

May 25, 1989

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Texas Tech University
Texas Tech University Health Sciences Center

News and Publications
Box 4640/Lubbock, Texas 79409-2022/(806) 742-2136

FOR IMMEDIATE RELEASE
REF: 1-5-2-89
CONTACT: Scott Sealy or
Chris Patterson

LUBBOCK -- The Texas Tech University Southwest Collection will co-sponsor a symposium on the Hispanic Southwest as part of the Cinco de Mayo celebration.

"Hispanic Southwest: A Symposium of History, Literature and Folk Art" is scheduled 9-11:45 a.m. and 1:30-5 p.m. Friday (May 5) in the Terrace Suite at the Lubbock Memorial Civic Center.

Topics to be discussed include: "Some Aspects of Southwest Literature: A Panoramic View"; "Changing Patterns of Migratory Labor"; "Crafting Quality Guitars"; "Beyond the Llano Estacado: The Great Plains in Spanish Colonial History"; "French Intervention, 1862-1867: The Battle of Cinco de Mayo"; and "An Ethnomusicological Study of Mexican-American Music in West Texas."

Scheduled speakers in history are Yolonda Romero from the Texas Tech history department and Joseph Sanchez from the University of New Mexico.

Rolondo Hinojosa from the University of Texas at Austin will speak on literature.

Mariana Ferrer from the Universidad Nacional Autonoma in Mexico; Roy Howard, a Texas Tech assistant professor of education; Rick and Robert Pimentel from Albuquerque; and Los Nortenos from Lubbock will speak on Hispanic folk art.

A Cinco de Mayo luncheon sponsored by the Hispanic Chamber of Commerce, COMA, is scheduled for 11:45 a.m. at the El Sombrero Restaurant, 1602 Main St. Rodolpho Rocha from the Pan American University will speak on "The Tejano History Not Found in the History Books."

A reception from 5:30-8 p.m. Thursday (May 4) at LALA's Restaurant will be hosted by COMA, the League of United Latin American Citizens, the Pan-American Golf Association and the Lubbock chapter of the GI Forum.

For more information contact the Texas Tech Southwest Collection, (806)742-3749, or COMA, (806)762-5059.

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FOR IMMEDIATE RELEASE

REF: 2-5-2-89

CONTACT: Chris Patterson

(EDITOR'S ADVISORY: A student from your area recently was recognized as an outstanding student at Texas Tech University.)

LUBBOCK -- The Texas Tech University College of Agricultural Sciences recently recognized this year's outstanding students at its annual Agricultural Honors Banquet.

The banquet, which is organized and hosted by the Student Agricultural Council officers, is held to honor exceptional individuals in the College of Agricultural Sciences.

Marvin Cepica, associate dean and director of academic and student affairs, said the honors banquet is the highlight of the year for students and faculty in the college.

"It is gratifying to see the quality of the students in the College of Agricultural Sciences and it is reassuring to know that they will be our leaders of tomorrow," he said.

Colleen Schrieber, of Scotland, was named the 1989 overall outstanding student of the college and the outstanding student of the range and wildlife management department. Schrieber is a 1988 December graduate with a bachelor's degree in range management. She is the daughter of Mr. and Mrs. Lloyd Schreiber.

Susan Eggert, of Missouri City, was named the 1989 outstanding student of the agricultural economics department. The senior agricultural economics major is the daughter of Mr. and Mrs. Allen Eggert. She also serves as the 1988-89 secretary of the Student Agricultural Council.

Lance Kieth, of New Home, was named outstanding student of the agricultural education and mechanization department. He is the son of Mr. and Mrs. Freddie Kieth. He is a senior agricultural education major.

Rich Tharp, of Hurst, was named outstanding student of the agronomy, entomology and horticulture department. The senior horticulture major is the son of Mr. and Mrs. W.R. Tharp.

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AGRICULTURAL SCIENCES/PAGE 2

Delbert Hollis, of Canyon, was named outstanding student of the animal science department. Hollis, a senior animal business major, is the son of Mr. and Mrs. Preston Hollis.

Olan Jackson, of Phillipsburg, N.J., was named outstanding student of the park administration and landscape architecture department. Jackson, son of Mr. and Mrs. Olan F. Jackson Sr., is a senior landscape architecture major.

