated from Texas Tech in 1932 and led successful careers in communications and civil service. At Tech, he served as the editor of the campus newspaper, the Treador. He worked as a reporter in Miami, Vernon, Lubbock, Abilene and Wichita Falls. He also was a successful pioneer in broadcasting, owning radio stations throughout West Texas.

Formby was elected Dickens County Judge in 1936 at the age of 25, elected as a Texas state senator in 1940, served as chairman of the Texas Highway Commission in 1957, ran for Texas Governor in 1962 and served on the Texas Tech Board of Regents. He was honored in 1981 with the first Texas Tech Mass Communications Department Award for being an outstanding former student and for his services to mass communications. Formby died in 1984.

Tickets to the luncheon may be purchased for \$18 by calling the College of Mass Communications at 742-3385.

-30-

**CONTACT: Melissa Marlow, assistant account executive at RaiderComm, at (806) 745-5877 or [mel752@hotmail.com](mailto:mel752@hotmail.com)**



Texas Tech University System  
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## EVENT ADVISORY

Date: March 3, 2005

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### TEXAS TECH AUTISM CENTER RECEIVES MAJOR GIFT

WHAT: Gift announcement

WHEN: 11 a.m. Friday

WHERE: Hall of Nations at the International Cultural Center on the Texas Tech campus

EVENT: The Texas Tech University College of Education announces the establishment of the Jim and Jere Lynn Burkhart Professorship in Autism Education.

This is the second gift the couple has given to the college. In 2003, another gift established the Jim and Jere Lynn Burkhart Center for Autism Education and Research.

The new professorship will allow the center to expand its expertise and focus not only on autism education and working with children, but also on issues facing adults with autism spectrum disorders.

The professorship is one of several established under the Regents Faculty Endowment Program. Gifts of \$250,000 are matched with existing university funds to create named professorships. The program is part of the university's goal of recruiting and retaining quality faculty members

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



Texas Tech University System  
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**FOR IMMEDIATE RELEASE**

Date: March 3, 2005

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**TEXAS TECH DEPARTMENT HONORED FOR "TEACHING CULTURE"**

LUBBOCK – The Texas Tech University Department of Agricultural Education and Communications won the University's Teaching Academy Departmental Excellence in Teaching Award this year. The award is presented in recognition of a department or comparable academic unit that has made unique and significant contributions to the university's teaching mission.

It carries a \$25,000 prize to be used for the enhancement of teaching in any way the department determines. The general criterion for the award is the existence of a "teaching culture," which reflects commitment to the students, makes teaching a high departmental priority and facilitates teaching excellence throughout the department.

"I am just delighted that we received the award," said Matt Baker, chairman of the department. "We had some stiff competition this year."

Baker said the department intends to either use the money to create a teaching endowment or invest it in faculty development and laptop computers for student interns. This would allow the department to communicate with interns in places like Austin or Washington, D.C., via video conferencing.

Texas Tech will recognize the department at its Faculty Honors Convocation at 3:30 p.m., April 12, in the Human Sciences Building room 169. An additional Teaching Academy luncheon honoring the department will be announced.

The Teaching Academy was formally inaugurated in 1997 to demonstrate, support, promote and recognize teaching excellence at Texas Tech University.

-30-

**CONTACT:** Matt Baker, chairman of the Department of Agricultural Education, Texas Tech University, (806) 742-2816





Texas Tech University System  
COMMUNICATIONS & MARKETING

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**FOR IMMEDIATE RELEASE**

Date: March 4, 2005

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**TEXAS TECH PROFESSOR CAN SPEAK TO THE IMPACT OF SELENIUM  
DEFICIENCY ON AVIAN FLU**

LUBBOCK – As countries scramble to prepare for a possible widespread outbreak of avian flu in humans, a Texas Tech University researcher has advised animal nutrition and public health experts in Thailand on a way to possibly prevent the virus from mutating into a devastating strain.

Dr. Julian Spallholz, a professor in Texas Tech's Department of Nutrition, Hospitality and Retailing, can speak on the lack of selenium in soils across Southeast Asia and how that could translate into a mutation in avian flu virus H5N1. The World Health Organization has warned that an outbreak of this virus could rival the 1918 Spanish flu pandemic that killed millions of people.

"Viral mutations are thought by some people to emerge from selenium-deficient regions of the world," said Spallholz, who recently spoke on selenium and bird flu mutations at a meeting at the Siam City Hotel in Bangkok, Thailand sponsored by Asian Pacific Specialty Chemicals Co., Ltd. of Bangkok.

Selenium, an essential trace mineral with antioxidant qualities thought to reduce the risk of cancer and heart disease, is supplied through the diet chain of animals mostly through plant foods. The content of selenium in plant foods varies according to the content of selenium in the soil where the plants are grown and animals are raised.

Viruses more easily mutate in selenium-deficient regions of the world like those in Central Africa, China and Southeast Asia, Spallholz said, but research suggests that the probability of viral mutations in bird flu may be reduced by making sure that producers provide enough selenium in the feed given to chickens, sheep, cattle and other livestock, as is done in the United States.

-30-

CONTACT: Dr. Julian Spallholz, Department of Nutrition, Hospitality and Retailing, Texas Tech University, (806) 742-3068 [julian.spallholz@ttu.edu](mailto:julian.spallholz@ttu.edu).



Texas Tech University System  
COMMUNICATIONS & MARKETING

a d v i s o r y

## EVENT ADVISORY

Date: March 4, 2005

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

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## COLLEGE OF ENGINEERING TO LAUNCH STUDENTS' ROCKETS

**WHAT:** Texas Tech University's College of Engineering will help launch rockets built by 30 students from Dunbar Junior High and Iles and Hodges Elementary Schools.

**WHEN:** 2-4 p.m. Saturday (March 5) -

**WHERE:** Architecture Building, Room 103 – Presentations  
Bonfire Circle – Rocket Launches

**EVENT:** Faculty and students from Estacado High School, working with Texas Tech's Center for Engineering Outreach, helped elementary and junior high students research and build their own rockets. The project is designed to help students learn how mathematics, science and engineering apply to rocket flight.

After presentations in the Architecture Building by the students explaining their design process and predicting the performance of their rockets, everyone will convene across the street at the Bonfire Circle to test their rockets. Some of the rockets will attain altitudes of 1,800 feet.

This event precedes a launch sponsored by the Center for Engineering Outreach on April 9<sup>th</sup> at Wayside, when Estacado High School will launch a 10-foot-tall rocket that will break the sound barrier.

**CONTACT:** John Chandler, director, Center for Engineering Outreach, College of Engineering, Texas Tech University, (806) 742-3451, or e-mail [john.chandler@coe.ttu.edu](mailto:john.chandler@coe.ttu.edu).



Texas Tech University System  
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**FOR IMMEDIATE RELEASE**

Date: March 4, 2005

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**TEXAS TECH AUTISM CENTER RECEIVES ENDOWED PROFESSORSHIP**

LUBBOCK – Texas Tech University officials today announced the establishment of the \$500,000 Jim and Jere Lynn Burkhardt Professorship in Autism Education.

This is the couple's second major gift to the Texas Tech College of Education; the first established the Jim and Jere Lynn Burkhardt Center for Autism Education and Research in 2003.

The professorship is one of several established under the Regents Faculty Endowment Program. Gifts of \$250,000 are matched with existing university funds to create named professorships. The program is part of the university's goal of recruiting and retaining quality faculty members.

"This new professorship will enable the college to recruit an outstanding faculty member whose teaching and research abilities will further establish the national reputation of the Burkhardt Center," said Dr. Sheryl Santos, dean of the College of Education.

The Burkhardt Center for Autism Education and Research currently offers training development in autism education for area school districts and will soon begin offering diagnostic services.

"A new and much needed area of concentration for the center will be transition issues for adults with autism spectrum disorders," said Dr. Robin Lock, co-director of the center and associate professor. "There is not a lot of work being done in the adult population. We need to identify the strengths that these adults possess and then help them to find opportunities to be productive members of the community."

Autism is a complex developmental disability that affects an individual in the areas of social interaction and communication. Autism affects each individual differently and to varying degrees of severity. As many as 1.5 million Americans - children and adults - are thought to have autism today.

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**CONTACT: Robin Lock, co-director of the Jim and Jere Lynn Burkhardt Center for Autism Education and Research, (806) 742-1998.**



Texas Tech University System  
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**FOR IMMEDIATE RELEASE**

Date: March 7, 2005

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**SPEAKERS TO ADDRESS WIDE RANGE OF TOPICS AT TEXAS TECH  
VIETNAM CENTER'S TRIENNIAL SYMPOSIUM**

LUBBOCK – The Vietnam War continues to evoke strong emotions among Americans 30 years after the end of the conflict. Speakers at the Texas Tech University Vietnam Center's fifth Triennial Symposium, March 17-19, will examine many aspects of the war and what makes it relevant to today's society.

Among the speakers for this year's symposium are:

- John Prados, senior analyst with the National Security Archive, who will compare intelligence-gathering methods used in Vietnam and Iraq;
- Edwin Moise, history professor at Clemson University, who will compare the Gulf of Tonkin incident used to justify war in Vietnam with the specter of weapons of mass destruction raised to justify war in Iraq;
- Marc Jason Gilbert, history professor at North Georgia College and State University, who will compare nation building attempts in South Vietnam to the January elections in Iraq;
- Jerome Corsi, author of "Unfit For Command," who will discuss the Vietnam War's effect on election-year politics in 2004;
- Terry DuBose, a Vietnam veteran who served from 1967-1968 and became the Texas regional coordinator for Vietnam Veterans Against the War, who will respond to advertisements commissioned by anti-Kerry groups during the 2004 presidential election.

