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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: 1-12-22-87

CONTACT: Beverly Taylor

LUBBOCK -- David E. Koeppe, chairman and professor of the Department of Plant and Soil Science at Texas Tech University, has been elected a fellow of the Crop Science Society of America and the American Society of Agronomy.

The Crop Science Society of America selected 15 fellows and the American Society of Agronomy designated 31 members as fellows this year.

Koeppe was a professor in the Department of Agronomy at the University of Illinois, Urbana, prior to appointment as chairman of the Texas Tech Department of Plant and Soil Science in 1981.

He played an integral part in conception and organization of the Southwest Consortium for Genetics and Water Resources, a group of universities studying plant genetics and water use, and is Texas Tech's representative on the consortium steering committee.

His main research focus has been to understand the basic membrane related functions of mitochondria, the organisms which produce energy for plant cells, and their abnormal functioning when subjected to environmental stress. Since 1969, he has authored or co-authored 92 technical publications.

He earned a bachelor's degree in 1962 from the University of Wisconsin and received a master's in 1965 and a doctorate in 1968 from the University of Oklahoma.

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REF: 2-12-22-87

LUBBOCK -- Julie A. Rehm, a senior accounting major at Texas Tech University, recently received a \$1,500 scholarship for the 1987-88 academic year from Conoco, Inc.

Rehm was selected from among seven Conoco summer interns nationwide for the scholarship based on job performance. She was an intern at the Hobbs, N.M. division and was presented the scholarship by Dave Finney, administrative supervisor at the Hobbs office.

Rehm, daughter of Mr. and Mrs. Randall Rehm, 121 Mossy Cup West, San Antonio, is a student senator representing the College of Business Administration and a past president of the Tech Accounting Society.

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CONTACT: Kippie Hopper

LUBBOCK -- A Texas Tech University freshman is among 20 students whose essays have won a Bedford Prize in Student Writing, a national award offered annually.

An essay written by Ha Song Hi, a student of Texas Tech English Professor Constance Kuriyama, was selected from among more than 1,100 freshman English essays submitted from about 400 two- and four-year colleges and universities in 49 states.

For their efforts, Hi will be awarded \$175 and Kuriyama will be awarded \$75.

Some of the student essays selected for an award will be published in the third edition of Student Writers at Work: The Bedford Prizes, published by Bedford Books of St. Martin's Press.

Hi, who was born in Chunchon, Korea, attended elementary and secondary schools in Cincinnati, Ohio. Before becoming a student at Texas Tech, Hi worked as a medical technician in Boston and New York City. Hi, who is a history major and an honor student, won the 1987 English Department prize for the best essay written by a student enrolled in English 1302.

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Story ideas for week of
December 21, 1987
4-12-21-87

Top Book---The American Journal of Nursing has named a book by two Texas Tech University Health Sciences Center nursing faculty and a computer programmer at Methodist Hospital as one of the top five books published on nursing administration in 1987. Nursing Professors Helen Cox and Bennie Harsanyi along with Lyn Dean of Methodist Hospital are the authors of "Computers and Nursing: Application to Practice, Education and Research." The book examines computer methods and applications for nurses in practice, administration, research and education. For more on the book, call Cox, 743-2734.

The Banging Head of January 1---Sending the old year out with a bang can bring the new year in with a whimper. The reason--the hangover. Though the hangover is the best known of alcohol's effects, it is just one of many that vary with the amount consumed, says TTUHSC neurology Professor Gustavo Roman. As the concentration increases in the blood, alcohol begins to numb the nervous system. Though symptoms may begin with impaired balance and slurred speech, they become progressively worse as increasing alcohol concentrations lead to alcoholic blackout and a potentially fatal suppression of the respiratory system. Adding to the drinker's hazards is the increased likelihood of a head injury while inebriated. For more on the down side of drinking, call Roman at 743-2392.

Reminder---"The Star of Christmas" continues at the Moody Planetarium of The Museum through Dec. 31. Show times are 7:30 p.m. Thursday and 2 and 3:30 p.m. Saturday and Sunday. Cost is \$1 for adults and 50 cents for Tech students and children.

For assistance in developing these or other stories, call News and Publications. 742-2136.