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FOR IMMEDIATE RELEASE

REF: 3-5-2-89

CONTACT: Melissa Workman

LUBBOCK -- "AIDS: A Multidisciplinary Health Care Update" is scheduled for 7:30 a.m. to 4 p.m. Saturday (May 6) in Room 5B148 of the Texas Tech Health Sciences Center.

Guest speakers will include the Rev. Chris C. Steele, chairman of the Legislative Task Force on AIDS, and Richard M. Grimes, Ph.D., of the University of Texas Health Sciences Center and Susan M. Miller, M.D., of the Baylor College of Medicine.

The seminar, open to interested organizations, is designed for the medical community and those who deal with AIDS victims. Registration is \$40 for physicians, \$25 for other health care professionals, \$20 for the general public and \$10 for students and medical residents.

The program will provide current AIDS information on patient care, practice precautions and education.

For more information, call Vicki Hollander with the Office of Continuing Medical Education at (806) 743-2929.

-30-

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FOR IMMEDIATE RELEASE

REF: 4-5-3-89

CONTACT: Steve Kauffman

LUBBOCK -- Victory bells echoed across the Texas Tech University campus Wednesday afternoon to signal academic excellence rather than the customary sports triumph as more than 1,400 student scholars were honored in the company of administrators, faculty and fellow students.

Interim President Elizabeth G. Haley, speaking at the first Student Honors Convocation, referred to the honorees as heroes at Texas Tech.

"It is an honor today to personally congratulate my heroes, to tell you that the excellence you have achieved is pushing back the limits in school and in the workplace. What you have done will influence the overall education available at Texas Tech," Haley said before an overflowing crowd gathered in the University Center Courtyard.

Mentioning contemporary writings about the downslide of education in the United States, Haley countered, "In this era of reassessment of our education system, there are people who defy the dire predictions and succeed in meeting all their educational goals."

Executive Vice President and Provost Donald Haragan, whose office organized this ceremony as an annual event, said the convocation emerged from a longstanding omission that needed to be corrected. He said, "It seems ludicrous that a university, whose primary purpose is education, would sponsor a ceremony to formally recognize athletes without sponsoring a celebration to reward academic achievement."

Highlighted among the honorees were 57 Texas Tech students named to Who's Who Among American Colleges and Universities. The remaining guests included students with a 3.5 or better grade-point-average, including 600 students with a 4.0 grade-point-average qualifying for the President's list this past fall.

-30-

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FOR IMMEDIATE RELEASE

REF: 5-5-4-89

CONTACT: Preston Lewis

(MEDIA ADVISORY -- Dr. Kurtzke will be available 10:30-11 a.m. and 2:30-3 p.m. in Room 5B148, TTHSC, to meet with media interested in neurological diseases and his research findings on multiple sclerosis and Parkinson's disease.)

LUBBOCK -- John F. Kurtzke, M.D., a leading authority and researcher on the epidemiology of neurological diseases, will deliver the Tarbox Distinguished Lecture Friday (May 5) at the Texas Tech Health Sciences Center.

Kurtzke will provide a multiple sclerosis update during the public Tarbox lecture at 11 a.m. Friday in Room 5B148 of the TTHSC.

At 3 p.m. on Friday in the same room, Kurtzke will be available at a question-and-answer session for area health professionals and support group members interested in neurological diseases and their epidemiology -- the incidence and distribution of disease in the population.

Kurtzke is a neurology professor at Georgetown University and chief of neurology service for the Veterans Administration Medical Center in Washington.

His work on multiple sclerosis led to the creation of the Kurtzke Disability Scale for evaluating the extent of the disease. More recently, he has studied Parkinson's disease and provided evidence for race, gender and geography as independent risk factors for the disease. This work into the disease's epidemiology has increased the suspicions that Parkinsonism may be an acquired environmentally linked disease.

The lecture is sponsored by the Tarbox Parkinson's Disease Institute through the TTHSC Department of Medical and Surgical Neurology.

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FOR IMMEDIATE RELEASE

REF: 6-5-4-89

CONTACT: Melissa Workman

LUBBOCK -- The Executive Communications' teleconference "Leadership from the Middle: Advocating Change" will be broadcast via satellite to the Texas Tech Health Sciences Center 2-4 p.m. May 10 in Room 5A100.