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**CONTACT: James Reckner, director of the Vietnam Center, at (806) 742-3742 or [james.reckner@ttu.edu](mailto:james.reckner@ttu.edu).**



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### **EVENT ADVISORY**

Date March 7, 2005

CONTACT: Cory Chandler, [cory.chandler@ttu.edu](mailto:cory.chandler@ttu.edu)

### **PATIENT ADVOCATE TO SPEAK ON MEDICAL ETHICS**

WHAT: "Please Let Me Die"

WHEN: 3:30 p.m. March 7

WHERE: Texas Tech School of Law Room 109

EVENT: Nationally known patient advocate Dax Cowart will visit the Texas Tech University School of Law to conduct "Please Let Me Die," a dialogue on patient autonomy.

Cowart, a 1986 graduate of the Texas Tech School of Law, will present "Hearing the Patient's Voice: The Right to Refuse Treatment when Patients and Doctors Disagree" at 3:30 p.m. March 7 in Law School Room 109. He will be available for interviews prior to the forum beginning at 3 p.m. There will also be a reception immediately following the event.

Cowart is himself a case study in the issue. In 1973, Cowart was injured in an explosion that killed his father and left him with third-degree burns covering nearly 70 percent of his body. He was left blind and suffered other disfigurements, including the loss of his fingers.

Although he repeatedly asked doctors at Parkland Hospital in Dallas and at the University of Texas Medical Branch in Galveston to stop treatment, he was ignored and forced to undergo more than a year of surgeries and other procedures.

He later went on to graduate from the law school, married and became a successful attorney who serves as a patient advocate. He still maintains, however, that his requests should have been respected.

Cowart will discuss general issues related to patient autonomy and the right to decide.

-30-

CONTACT: Daniel H. Benson, Paul Whitfield Horn Professor of Law, Texas Tech University, (806) 742-3990, [daniel.benson@ttu.edu](mailto:daniel.benson@ttu.edu)



Texas Tech University System  
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FOR IMMEDIATE RELEASE

Date: March 7, 2005

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**NATIONAL RANCHING HERITAGE CENTER TO ADD NEW WING** <http://www.texastech.edu/newhome>

LUBBOCK – Groundbreaking for the \$3.7 million Christine DeVitt Wing at the National Ranching Heritage Center at Texas Tech University will occur at 1:30 p.m. Saturday (March 12).

The addition, with a basement and ground level, will accommodate offices, curatorial workspace, a boardroom, gallery and reception area. It will open to a landscaped terrace connecting to the existing Pitchfork Ranch Pavilion. A covered walkway will extend the length of the wing. The project also includes enhancements to adjacent parking, landscaping around the addition and incorporation of public art.

“Nearly all of the plans for the expansion of the NRHC’s museum building hinged on acquiring funding to add the new wing,” said Executive Director Jim Pfluger. “We have heard the saying that people support success, but someone had to take the lead and be the first donor. That was the CH Foundation.

“Once the wing is completed, people will see the difference this expansion will make in the ability of the National Ranching Heritage Center to be the kind of museum we want it to be, attracting attention for the university and the historical significance of ranching as an important industry in the West.”

The Christine DeVitt Wing is a long-sought addition to the current DeVitt-Mallet Museum Building, which was conceived as an orientation or visitors’ center. It featured a small area for interpretive exhibits about the Old West. As the mission of the National Ranching Heritage Center evolved over the years to facilitate the interests and requests of some 70,000 visitors and students annually, more space was required.

The wing will join onto the main building on the east. Renovation of current spaces will create new galleries, a public meeting room and a classroom with a children’s library.

“On behalf of the Ranching Heritage Association Executive Committee and the National Advisory Board, which is responsible for our fund-raising success, we are grateful to everyone who supported this extremely important project,” Pfluger said.

The NRHC is located east of Indiana Avenue on Fourth Street in Lubbock. Construction of the 16,000-square-foot facility is coordinated by Texas Tech’s Office of Facilities Planning and Construction, working with Sandia Construction and architect Bill Adling, both of Lubbock. Completion is expected in spring 2006.

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**CONTACT: Jim Pfluger, executive director, National Ranching Heritage Center, Texas Tech University, (806) 742-0497, ext 232.**





Texas Tech University System  
COMMUNICATIONS & MARKETING

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**EVENT ADVISORY**

Date: March 9, 2005

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**NATIONAL RANCHING HERITAGE CENTER TO ADD NEW WING**

- WHAT:** The National Ranching Heritage Center at Texas Tech University is preparing to add the new \$3.7 million Christine DeVitt Wing with a groundbreaking ceremony.
- WHEN:** 1:30 p.m. Saturday (March 12)
- WHERE:** The National Ranching Heritage Center, east of Indiana Avenue on Fourth Street in Lubbock
- EVENT:** The addition, with a basement and ground level, will accommodate offices, curatorial workspace, a boardroom, gallery and reception area. It will open to a landscaped terrace connecting to the existing Pitchfork Ranch Pavilion. A covered walkway will extend the length of the wing. The project also includes enhancements to adjacent parking, landscaping around the addition and incorporation of public art.

The Christine DeVitt Wing is a long-sought addition to the current DeVitt-Mallet Museum Building, which was conceived as an orientation or visitors' center. It featured a small area for interpretive exhibits about the Old West. As the mission of the National Ranching Heritage Center evolved over the years to facilitate the interests and requests of some 70,000 visitors and students annually, more space was required. The wing will join onto the main building on the east. Renovation of current spaces will create new galleries, a public meeting room and a classroom with a children's library.

**CONTACT:** Jim Pfluger, executive director, National Ranching Heritage Center, Texas Tech University, (806) 742-0497, ext 232.



**FOR IMMEDIATE RELEASE**

Date: March 9, 2005

CONTACT: Julie Toland, [julie.toland@ttuhsc.edu](mailto:julie.toland@ttuhsc.edu)

**TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER RESEARCHER,  
TECH GRADUATE STUDENT RECEIVE PATENT  
ON ARTIFICIAL INSEMINATION DEVICE**

LUBBOCK – Samuel Prien, Ph.D., associate professor in the Department of Obstetrics and Gynecology at Texas Tech University Health Sciences Center, and Dustie Johnson, a graduate student in the Department of Animal and Food Sciences at Texas Tech University, have developed a device to improve the quality of semen used in fertility treatments.

A patent for the device, licensed with Embryonic Technologies, was issued this week by the U.S. Patent and Trademark Office. The patented technology encompasses the method of collecting sperm, as well as the container into which the sperm are collected.

“Traditional sperm collection methods consist of a plastic cup in a clinical setting,” Prien said. “We’ve tried to provide an environment which allows for a better-quality sample.”

In traditional collection methods, sperm cells are often “shocked” by pH or temperature changes. The new collection device features a more stable environment for the sperm with controlled pH levels, temperature and a collection of nutrients, creating an environment for the sperm cells that is similar to a male’s body.

A better quality of sperm cells will be beneficial for both medical and veterinary purposes. Prien noted that one in seven couples worldwide have infertility problems. “In the U.S., approximately 2 million couples are actively seeking treatment,” he said. “Currently, for artificial insemination purposes, male patients are limited to collecting semen in a clinic. This new device, however, will allow the semen to survive up to an hour, so the patient may collect in the home setting and later drive to the clinic.”

Improvements in artificial insemination will also reduce the need for couples to undergo the expensive process of in vitro fertilization, the next step when insemination doesn’t work. “In vitro fertilization costs \$10,000 or more,” Prien said. “With this new technology, 10 or more attempts at artificial insemination can be made with one sample, thereby decreasing the likelihood that in vitro fertilization will be necessary.”

Johnson noted that the technology will bring benefits in animal insemination, as well. "Cattle breeding alone is more than a \$1-billion-a-year industry," she said. The technology also will be beneficial in horse breeding and dog breeding, as well as in other animals of superior genetics.

The new device will be available for use with cattle in mid-March or early April, and will be available for horses and dogs soon thereafter.

Prien said he hopes the technology will be approved by the U.S. Food and Drug Administration for human use within three years. "This technology is exciting in terms of what it can do for infertile couples, and the money generated by the product will come back to the university for more research," he said.

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**FOR IMMEDIATE RELEASE**

Date: March 10, 2005

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**BOOK FROM TEXAS TECH UNIVERSITY  
PRESS NAMED L.A. TIMES BOOK PRIZE FINALIST**

LUBBOCK – A book published by Texas Tech University Press is one of the finalists for the L.A. Times Book Prize.

Catherine Tufariello's book "Keeping My Name" has been selected as one of five finalists for the Los Angeles Times Book Prize in the category of poetry.

The Los Angeles Times Book Prize winners will be announced the evening of April 22 at UCLA's Royce Hall in a ceremony open to the public. The evening will also mark the opening of the tenth annual Los Angeles Times Festival of Books.