The speaker is Daryl Conner, president of Organizational Development Resources Inc., an Atlanta-based firm specializing in support and training for organizations facing major change. Conner has served as a consultant for Fortune 500 companies, universities and the U.S. Congress. He serves as adjunct faculty lecturer for several universities.

This conference presents methods and procedures for managers and supervisors to use in promoting recommendations for organizational change. Cost is \$25.

The conference host is the Library of the Health Sciences Teaching and Learning Center, which can be reached at 743-2213 for details.

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CALENDAR WEEK MAY 5-13

REF: 7-5-4-89

CONTACT: News and Publications

This Texas Tech calendar is compiled to let you know of upcoming events, upcoming releases and to serve as a reminder of releases already sent. If you need more information, call News and Publications at 742-2136.

MAY 5

Exhibit -- Jill Bals, BFA ceramics
Art Building Hall Gallery through May 11

Workshop -- "Rural Health Care: Making It Happen"
sponsored by health sciences center, Lubbock Chamber of Commerce,
Southwestern Bell Telephone and Texas Energy Extension Service
registration fee \$15
10 a.m.-3 p.m., Lubbock Plaza Hotel
(release ref: 9-4-27-89)

"Hispanic Southwest" symposium as part of Cinco de Mayo
sponsored by Southwest Collection
9 a.m., Lubbock Memorial Civic Center Terrace Suite
(release ref: 1-5-2-89)

Lecture -- "Multiple Sclerosis in the Faroes Islands"
presented by John F. Kurtzke, M.D., Georgetown University School
of Medicine
11 a.m., health sciences center Room 5B148

Health care opportunities seminar for high school counselors
sponsored by health sciences center and West Texas
Rural Health Education Center
1-5 p.m., health sciences center Room 2B152

Final exams begin for spring semester through May 10

MAY 6

College of Arts and Sciences Deans' Weekend
University campus and Lubbock Plaza Hotel
(release ref: 15-4-28-89)

"AIDS: A Multidisciplinary Health Care Update"
7:30 a.m. to 4 p.m., health sciences center Room 5B148
(release ref: 3-5-2-89)

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CALENDAR/PAGE 2

- MAY 7** Guest recital -- Ruben Gonzalez, piano
3 p.m., Hemmle Recital Hall
- MAY 11** Board of Regents committee meetings
Administration Building Regents Board Room
(release and agenda will be mailed)
- MAY 12** Board of Regents formal meeting
Administration Building Regents Board Room
- Class of 1939 class reunion luncheon and awards ceremony
noon, University Center Ballroom
(release will be mailed)
- MAY 13** Spring commencement ceremonies
9 a.m. and 1 p.m., Lubbock Memorial Coliseum
4:30 p.m., Lubbock Municipal Auditorium
(release will be mailed)

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FOR IMMEDIATE RELEASE
REF: 8-5-5-89
CONTACT: Margaret Simon

LUBBOCK -- The Texas Tech Board of Regents will end the 1988-89 academic year with a full agenda at the May 11-12 regents meeting.

The Board of Regents will begin its committee meetings at 10 a.m. on Thursday (May 11) in Room 2B152 of the Texas Tech Health Sciences Center. Meetings open to the public will run until approximately 3:30 p.m. At that time, the board will hold an executive session. On Friday (May 12), the board will hold its formal meeting in the Board of Regents Suite, second floor of the Administration Building, beginning at 8:45 a.m. Please note the early starting time on Friday. At that time, new members of the board, Richard Cavazos, James L. Johnson and Alan White, will receive the Oath of Office.

Other highlights of the May Board of Regents meeting include:

- Granting authorization to Robert Lawless to conduct business for the university and health sciences center;
- Discussion of a management plan and space plan for the Pyramid Plaza;
- Discussion of the establishment of a National Historic Building District on the campus that would include seven original campus buildings on the National Register of Historic Buildings;
- Discussion of future plans for the Restaurant, Hotel and Institutional Management Program (RHIM); and
- Awarding of a contract to establish a banking center in the University Center.

Please contact this office for additional information on the May Board of Regents meeting.

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MEDIA ADVISORY
REF: 9-5-5-89
CONTACT: Chris Patterson

COLLEGE OF ARTS AND SCIENCES TO HOST DEANS' WEEKEND

LUBBOCK -- At a time when much of the Texas Tech University population is leaving school to begin new careers and lives, a unique group of Texas Tech exes is returning to relive their time spent at the university.

Five of the six former deans of the College of Arts and Sciences will return to campus on Saturday (May 6) for a special Deans' Weekend.

The day will begin at 10 a.m. in Holden Hall Room 129 with a coffee reception. A round-table discussion among the deans, a highlight of the event, will begin at 10:45 a.m. in the same room. The deans will recollect historic occasions at Texas Tech and even tell a few "war stories." Audience members will be encouraged to participate in the informal exchange and ask questions.

Following the discussion, at approximately 11:45 a.m., the deans will be presented with a bench in the College of Arts and Sciences Recognition Garden. The bench will be engraved with each of the deans' names and the dates they served the college.

An afternoon reception will be hosted by the department of chemistry at 2 p.m. in the Chemistry Building Room 113. Robert C. Goodwin, former Texas Tech president and College of Arts and Sciences dean, began his career at the university as a professor of chemistry in 1930 and later served as chairperson of the department.

A cocktail hour will begin at 7 p.m. at the Lubbock Plaza Hotel at 3201 South Loop 289. Dinner will be served at 8 p.m. During the dinner the deans will be roasted by colleagues and friends.

The former deans participating will be Goodwin, president of Texas Tech from 1960-1966 and dean from 1945-1959; Sabe McClain Kennedy, dean from 1959-1966; Lorrin Garfield Kennamer, dean from 1967-1970; Lawrence Lester Graves, dean from 1970-1983; and William B. Conroy, dean from 1983-1985. James Marcus Gordon, the first dean of the college from 1926-1945, died in May 1951.

[EDITORS' NOTE: The media is invited to attend any or all of the events of the Deans' Weekend. Private interviews with the deans may be arranged by calling Paula Brashears at 742-3834. Complimentary passes to the cocktail hour and dinner at 7 p.m. Saturday (May 6) will be issued to members of the press upon request.]

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FOR IMMEDIATE RELEASE
REF: 10-5-5-89
CONTACT: Steve Kauffman

(Editor's Note: A student from your area is included in this release.)

LUBBOCK -- A group of Texas Tech University students has place first in the American Advertising Federation 10th District Competition held in Fort Worth.

The competition required the student team to develop and present a complete advertising/marketing campaign for a product. This year's product was a cereal from Kellogg's, code named Brand Alpha.

Provided with a product history and status report in November, the students had to research the product and its competition to write a 50-page campaign and present it during the competition.

"It was solid," said team faculty adviser Joe Bob Hester of the team's effort. "It was a fairly conservative plan, but it was on target."

Team members included: Beth Walraven of Dallas; Andy Rowe of Albuquerque, N.M.; Jimmy Clark of Plano, Cheryl Habbe of Plano; Laura Eads of San Antonio; April Brock of Lubbock; Scott Santese of Lubbock; Debbie Guthrie of Lubbock; LaDonna Craig of Post; Tim Sojka of Beaumont; and Brent Landrum of Houston.

The team will compete against representatives from the 14 other districts in the United States in national competition June 10 in Washington, D.C. The 10th District includes schools from Texas, Oklahoma, Arkansas and western Louisiana.

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HEALTH TIPSHEET
from
TEXAS TECH HEALTH SCIENCES CENTER
May 5, 1989

STRESS AND FERTILITY -- The two don't mix, particularly in females. That is the focus of research by Reid L. Norman, Ph.D., of the TTHSC cell biology and anatomy faculty. Funded by the National Institute of Child Health and Human Development, the research subjects rhesus monkeys to mild stress by limiting their mobility, much as a driver's mobility is restricted when he is wearing his seat belt. The resulting stress is equivalent to what a human would face in the middle of a traffic jam. But even under such mild stress, adrenal or "stress" hormones are released into the body and the distribution of sexual hormones is suspended. In the female, this interrupts the flow of estrogen. Similar though less dramatic responses have been shown with testosterone in male monkeys. To discuss this basic research, contact Norman at (806) 743-2711.

For assistance in covering these or other stories, contact HSC News Bureau manager Preston Lewis at (806) 743-2143.

11-5-5-89