"Keeping My Name" was the 2004 winner of the Walt McDonald First-Book Prize in Poetry and was named a Booklist Editors' Choice title for 2004. Tufariello has taught literature and writing courses at Cornell, the College of Charleston and the University of Miami. Her poems and translations have appeared in "Poetry," "The Hudson Review," "Yale Italian Poetry," "The New Penguin Book of Love Poetry" and Longman literature anthologies.

-30-

**CONTACT: Courtney Burkholder, marketing manager, Texas Tech University Press, Texas Tech University, (806) 742-2982, ext. 315, or e-mail [courtney.burkholder@ttu.edu](mailto:courtney.burkholder@ttu.edu).**



Texas Tech University System  
COMMUNICATIONS & MARKETING

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**EVENT ADVISORY**

Date: March 10, 2005

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**TEXAS TECH CHEMISTRY PROFESSOR TO BRIEF CONGRESSIONAL  
MEMBERS AND STAFF ON PERCHLORATE ISSUES**

**WHAT:** Texas Tech University chemistry professor Purnendu Dasgupta will be among national experts briefing members of Congress and their respective staff persons on issues related to perchlorate in milk.

The briefing has been organized by U.S. Rep. Hilda Solis, D-Calif., Ranking Member for the Subcommittee on Environment and Hazardous Materials of the House Committee on Energy and Commerce.

**WHEN:** 10:45 to 11:45 a.m. Friday (March 11)

**WHERE:** Capitol building, HC-9.

**EVENT:** Dasgupta and a group of Texas Tech researchers recently released a study detailing perchlorate in dairy and breast milk across the nation. The study cites decreasing iodide levels in breast milk and suggests that pregnant and breastfeeding women may need to increase their iodide intake.

Perchlorate, a chemical used in rocket fuel, is found in food and water supplies across the nation and is known to interfere with thyroid function, possibly causing brain development problems in infants and fetuses.

**CONTACT:** Beto Cardenas, director of federal relations for the Texas Tech University System, at (202) 234-0451; or Jeff Stoughton, Office of Communications and Marketing, at (806) 742-2136 or [jeff.stoughton@ttu.edu](mailto:jeff.stoughton@ttu.edu).



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**EVENT ADVISORY**

March 10, 2005

CONTACT: Julie Toland, [julie.toland@ttuhsc.edu](mailto:julie.toland@ttuhsc.edu)

**TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER  
MEDICAL STUDENTS TO HOST 'DAY OF FUN' AT TEXAS BOYS RANCH**

**WHAT:** A "Day of Fun," featuring horseback riding, face painting, hay rides and pizza, hosted by the Texas Tech University Health Sciences Center School of Medicine's Class of 2008 and Texas Tech Student Chapter of the Texas Medical Association.

**WHEN:** 3 p.m. to 5 p.m. Saturday, March 12

**WHERE:** Texas Boys Ranch, 4810 N. County Road 2800, Lubbock (take I-27 north, exit onto Regis Street and continue east for 3 miles, then turn left on County Road 2800, marked with a Texas Boys Ranch sign. Proceed north for about 1 mile to the ranch.)

**EVENT:** Activities to celebrate upcoming fund-raising efforts for three Lubbock children's charities. Texas Boys Ranch, Children's Connections Inc. and the Children's Home of Lubbock will benefit from the City Lights 2005 Charity Ball and the Play-A-Round for Kids Charity Golf Scramble. Health Sciences Center medical students will host the events. The ball takes place at 8 p.m. April 15 at the Lubbock Club; the golf tournament begins at 1:30 p.m. April 8 at the Jerry S. Rawls Championship Golf Course.

**CONTACT:** Julie Toland, Office of Communications and Marketing, (806) 743-2143.

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Texas Tech University System  
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**EVENT ADVISORY**

Date: March 11, 2005

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**GIFT TO BENEFIT LITERACY AND AGING PROGRAMS**

WHAT: Gift announcement

WHEN: 11 a.m. Monday

WHERE: Merket Alumni Center on the Texas Tech campus

EVENT: The Texas Tech University Health Sciences Center and Texas Tech University have each received a major gift from the Don-Kay-Clay Cash Foundation.

The gift will establish the Don-Kay-Clay Cash Foundation Regents Endowed Chair in Alzheimer's Research in the Mildred and Shirley Garrison Institute on Aging.

The College of Education will receive the Don-Kay-Clay Cash Foundation Regents Endowed Professorship in Reading Education.

Don and Kay Cash and their son Clay are all graduates of Texas Tech University.

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



Texas Tech University System  
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**FOR IMMEDIATE RELEASE**

Date: March 14, 2005

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**TEXAS TECH UNIVERSITY HOSTS NATIONAL SPEECH TOURNAMENT**

LUBBOCK – Texas Tech University's forensics program will host the National Parliamentary Debate Championship Tournament Thursday through Sunday on the Tech campus and in locations throughout the city.

Ric Shafer, director of Texas Tech's forensics program, said the tournament will bring schools from around the nation and world to Lubbock to compete. Notre Dame, Rice University, West Texas A&M University and California State University, Long Beach are among the schools scheduled to attend. The national debate champions from Ireland will face off against three American students at a banquet Thursday evening.

Texas Tech worked with the Lubbock Chamber of Commerce and submitted a bid to the National Parliamentary Debate Association in 2002 to host the tournament. Shafer said Texas Tech won the honor because it had hosted the tournament before, in 1997, and because the university's forensics program has a strong reputation nationally.

The tournament will feature parliamentary debate, in which students face off on a variety of topics given to them shortly before the round starts. Shafer said the topics can vary considerably from one round to the next.

"Students who compete are expected to be prepared to debate on any issue on the national or international level," Shafer said. "In one round, they could be debating President Bush's privatization of Social Security, and in the next, they could be talking about Syria's withdrawal from Lebanon."

The National Parliamentary Debate Association has nearly 400 member schools, ranging in size from junior colleges to four-year universities.

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**CONTACT: Ric Shafer, director of forensics, (806) 742-1328 or [ric.shafer@ttu.edu](mailto:ric.shafer@ttu.edu).**



**FOR IMMEDIATE RELEASE**

Date: March 14, 2005

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**TEXAS TECH AGING AND LITERACY PROGRAMS RECEIVE GIFTS**

LUBBOCK – A major gift from a Lubbock family will aid both young children learning to read and senior citizens facing the potential of Alzheimer's disease.

The \$1 million Don-Kay-Clay Cash Foundation Regents Endowed Chair in - Alzheimer's Research will assist the Texas Tech University Health Sciences Center Garrison Institute on Aging in building a team of world-class researchers who will identify early stages of Alzheimer's disease, develop prevention strategies and work to discover new treatments.

The \$500,000 Don-Kay-Clay Cash Foundation Regents Endowed Professorship in Reading Education will enable the Texas Tech University College of Education to attract a nationally known scholar in the field of literacy. The professorship will become an integral part of the college's Language Literacy master's and doctoral programs.

Don and Kay Cash and son Clay are all graduates of Texas Tech University.

"Texas Tech is our favorite place to give because it gave Kay, Clay and me the opportunities for successful careers," said Don Cash. "By supporting the reading literacy program and a program for early detection and prevention of dementia and Alzheimer's, we are reaching both ends of the spectrum, the young and the old."

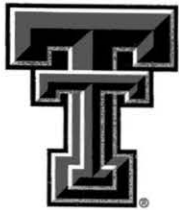
Kay Cash's mother and Don's father suffer from dementia and are residents of the Garrison Center.

"Dementia is a mind thief," said Kay Cash. "It is our hope that by funding this research, it can provide answers for early diagnosis, prevention and a cure."

Clay Cash said his wife Ashley lost a grandparent to dementia and that watching his own grandparents has been difficult.

"I do not want my mom and dad or anyone's mom and dad to forget who they are because of Alzheimer's. That's what this disease does, it steals one's being," he said.

The gifts are matched under the Regents Faculty Endowment Program with existing university funds to create named professorships and chairs. The program is part of the university's goal of recruiting and retaining quality faculty members.



Texas Tech University System  
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**FOR IMMEDIATE RELEASE**

Date: March 14, 2005

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**TEXAS TECH PROFESSOR PUTS NEW TECHNOLOGY TO OLD QUESTION**

LUBBOCK – These are questions that led Saif Haq to begin studying space syntax seven years ago: How do people, given free reign, navigate complex buildings such as airports and hospitals? Are they drawn to crowds? Do variations in lighting, wall color or other stimuli affect their decisions?

Cracking these puzzles could eventually help rescue workers hunt down a lost child in an apartment building or allow retail owners to predict traffic flow, believes Haq, an assistant professor in the Texas Tech University College of Architecture.

But they are difficult to study in real-world settings, where large structures like hospitals often teem with people, sights, sounds, smells and other stimuli that might influence a person's choices.

So Haq decided to create his own buildings. He has turned to new software that allows him to design simulated environments like hospitals on computers that volunteers navigate using a joystick.

By doing this, Haq can filter out extraneous information. This provides an effective tool for evaluating and comparing spatial relationships as they relate to the way that people navigate spaces.

"We have developed the ability to build a model of real environments that allow users to walk through them," he said.

Architects have been studying space syntax, or the way that spatial configurations relate to human affairs, for decades. According to the theory, spaces such as buildings can either promote or discourage movement and social interaction, depending on how they are designed.

Haq began his studies in 1998 by sending volunteers to navigate urban hospitals.

His early experiments, however, were frustrated by his inability to control such variables as signs, lighting variations and the movements of other people. A Texas Tech University partnership with Eon Reality, Inc., an interactive visual content software provider, allows him to design 3-D environments free of those extraneous stimuli.

## Space syntax

So far, preliminary data have supported his earlier finding that layout is a strong indicator of how easily people can navigate complex structures. Even factoring in variations of lighting and wall colors, people tend to find their way better through more integrated or connected environments.

“We (architects) don’t often consider way-finding when we are designing a building,” he said. “The first thing that we think of is adding signs and arrows, but we need to be thinking about it while we are doing the designing.”

To this point, Haq has had more than 30 volunteers navigate the virtual environment created by the new software and now intends to conduct new tests using more variables and new environments.

Haq believes the findings could eventually be applied to other real-world scenarios, such as plotting urban warfare or locating high-impact retail areas within cities.

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**SOURCE: Saif Haq, assistant professor in the College of Architecture, Texas Tech University, (806) 742-3169, ext. 265, [saif.haq@ttu.edu](mailto:saif.haq@ttu.edu)**



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**TECH EQUESTRIAN TEAM HOSTS FIRST INTERCOLLEGIATE SHOW**

LUBBOCK – The Texas Tech University Equestrian Team has clinched its best ever western competition finish while hosting its first intercollegiate horse show.

Texas Tech's team – the only club team to host a show in this region – earned 3<sup>rd</sup> place in Sunday's western competition. Team members ranked highly in several show classes and, in the process, qualified one rider for the regional intercollegiate championships.

Twelve Texas Tech riders competed against approximately 100 riders from 10 other universities at back-to-back weekend competitions held at the Texas Tech Equestrian Center in Wolfforth. Western riding competitors are judged based on their ability to handle and control a horse, riding position and pattern accuracy.

Robin Morris of Colorado City won Saturday's and Sunday's sections of Open Horsemanship to earn a berth in the regional championship show in April. On Saturday, Morris won her section of Open Reining as well, earning enough points to win the show's high point rider award.

McKenzie Brazile of Amarillo won the competition's Advanced Horsemanship class and Lindsey Frick of Austin earned second place in her section of Intermediate II Horsemanship, as did Daniel Kubler in the Saturday section of Intermediate I Horsemanship.

Texas Tech's equestrian program is a club team and relies on financial support from sponsors. The team also had to secure approximately 35 privately-owned horses for the event, since riders draw a mount from a pool of horses at the host university.

The western team will travel to Texas A&M University this weekend for the region's final western horse show series and will try to qualify additional riders for the championships.

-30-

**CONTACT: Robin Morris, western student coach, Texas Tech University, (806) 543-0902, [robin.k.morris@ttu.edu](mailto:robin.k.morris@ttu.edu)**



Texas Tech University System  
COMMUNICATIONS & MARKETING

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**FOR IMMEDIATE RELEASE**

Date: March 14, 2005

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

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**KNIGHT DONATES \$40,000 TO TEXAS TECH LIBRARIES**

LUBBOCK – Texas Tech University head basketball coach Bob Knight has given \$40,000 to the Texas Tech Libraries.

Knight and his wife Karen have been supporters of Texas Tech's library system since they arrived in Lubbock in 2001, when they started the Coach Bob Knight Library Fund with a gift of \$25,000. Since then, contributors from throughout the nation have given almost \$200,000 to the fund.

Dean of Libraries Don Dyal said Knight's continuing generosity to Texas Tech's libraries helps all of the university's students.

"We are extremely grateful to him for his support of the libraries, and we appreciate his consistent commitment to enhancing the academic environment for all students at Texas Tech," said Dyal.

"Each new donation he makes comes with only one stipulation – that it be spent on something that will directly benefit the students at Texas Tech," said Dyal. "That task has not been difficult, since the very nature of the libraries is to support student and faculty academic endeavors and research."

So far, most of the monies from the fund have been used to develop the libraries' new Digital Media Studio. This state-of-the-art area in the University Library provides students with the equipment, software and space to create original multimedia presentations.

In addition to the cash donations, Knight also has donated hundreds of books from his personal library to Texas Tech. Knight's books cover a wide variety of subjects, from political science and history to accounting and popular science.

-30-

**CONTACT: Dawn Dockter, director of external relations, Texas Tech Libraries,  
Texas Tech University, (806) 742-3685, or e-mail  
[dawn.dockter@ttu.edu](mailto:dawn.dockter@ttu.edu).**





**Texas Tech University System**  
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**EVENT ADVISORY**

Date: March 14, 2005

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**DEADLINES LOOMING FOR TEXAS TECH SUMMER CAMPS**

- WHAT:** Scholarship deadlines for two summer camps at Texas Tech University have been set for April 1.
- WHEN:** "Shake Hands with your Future": June 5-10 (grades 8-11) and July 10-15 (grades 4-7)  
"Science: It's a Girl Thing": June 20-23 (grades 5-6) and July 18-21 (grades 7-11)
- WHERE:** Texas Tech University campus
- EVENT:** "Shake Hands with your Future" is an interdisciplinary academic enrichment program that targets high achieving students, while "Science: It's a Girl Thing" is a hands-on science camp for girls. Both are administered by Texas Tech's Institute for the Development and Enrichment of Advanced Learners.
- SOURCE:** Kelly Wisecup, program director, Texas Tech University, (806) 742-2420, [kelly.wisecup@ttu.edu](mailto:kelly.wisecup@ttu.edu).



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**FOR IMMEDIATE RELEASE**

March 15, 2005

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**TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER  
MEDICAL STUDENTS TO MEET THEIR MATCH**

LUBBOCK – About 40 fourth-year students from the Texas Tech University Health Sciences Center School of Medicine will see what their future holds on Thursday (March 17) as they participate in Match Day. The opening of sealed envelopes will take place at 11 a.m. in Room 2B152 at the Health Sciences Center, 3601 Fourth St.

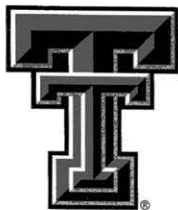
On Match Day, medical students across the country find out where they will serve their residencies for the next three to five years. The results are opened simultaneously at all of the nation's medical schools.

Match Day is the culmination of an eight-month process in which students are matched with residency programs in the United States and Canada. Months before Match Day, students begin applying to residency programs in their preferred specialty.

Students visit sites to evaluate and ultimately rank their preferred residency programs. At the same time, administrators at each site interview applicants and rank them as well. The National Residency Match Program coordinates this process and makes the final match.

For more information, contact Julie Toland, Office of Communications and Marketing, at (806) 743-2143.

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Texas Tech University System  
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**FOR IMMEDIATE RELEASE**

Date: March 16, 2005

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**TEXAS TECH UNIVERSITY TO HOST SOCIAL WORK CELEBRATION**

LUBBOCK – Texas Tech University's social work program will hold its inaugural Social Work Celebration from 10 a.m. to 2 p.m. March 23 on the south lawn of Holden Hall.

Professional social workers in private practice and from various Lubbock area agencies will be available to speak about their agencies and careers. Agencies involved include the Texas Department of Criminal Justice, Catholic Family Services, Big Spring State Hospital and Vistacare.

Students from Texas Tech, Lubbock Christian University and South Plains College and members of the Lubbock community are invited.

Helen Morrow, director of the social work division at Texas Tech, said the celebration will give students a chance to sample the wide variety of professions available in the field of social work.

"At Texas Tech, our curriculum strives to prepare graduates to pass their licensure exam and to begin any entry-level social work position at a public or private social service agency," Morrow said. "Hopefully, many students who have considered social work careers will take this opportunity to meet these professionals and ask questions about social work."

In case of inclement weather, the celebration will move to the east foyer of the Administration Building.

-30-

**CONTACT: Helen Morrow, social work division director, (806) 742-2401, ext. 244 or [helen.morrow@ttu.edu](mailto:helen.morrow@ttu.edu).**



Texas Tech University System  
COMMUNICATIONS & MARKETING

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**FOR IMMEDIATE RELEASE**

Date: March 17, 2005

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**TWO TEXAS TECH PROFESSORS TO BE PUBLISHED IN "SCIENCE"**

LUBBOCK – "Science," the international weekly scientific magazine, will publish a paper written by two Texas Tech University professors.

Gregory McKenna, Horn professor of chemical engineering, and Paul O'Connell, research professor of chemical engineering, wrote an article examining the properties of polymeric (plastic) materials at the sub-micron size.

McKenna said Texas Tech's research is important for the fields of computer development and manufacture and for nanotechnology, or the science of building electronic circuits and devices from single atoms and molecules.

According to McKenna, he and O'Connell discovered that the properties of certain polymer materials are much different at the microscopic scale than they are at larger scales.

"At the nano scale, we're finding that the rubbery plateau, which governs how stretchy or elastic a material can become, is actually a couple hundred times stiffer than it is at the macro scale," said McKenna.

McKenna said the discovery could eventually lead to faster-running and less-expensive computers.

"In nanotech, people are trying to use these materials at these very small size scales," said McKenna. "So the electronics industry has to make polymer films at that size scale to make computers run faster. If the properties are changing at the nano scale, then the material may not function as expected. So when you engineer new devices, it may not function properly the first time around, which increases the cost of manufacturing and development."

McKenna also said the research broke new ground by taking more precise measurements of material properties at the nano scale.

"We developed a method which gives us absolute measurements at the nano scale for mechanical properties, and that hasn't been done before," McKenna said. "Other measurements have been relative. This is important when you test theories that may say that bulk behavior is different than nano-scale behavior, but if you don't have absolute comparisons, it's very hard to determine that."

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The technique developed by McKenna and O'Connell required them to inflate and accurately measure bubbles in very thin polymer films – only a few hundred atoms thick. The research took four years to complete.

Funding for the research has come from Texas Tech University and the National Science Foundation. The United States Army Research Office is funding much of their current research, as it has applications to other projects seeking to improve armor, camouflage, clothing and more, using advanced nanotechnology.

McKenna and O'Connell's article is titled "Rheological Measurements of the Thermoviscoelastic Response of Ultrathin Polymer Films." It will be published in the March 18 edition of "Science" magazine.

-30-

**CONTACT: Gregory McKenna, professor of chemical engineering, Texas Tech University, (806) 742-3553, or e-mail [greg.mckenna@ttu.edu](mailto:greg.mckenna@ttu.edu).  
Paul O'Connell, research professor, Texas Tech University, (806) 742-3553, or e-mail [paul.oconnell@ttu.edu](mailto:paul.oconnell@ttu.edu).**



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**FOR IMMEDIATE RELEASE**

Date: March 18, 2005

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**AGING INSTITUTE TO PRESENT 'DEMENTIA AND THE LAW'**

LUBBOCK – Prevention can be vitally important in the health care arena, but too often the value of getting early legal help is overlooked, particularly in regard to dementia, said Glen Provost, J.D., of the Texas Tech University Health Sciences Center.

Provost, chief of planning and project development at the Health Sciences Center and adjunct professor of elder law at the Texas Tech School of Law, will present "Dementia and the Law: A Seminar for Families and Health Professionals" from 4 p.m. to 5 p.m. Wednesday (March 23) at the Health Sciences Center, 3601 4<sup>th</sup> St.

The presentation, which is free of charge and open to the community, will take place in the Health Sciences Center Academic Classroom Building, Room 150.

"There are some simple, but very important, legal steps that can be taken to avoid potentially major problems, particularly on the part of dementia patients, their family caregivers and their health care providers," Provost said.

Topics of discussion will include characteristics of dementia that pose potential legal problems, as well as a breakdown of legal issues for patients, caregivers and health professionals.

"Taking care of your legal health can often make it much easier to cope with physical and mental health concerns," Provost said.

The presentation is part of the "Lecture Series on Healthy Aging," a program of the Garrison Institute on Aging. Attendees should park in area D2 of the Health Sciences Center parking lot. For more information about the series, contact the Garrison Institute on Aging at (806) 743-3610, or contact Annette Boles at [annette.boles@ttuhsc.edu](mailto:annette.boles@ttuhsc.edu).

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**FOR IMMEDIATE RELEASE**

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**TEXAS TECH MATH DEPARTMENT HOSTS NATIONAL CONFERENCE**

LUBBOCK – The Texas Tech University Department of Mathematics and Statistics will host the 2005 Spring Central Section Meeting of the American Mathematical Society April 8-10 on the Texas Tech campus.

The meeting will bring more than 300 mathematicians from throughout the United States and 23 other nations to speak on a wide variety of mathematical topics.

More than 20 Texas Tech mathematics faculty members will present research talks at the meeting. Faculty from other departments and graduate students will also be among the presenters.

The American Mathematical Society, an organization developed to further research and scholarship in mathematics, is divided into four sections. The Central Section stretches from Texas to North Dakota on the west side and east to Ohio. Each section holds meetings twice a year.

The event is open to the public. Registration fees are \$40 for AMS members, \$60 for nonmembers and \$5 for emeritus members, students or unemployed mathematicians.

-30-

**CONTACT: Wayne Lewis, professor of mathematics, at (806) 742-1424 or [wlewis@math.ttu.edu](mailto:wlewis@math.ttu.edu).**





Texas Tech University System  
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**FOR IMMEDIATE RELEASE**

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**DROUGHT-TOLERANT TURFGRASS PROVIDES SENSIBLE ALTERNATIVE  
TO THIRSTY LAWNS**

LUBBOCK – Less mowing, less weeding and – perhaps most importantly – less watering.

These are a few of the benefits offered by Turffalo, a unique turfgrass that provides the rich color and thick texture prized in bermuda or fescue lawns while maintaining the resilience of buffalograss.

The heat-resistant and drought-tolerant hybrid, created by Texas Tech University with its partner Frontier Hybrids, could be a boon to owners of thirsty yards throughout the Southwest, where scarce water supplies will increasingly fuel conservation measures in coming decades.

"Turffalo has two benefits," said Mark Ivey, owner of Ivey Gardens in Lubbock, who planted the grass in his own yard in August. "It has the toughness of buffalograss and the beauty of other lawn grasses. I don't know of another grass in the world that is as tough and as pretty as Turffalo."

Turffalo requires as little as a quarter of the water demanded by bermuda and fescue grasses, said Dan Ryan, owner of Frontier Hybrids. It can survive on 10 inches of water a year and needs around two inches per month to stay green. The grass could prove attractive in regions where thinning water supplies have prompted cities to shave consumption.

Turffalo has the thickness and true green color of fescue and bermuda lawn grasses and holds up even under heavy traffic. Since it grows to only about three inches in height, it needs less mowing and it is tolerant to most insects and certain herbicides.

"If you are short on water and short on time, you need buffalograss," said Dick Auld, chairman of the Department of Plant and Soil Science at Texas Tech. "Turffalo is a great way to get that."

The grass resulted from 15 years of research at Texas Tech. In 2003, the National Turfgrass Evaluation Program ranked Turffalo as the top buffalograss in overall quality in the southwest region. The grass was rated based on its color, leaf texture, density, uniformity and stress toleration.

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It is durable enough for city parks and has been used on the fairways of the golf course at Lakeridge Country Club in Lubbock.

"Turffalo is unique in the United States," Ryan said. "It's probably the first new turfgrass that has come along in the last 25 years. There have been different varieties of existing grasses, but they are all very similar and this is the first real breakthrough as far as a warm-season grass goes."

-30-

**CONTACT: Dick Auld, chairman of the Department of Plant and Soil Sciences,**  
Texas Tech University, (806) 742-2872 or [dick.auld@ttu.edu](mailto:dick.auld@ttu.edu)

**Dan Ryan, owner of Frontier Hybrids, 800-872-0522, (806) 298-2595 or**  
[frohyb@aol.com](mailto:frohyb@aol.com)

**Mark Ivey, owner of Ivey Gardens, (806) 744-4839**



**FOR IMMEDIATE RELEASE**

Date: March 24, 2005

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**"MISSION ACCOMPLISHED": TEXAS TECH CENTER TO BE RECOGNIZED**

LUBBOCK – Texas Tech University's Center for the Study of Addiction and Recovery will be getting a Mission Accomplished award April 1.

The award, given at the 22<sup>nd</sup> annual Waggoners Foundation Speaker Series Spring Luncheon featuring Lou Gossett, Jr., will recognize the center for "its outstanding efforts in providing students in recovery an opportunity to learn and grow in an environment free of the stigma often attached to addiction/recovery."

The luncheon benefits The Council on Alcohol and Drugs Houston and will take place at the Westin Galleria Hotel in Houston. Awards are presented to individuals or institutions that help keep the community healthy, productive and safe by providing services and information to all who may be adversely affected by alcohol and drugs.

"Texas Tech University stands out over any other university in terms of its commitment to students in recovery," said council President and Chief Executive Officer William M. "Mel" Taylor. "The center provides a positive environment for students in recovery during one of the most critical periods in a young adult's life, and we want to recognize its efforts and the impact it makes on our future leaders."

The series was created by June and Virgil Waggoner in memory of their son, Jay, who died of alcoholism at 36 after battling the disease for several years.

"We are grateful for the council's very gracious recognition," said Kitty Harris, an associate professor in the Department of Applied and Professional Studies and director of the center. "We serve a lot of students from the Houston area, and anytime a program receives this type of recognition there is a real sense that you have accomplished something in someone's eyes."

Goals of the center include providing education on addiction, quality long-term recovery for students and helping develop resiliency in students who often lack the personal, social, academic and professional skills needed to be successful.

-30-

**CONTACT: Kitty Harris, director of the Center for the Study of Addiction and Recovery, Texas Tech University, (806) 742-2891, [kitty.s.harris@ttu.edu](mailto:kitty.s.harris@ttu.edu).**



Texas Tech University System  
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**FOR IMMEDIATE RELEASE**

Date: March 24, 2005

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**TEXAS TECH STUDENTS AWARDED GATES CAMBRIDGE SCHOLARSHIPS**

LUBBOCK – Two Texas Tech University students, William Michael Henne of Allen and Nicholas Johnson of Albuquerque, N.M., are among 38 American students awarded Gates Cambridge Scholarships. This international and highly competitive scholarship is an award for up to four years of graduate study at the University of Cambridge, England.

Henne is a 2004 Goldwater Scholar and cell and molecular biology major scheduled to graduate from Texas Tech in May 2005. He has also been awarded a Laboratory in Molecular Biology Cambridge Scholarship to pursue his studies at Cambridge.

Johnson is also a 2004 Goldwater Scholar and an electrical engineering major who is scheduled to graduate from Texas Tech in August 2005. His research into electro-stretching of DNA will enable him to pursue a doctorate in chemistry.

The Goldwater Scholarship is a highly competitive award designed to benefit students who intend to pursue careers as scientists, mathematicians and engineers. The scholarship is named for the late Sen. Barry Goldwater of Arizona.

Henne and Johnson will join students from all over the world studying the arts, science, humanities, social science, technology and medicine.

The Gates Cambridge Scholarships were established by the Bill and Melinda Gates Foundation. When he founded the award in 2001, Microsoft founder Bill Gates said the Gates Scholarship existed to help provide "highly educated leaders, skilled in research and analysis, who will undertake a creative approach to defining and solving problems so that we can address the injustices and inequities in our world."

One other Texas Tech student has received the scholarship. In 2001, Jay Reddy was named a Gates Scholar. He earned a master's degree in oncology at Cambridge in 2003.

-30-

**SOURCE:** Christina Ashby-Martin, faculty coordinator, National and International Scholarships office, Texas Tech University, (806) 742-0036, ext. 241, or e-mail [christina.ashby-martin@ttu.edu](mailto:christina.ashby-martin@ttu.edu).



Texas Tech University System  
COMMUNICATIONS & MARKETING

news release

**FOR IMMEDIATE RELEASE**

Date: March 24, 2005

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**TEXAS TECH UNIVERSITY ANNOUNCES DISTINGUISHED ENGINEERS**

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

LUBBOCK – Texas Tech University's College of Engineering will name four Texas Tech graduates as Distinguished Engineers at a ceremony April 1.

The honorees are J. Gregory Boyd of Dallas, Francisco (Frank) A. Figueroa of Albuquerque, N.M., Gerald C. Murff of Fort Worth and Alvin Dale Williams of Amarillo. Phillip Nathan Beverly, a senior from Arlington, also will receive a special award.

Boyd is the president of Jones and Boyd, Inc., a firm providing civil engineering, planning, landscape architecture and surveying services. He is a member of Texas Tech's Academy of Civil Engineering and former chairman of the Civil Engineering Advisory Council.

Figueroa earned his Bachelor of Science degree in electrical engineering in 1967. He is the chief financial officer and vice president of the Integrated Enabling Services Strategic Management Unit and Business Management and Facilities Services for Sandia National Laboratories. Figueroa was inducted into the Texas Tech Academy of Electrical Engineering in 2004.

Murff earned his Bachelor of Science degree in mechanical engineering in 1961. In the 1970s, he was the lead engineer for internal configuration arrangement during the development of the F-16 Fighting Falcon, one of the most successful military airplanes in history. He currently is retired from his positions as chief engineer and leader of advanced aerospace projects at General Dynamics.

Williams earned his bachelor's degree in engineering technology in 1975. He is the director of coal and gas power plants at Xcel Energy in Amarillo. He has served on the Texas Tech Engineering Technology Department's advisory council, the Texas Tech Engineering Deans Council, the Texas Tech Mentor Program and the National Science Foundation Education Advisory Council.

The College of Engineering and the Dean's Council will award Beverly the James A. "Jim" McAuley Distinguished Engineering Student Award in the amount of \$5,000. McAuley was a member of the Dean's Council as well as an educator, a local businessman and a supporter of Texas Tech prior to his death in August 2000. Beverly is an electrical engineering senior and has been involved in semiconductor research

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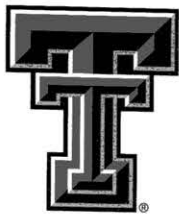
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involving molecular beam projects at Texas Tech's Nano Tech Center. Beverly is the lead designer for the Texas Tech student team entered in a Microelectromechanical System (MEMS) design competition sponsored by Sandia National Laboratory's University Alliance Program. He participated in summer internships at National Instruments in Austin and Chevron Texaco in New Orleans. He also is a member of Eta Kappa Nu, the honors society of electrical engineering.

The ceremony is scheduled for 11:45 a.m. Friday (April 1). The luncheon for the award recipients is scheduled at the McInturff Conference Center, located at University Medical Center.

-30-

**SOURCE:** Claudia Thornton, assistant development officer, College of Engineering, Texas Tech University, (806) 742-3451 or claudia.thornton@ttu.edu.



Texas Tech University System  
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**EVENT ADVISORY**

Date: March 24, 2005

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**NEW SCULPTURES TO BE INSTALLED AT TEXAS TECH**

**WHAT:** Texas Tech University will begin installation of two new granite archway sculptures by Jesus Moroles.

**WHEN:** Friday afternoon (March 25)

**WHERE:** Due to heavy construction work, we recommend filming in the area near the Mass Communications Building.

**EVENT:** Moroles' work "Lapstrake" will serve as a gateway for Texas Tech's new pedestrian mall, which will start at the site of the old English/Philosophy Building, run past the new Experimental Sciences Building and terminate near Wells/Carpenter Hall. Another of his sculptures, "Square Spiral Arch," will be located adjacent to the Experimental Science Building. Both sculptures are over 20 feet tall.

Texas Tech's Public Art Program is funded using a percent-for-art program that devotes one percent of the estimated total cost of each new capital project that exceeds \$500,000.

**CONTACT:** Cecilia Carter Browne, public art manager, Texas Tech University, (806) 742-1170, extension 319, or e-mail [cecilia.carter@ttu.edu](mailto:cecilia.carter@ttu.edu).





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**FOR IMMEDIATE RELEASE**

DATE: March 24, 2005

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**TECH STUDENTS HAVE STRONG SHOWING AT DEBATE TOURNAMENT**

LUBBOCK – Texas Tech University's debate students had a strong showing at the National Parliamentary Debate Championship Tournament held Thursday through Sunday at Texas Tech.

Three teams from Texas Tech advanced beyond the opening rounds of the tournament. Steven Chang of St. Robert, Mo., and Erin Wyatt of Las Cruces, N.M., placed 9<sup>th</sup> out of 218 teams. Vamsi Vemuru of Odessa and Anthony Putnicki of El Paso, and Arika McCoy of Dripping Springs and Tim West of Amarillo also advanced beyond the opening rounds.

Texas Tech is ranked 10<sup>th</sup> overall in the nation in season-long sweepstakes and was 10th in team sweepstakes at the tournament. This is the first time that Texas Tech has been in the top 10 nationwide since 1998.

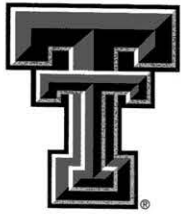
The tournament featured parliamentary debate, in which students faced off on a variety of topics given to them shortly before the rounds started. Ric Shafer, director of forensics at Texas Tech, said the topics can vary considerably from one round to the next.

"Students who compete are expected to be prepared to debate on any issue on the national or international level," Shafer said. "In one round, they could be debating President Bush's privatization of Social Security, and in the next, they could be talking about Syria's withdrawal from Lebanon."

The National Parliamentary Debate Association has nearly 400 member schools, ranging in size from junior colleges to four-year universities.

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**CONTACT: Ric Shafer, director of forensics, (806) 742-1328 or ric.shafer@ttu.edu.**



**Texas Tech University System**  
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**FOR IMMEDIATE RELEASE**

Date: March 25, 2005

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**TEXAS TECH TO HOST REPLICA OF VIETNAM MEMORIAL**

LUBBOCK – The Moving Wall, a half-size replica of the Vietnam Veterans Memorial in Washington, D.C., will be on display in Memorial Circle at Texas Tech University April 1-7.

An opening ceremony will be held at 10 a.m. April 1 and the keynote speaker will be Col. Roger Donlon, the first Medal of Honor recipient for the Vietnam War. Donlon was gravely wounded during a firefight yet managed to remain in command of his troops for several hours, rescuing his wounded soldiers and repositioning his forces to withstand the attack.

James Reckner, director of Texas Tech's Vietnam Center, said the Wall's stay at Texas Tech will encourage Vietnam veterans to visit the campus, and will afford students an opportunity to interact with them and hear their stories.

"I think having the Wall in Memorial Circle will cause more students to think about the war as they walk by," Reckner said. "I hope they will stop and reflect on the 58,000 names on that Wall and what their sacrifice was all about."

Congressman Randy Neugebauer, R-Lubbock, is scheduled to present the Vietnam Center with a \$496,000 check at 1 p.m. April 1. The money represents federal funding to sustain the growth of the Vietnam Center's Virtual Archive, which provides research assistance to students and historians worldwide.

Reckner said the Vietnam Center is sponsoring the Wall's visit to assist local veterans who are unable to travel to the Vietnam Veterans Memorial in Washington, D.C., and also to fulfill the Center's mission to encourage continued study of all aspects of the American Vietnam experience. Parking will be available for veterans and the general public.

Volunteers will maintain a 24-hour presence at the memorial during its stay.

-30-

**CONTACT: James Reckner, director of the Vietnam Center, Texas Tech University**  
(806) 742-3742 or [james.reckner@ttu.edu](mailto:james.reckner@ttu.edu).



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**TEXAS TECH WOMEN'S CONFERENCE  
TO FOCUS ON WOMEN IN THE MILITARY**

LUBBOCK – The changing roles of women in the military and in wartime will be the topic of the 21<sup>st</sup> annual All University Conference on the Advancement of Women in Higher Education April 7-8 at Texas Tech University.

A featured speaker will be Yanar Mohammad, an Iraqi woman who will discuss "Women under Siege in Postwar Iraq."

Mohammad is a leader in the struggle for women's rights in Iraq. She is the director of the Organization of Women's Freedom in Iraq, a group that works to stop atrocities against Iraqi women and to defend their rights. She has established women's shelters in Baghdad and Kirkuk and is the editor in chief of the "Al-Mousawat" newspaper.

In a recent e-mail sent to friends and supporters, Mohammad said that, while there are still many challenges ahead, she feels inspired by the dedication of the members of the fledgling women's rights movement in Iraq.

"The warm determination in the chanted slogans and speeches were terribly moving," said Mohammad, writing about a recent rally. "Nada spoke about women and unemployment, Hadil about our sheltering the women, Um Ali about how they take girls out of schools. While I was speaking, one of the Basrah women, a trade-unionist pulled the microphone from my hand to further elaborate on their sufferings under political Islam in Basrah. Meanwhile, a young girl of 12 with a worn-out dress jumped to the stage chanting 'equality for women.'"

Mohammad is the sister of Lahib Jaddo, an assistant professor of architecture at Texas Tech. Jaddo will be honored at the conference for her art work.

Dr. Margarethe Cammermeyer, a retired colonel in the United States Air Force, will provide the conference's keynote address, titled "If You Are Uncomfortable, That's Where You Need to Be."

During her military career, she earned the Bronze Star for Service in Vietnam, was chief nurse of the Washington National Guard and was the Veterans Administration's Nurse of the Year in 1985.

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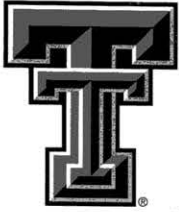
Cammermeyer challenged policies that discriminated against married women. After serving six years of active duty and 25 years in the Army Reserves and National Guard, she retired after challenging the military's "Don't Ask, Don't Tell" regulations. Her autobiography, "Serving in Silence," was published in 1994.

Other speakers at the conference include Susan McKay, professor of Women's Studies at the University of Wyoming in Laramie and a former professor of English at Texas Tech, whose speech will focus on "Girls at War;" Carol Burke, a folklorist and associate professor of English at the University of California at Irvine, who will speak on "From Dominatrix to Damsel in Distress: Images of Women in the Recent Iraq War;" and Holly Johnson, an associate professor at the University of Cincinnati, whose speech is titled "What's a Girl Like You Doing in a Situation Like This?: Conflict and Congeniality in an Enlisted Life."

The theme of this year's conference is "Changing the World: Women in Conflict/Women in Peace." The event is sponsored annually by Texas Tech's Women's Studies Council and the Office of Women's Studies.

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**SOURCE:** Charlotte C. Dunham, director, Office of Women's Studies, Texas Tech University, (806) 742-4335, or e-mail [charlotte.dunham@ttu.edu](mailto:charlotte.dunham@ttu.edu).



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**MENTOR BANQUET TO FEATURE FORMER U.S. EDUCATION SECRETARY**

LUBBOCK – Seats are available for the Lauro Cavazos and Ophelia Powell-Malone Mentoring Program's Third Annual Scholarship Banquet to be held from 6-8 p.m. April 25 at the Lubbock Memorial Civic Center Banquet Hall.

The event will feature Cavazos, the former U.S. Secretary of Education and Texas Tech University president. Proceeds will fund scholarships for the program.

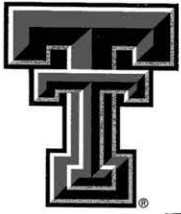
The mentoring program was introduced in fall 2002 to enhance the retention of students from underrepresented groups within the university. Students, or protégés, are paired with faculty and staff mentors according to their academic, professional and cultural interests.

Tickets for the banquet cost \$30 for general admission – \$13 of which is tax deductible – and \$17 for children or students with a valid ID. Tables can be reserved for \$400 and a table with a scholarship sponsorship can be purchased for \$600.

Cavazos served as the U.S. Secretary of Education from 1988 to 1990, becoming the first Hispanic to hold a cabinet level position. He also was the first Texas Tech alumnus to serve as the university's president.

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**CONTACT: Rosa Gallegos or Cory Powell** at (806) 742-8671 or by email at [mentor@ttu.edu](mailto:mentor@ttu.edu).



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**EVENT ADVISORY**

Date: March 28, 2005

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**TEXAS TECH HOSTS THIRD ANNUAL  
ECONOMIC DEVELOPMENT SUMMIT**

**WHAT:** Texas Tech University is among the sponsors of the third annual West Texas Economic Development Summit, which is designed to help businesses learn how to do business with state agencies.

**WHEN:** 9 a.m. to 4 p.m. Wednesday (March 30)

**WHERE:** Lubbock Memorial Civic Center, 1501 Sixth Street

**EVENT:** The keynote speaker for the luncheon will be Donald E. Powell, chairman of the Federal Deposit Insurance Corporation in Washington, D.C. He will speak from noon to 1 p.m.

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

The summit is sponsored by state Sen. Robert Duncan, Texas Tech University, the Texas Department of Transportation, the Texas Building and Procurement Commission and the Northwest Texas Small Business Development Center.

Registration for the luncheon is \$10. Admission to workshops and the exhibits is free.

**CONTACT:** Lorenzo "Bubba" Seden, manager, Historically Underutilized Business Operations Office, Texas Tech University, (806) 742-4440, or e-mail [bubba.seden@ttu.edu](mailto:bubba.seden@ttu.edu).



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**TRIBUTE TO EDUCATION MONTH ABOUT TO LAUNCH**

LUBBOCK – Luncheons, dinners, cookouts: Perhaps they are not a staple of the traditional classroom setting, but they will be a common occurrence throughout April as the Texas Tech University College of Education hosts its Tribute to Education Month.

The college will pay tribute to faculty, staff, students, alumni and friends of education through a series of events slated to kick off April 2 with the 10<sup>th</sup> annual Tribute to Teachers. Proceeds from the event will benefit students in the College of Education.

The event, titled Above and Beyond, will begin at 6:30 p.m. at the McInturff Conference Center.

The college will conduct its tribute to faculty, under the theme Pulling Together, from April 4-8. On April 5<sup>th</sup>, keynote speaker for the college's Research Conference Dr. Deborah Bragg, from the University of Illinois at Urbana-Champaign, will discuss "Transitioning from High School to College: Research Issues and Needs for the Next Decade." The event is open to the public and will be at 12:45 p.m. in the College of Education room ED 001 (west basement).

The college also will pay tribute to its staff April 11-15; students April 18-22; and alumni and friends of education April 25-29.

Service Stars, the college's staff tribute, will feature an April 13 appreciation luncheon. Star Performers, the tribute to students, will include an April 20 cookout and awards luncheon. Bridge Builders will recognize alumni and friends of education and feature a community awards dinner April 29.

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**CONTACT: Jenny Smith in the College of Education, Texas Tech University, (806) 742-1998, ext. 453.**





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**TEXAS TECH RESEARCHERS RECEIVE  
PATENT FOR NEW COMPUTER LOGIC SWITCH**

LUBBOCK - Two Texas Tech investigators have received a patent for a new concept for computer logic switches that could revolutionize computing in the 21st century.

Dr. Kenneth Laine Ketner, Paul Whitfield Horn Professor and director of the Institute for Studies in Pragmaticism at Texas Tech, and Dr. Ralph G. Beil, an institute member, have designed new methods and switches that have been trademarked as Trisistors.

While most of today's computers operate on a binary system, the patent describes a trinary system that includes binary capabilities, but which also supports additional features allowing computers to work faster and more flexibly.

Trisistors and associated methods were inspired in part by the work of an early 20th century physicist, chemist, and logician, Charles S. Peirce. An internationally recognized scientist employed by the U.S. government, Peirce was one of the earliest members of the U.S. National Academy of Sciences.

Credited with early discoveries in computing and artificial intelligence, he referred to his approach in general as Pragmaticism. He developed the theory of signs, a proposal for understanding communication, meaning, logic and intelligence.

"We have shown that Peirce's theory of signs can be applied directly to elementary particle interactions," said Beil, the senior author of the patent. "An aspect of our patent is that elementary particles such as photons and electrons can be used as carriers and processors of information. This is also proposed in previous designs; however, those designs involve multiparticle or parallel states with two (binary) values. Our designs involve single particles or sequential states with possibly more than two values each."

Ketner said the technology can be implemented using current laboratory methods.

"The patent also includes a general procedure for designing future devices," he said. "We refer to this as the PBK (Peirce-Beil-Ketner) Method. We think this approach will facilitate development of additional trinary devices."

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Beil emphasized that the patent gives designs for, not the next generation of computers, but the generation after that. Ketner proposes that the PBK method may be useful in the further study and application of artificial intelligence.

A Texas Limited Liability Company, ArisbeTools LLC, has been formed by Texas Tech University, the inventors and supporters. It will hold the patent and other associated intellectual property.

Dr. William Marcy, who holds an interdisciplinary doctorate in engineering and computer science and is provost at Texas Tech University, said the new patented technology will greatly expand the tradeoffs between the quantity of data that can be computed and the speed at which the computation can be made.

"The computing capability of a laptop today could be handled in a device the size of a dime," he said, "and the laptop of the future could have the computing capability of one of today's supercomputers."

Marcy said the research represents the modern-day equivalent to the invention of transistors, which replaced vacuum tubes in electronic devices in the 1960s. From transistors came the integrated circuit technology that drives hundreds of electronic devices now in everyday use.

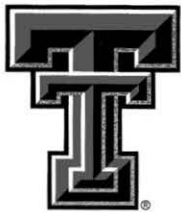
"I believe that Ketner and Beil have reached that same point in understanding that will lead to a new revolution in electronics," Marcy said. "Imagine where we were in 1960 and then extrapolate to where we are today. That is the significance of this patent."

Beil and Ketner have recently published two articles in The International Journal of Theoretical Physics which show how Peirce's logic applies to the description of single particle quantum states.

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Note: The U.S. Patent No. for the new switch is 6819474

**CONTACT:** Kenneth Laine Ketner, director of the Institute for Studies in Pragmatism, Texas Tech University, (806) 742-3128, or e-mail [kenneth.ketner@ttu.edu](mailto:kenneth.ketner@ttu.edu).



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**INTERNATIONAL COTTON SCHOOL ANNOUNCES SESSION DATE**

LUBBOCK – The Texas International Cotton School has announced its next session will begin Aug. 22 at the International Textile Center at Texas Tech University.

For more than a decade, hundreds of students, managers and textile workers from more than 52 countries have joined top cotton and textile experts for the school's intensive two-week sessions.

The program is a cooperative effort between the textile center and the Lubbock Cotton Exchange. It comprises hands-on instruction of all phases of cotton production, harvesting, ginning, classing, testing, preparation and processing and provides its students with an integrated understanding of the U.S. cotton industry and how it interacts with the global cotton/textile complex.

School officials hope to receive all applications by the end of July. For more information, or to apply for the next session, visit the school at [www.texasintl cottonschool.com](http://www.texasintl cottonschool.com).

-30-

**CONTACT: Mike Stephens, communications coordinator at the Texas Tech University International Textile Center, (806) 747-3790 or [michael.l.stephens@ttu.edu](mailto:michael.l.stephens@ttu.edu)**



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### **EVENT ADVISORY**

Date: March 28, 2005

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### **WINSTON CHURCHILL III TO SPEAK AT RAWLS COLLEGE LUNCHEON**

**WHAT:** Winston Churchill III, grandson of former British Prime Minister Winston Churchill, will address Texas Tech University students, faculty and staff, as well as members of the Lubbock community, at a luncheon.

**WHEN:** 12 p.m. Wednesday, March 30. Media availability will be from 11:30 a.m. to 12 p.m. Wednesday.

**WHERE:** Lubbock Country Club.

**EVENT:** Churchill, an author, journalist and war correspondent, will give a presentation called "Confronting the Challenge of Islamic Terrorism" at a luncheon sponsored by the Texas Tech Rawls College of Business Administration's Chief Executives Roundtable.

**CONTACT:** **Randi Rives at the PR/Alumni office, Rawls College of Business Administration**, at (806) 742-3940 or [rrives@ba.ttu.edu](mailto:rrives@ba.ttu.edu).



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Date: March 29, 2005

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**TEXAS TECH TO SALUTE TOP EDUCATORS**

WHAT: Tribute to Teachers 2005

WHEN: 6:30 p.m. Saturday, April 2

WHERE: The University Medical Center's McInturff Conference Center

EVENT: The Texas Tech University College of Education, with corporate partner Wells Fargo Bank, will honor top educators from preschools to universities across the South Plains.

Now in its tenth year, Tribute to Teachers has become the premier event honoring area educators. All proceeds from the event will support student services and scholarships for students in the College of Education.

Teachers, professors, administrators and counselors – active, retired or deceased – are all eligible for recognition, whether they are currently or previously employed in a learning community at any level.

Winners will be honored with dinner for four, a framed certificate commemorating the event and an evening of celebration. Awards were paid for by \$250 donations to the Texas Tech Foundation.

"No one deserves more recognition than our teachers and educators," said College of Education Dean Sheryl Santos. "This is our chance to give back to them after all they have given."

District 19 U.S. Rep. Randy Neugebauer will assist Santos in the awards presentation. The tribute also will feature a multimedia presentation showcasing individual recipients.

-30-

**CONTACT: Karen Jacobsen, director of external relations, College of Education, Texas Tech University, (806) 742-1998, ext. 455, [Karen.jacobsen@ttu.edu](mailto:Karen.jacobsen@ttu.edu).**



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**TEXAS TECH EQUESTRIAN TEAM BREAKS SCHOOL RECORD**

LUBBOCK – The Texas Tech Equestrian Team set a new school record this year by qualifying four riders to compete at the Intercollegiate Horse Show Association's regional championships.

Tech will send two English riders and two western riders to the Zone 7, Region 2 Championship, slated for April 2 at West Texas A&M University in Canyon.

Marilee Carroll, a senior psychology major from Carrollton, and Holly Hopper, a sophomore from Coppell, will compete for the Open Hunt Seat Equitation over Fences class. In this class, the most experienced intercollegiate riders navigate their mounts over a course of jumps.

Robin Morris, a junior range management major from Colorado City, will compete in the Open Horsemanship class. McKenzie Brazile, a junior speech and language pathology major from Canyon, earned a berth in Advanced Horsemanship. In horsemanship competitions, riders must walk, jog and lope their horses and compete in a judged pattern.

Riders in intercollegiate equestrian competitions draw random mounts to ensure fairness. The riders are judged on their position in the saddle; the accuracy of their patterns and their ability to ride and handle the horse.

At least one Texas Tech rider has qualified for the post-season championships every year since 2002, but this is the first time Tech had four riders qualify for regional championships.

-30-

**CONTACT: Marilee Carroll, Texas Tech University, (214) 727-6606 or [Marilee.r.carroll@ttu.edu](mailto:Marilee.r.carroll@ttu.edu).**



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**FOR RELEASE AFTER 2 P.M.**

March 30, 2005

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**TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER,  
WEST CENTRAL TEXAS COUNCIL ANNOUNCE NEW HEALTH  
EDUCATION CENTER IN ABILENE**

ABILENE – Promoting health careers for West Texas students will be the focus of a new Area Health Education Center which opened in Abilene today under the sponsorship of the Texas Tech University Health Sciences Center and the West Central Texas Council of Governments.

The Big Country Area Health Education Center will conduct outreach to schools across a 28-county region to encourage students to pursue health care careers including medicine, nursing, pharmacy and x-ray technology.

“It is imperative that we generate a higher level of interest among West Texas kids in pursuing health care careers,” said Patti Patterson, M.D., vice president for Rural and Community Health at Texas Tech University Health Sciences Center. “As many West Texas doctors and other providers approach retirement age, we are not seeing enough students in the health professions pipeline who are willing to live in West Texas.

“The person most likely to be a doctor or nurse in a small West Texas town is a person who grew up there,” she added. “That is what AHEC is all about.”

Jim Compton, executive director of the West Central Texas Council of Governments, said the program will be beneficial to the West Texas economy. “The strength of the future West Texas economy is linked to having a strong health care system,” he said. “Without sufficient health care workers, we will be disadvantaged.”

U.S. Rep. Randy Neugebauer, who attended the center’s opening today, added, “The residents of many counties in this region already have little or no health care access, mostly because of our vast geography. The new AHEC program will focus on ensuring we have an adequate health care work force in West Texas.”

The Big Country center also will address other health care professional training, said Ronnie Laurance, center director. “While introducing school kids to health careers is our first priority, we also will work on providing rural clinical training for current health

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profession students, assisting existing health professionals with continuing education and enhancing the overall health awareness of the region," he said.

The program will have an annual budget of \$200,000 funded by the Texas Tech University Health Sciences Center. The Health Sciences Center contracted with the West Central Texas Council of Governments to provide the services.

Counties served by the program will include Archer, Baylor, Brown, Callahan, Coleman, Concho, Eastland, Fisher, Foard, Hardeman, Haskell, Jones, Kimble, Knox, Llano, Mason, Menard, McCullough, Nolan, Runnels, San Saba, Shackelford, Stephens, Taylor, Throckmorton, Wichita, Wilbarger and Young.

The Big Country Area Health Education Center is located at 1025 N.E. 10<sup>th</sup> St. in Abilene.

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**Contacts:**     *Pam Danner, AHEC program director, (806) 743-1338*  
                     *Ronnie Laurance, Big Country AHEC director, (325) 672-0432*



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**EVENT ADVISORY**

Date: March 31, 2005

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**JOURNALIST TO SPEAK ON WOMEN'S RIGHTS IN IRAQ**

**WHAT:** Journalist Christina Asquith will speak about women's rights in post-war Iraq as part of the Texas Tech University College of Mass Communications' William S. Morris, III Lecture Series

**WHEN:** Reception will be at 6:30 p.m., dinner will be at 7 p.m. April 1

**WHERE:** Merket Alumni Center, 17<sup>th</sup> Street and University Avenue

**EVENT:** Asquith is considered one of the most knowledgeable sources for news on education and youth culture in Iraq. She has covered U.S. post-war efforts for the BBC and has written about education for The New York Times, The Christian Science Monitor, Sports Illustrated and The UK Guardian.

The William S. Morris, III Lecture program, started in 2000 by Dean Jerry Hudson, invites qualified professionals to speak to students to teach them about the role and influence of media in today's society. The lecture series is funded by an endowment set up by William S. Morris III, former owner of the Lubbock Avalanche-Journal and Amarillo Globe-News.

**CONTACT:** Jerry Hudson, dean of the College of Mass Communications, (806) 742-3385.