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FOR IMMEDIATE RELEASE

REF: 5-12-23-87

CONTACT: Kippie Hopper, (806) 742-2136
or Penny Mason (806) 742-3136

LUBBOCK -- Architects and engineers can learn more about the structural capabilities of wood through a seminar at Texas Tech University.

The seminar is scheduled for 2 p.m. Jan. 26 in Room 216 of the Civil/Agricultural Engineering Building. The presentation will include information about lumber, structural panel products, laminated timbers and pressure-treated wood.

The program consists of four 30-minute slide presentations and has been prepared by the Southern Forest Products Association, the American Plywood Association, the American Institute of Timber Construction and the Southern Pressure Treaters Association.

The seminar is co-sponsored by the Texas Tech College of Architecture and the departments of Civil Engineering and Technology.

For more information, telephone the College of Architecture at (806) 742-3136.

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FOR IMMEDIATE RELEASE

REF: 6-12-23-87

CONTACT: News and Publications

During the university holiday, Moody Planetarium's Christmas show will continue and the university library will be open several days.

"The Star of Christmas" will continue through Dec. 31 at Moody Planetarium of the Museum of Texas Tech University. Regular shows are at 2 and 3:30 p.m. Saturdays and Sundays and 7:30 p.m. Thursdays. Special 2 p.m. shows will be held on Dec. 29-30. Cost is \$1 for adults and 50 cents for Texas Tech students and children.

The Texas Tech University Library will be open from 10 a.m. to 4 p.m. Dec. 28-30; 8 a.m. to 5 p.m. Jan. 4-8 and 11-12. The library will resume normal hours of operation on Jan. 13.

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REF: 7-12-23-87

CONTACT: Beverly Taylor

LUBBOCK -- Duane Webster, interim executive director of the Association of Research Libraries, will talk about "Academic libraries of the Future" at 7:30 p.m. Jan. 5 at the Texas Tech University Library.

The lecture, sponsored by the Texas Tech University Libraries and the Lubbock Area Library Association, will be in the Croslin Room, the foyer at the main library entrance.

Webster has been director of the Office of Management Studies for the Association of Research Libraries since 1970 and was recently named the association's interim director. His library experience has involved planning, budgeting, collection analysis, preservation and management.

The public may attend the free talk.

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CONTACT: Beverly Taylor

LUBBOCK -- Charles J. Werring, associate director of Housing for Student Service at Texas Tech University, is the new southern district representative to the executive board of the Association of College and University Housing Officers-International (ACUHO-I).

Werring, who has been at Texas Tech for six years, will serve as a liaison between the executive board and the Food Service Coordinating Board and regional leadership in the southern district.

Werring's association with ACUHO-I began in 1979 when he was the liaison between the American College Personnel Association Commission III and ACUHO-I. He has served on several of the organization's projects and committees.

He earned a bachelor's degree in biology in 1974 and a master's in student personnel and higher education in 1975 from Kansas State University. In 1984, he earned a doctorate of education from the University of Georgia where he was assistant area coordinator for the residence halls from 1976-77. He was the university's residence education consultant from 1977 to 1982.

ACUHO-I's southern district includes Texas, Oklahoma, Arkansas, Louisiana, Virginia, Alabama, North Carolina, South Carolina, Mississippi, Kentucky, Georgia, Florida, Tennessee, the Virgin Islands, Saudi Arabia, Australia and Malaysia.

FOR IMMEDIATE RELEASE

REF: 10-12-23-87

CONTACT: Marydawn Webber

LUBBOCK -- A \$43,750 contribution to the Area of Accounting at Texas Tech University's College of Business Administration was recently made by the international public accounting firm of Peat Marwick Main & Co.

The gift included contributions from 58 Tech alumni and friends from offices around the country, which were matched by the Peat Marwick Foundation. The funds were designated to support the master's program in taxation, the Peat Marwick Tax Library and the Peat Marwick Professorship held by Dr. Herschel Mann.

The gift is a welcome supplement to the master's program in taxation, according to Dr. Sue Gately, associate professor in accounting and instructor in the tax program.

"This is a very successful program here at Tech. At present, we have about 25 students in the taxation concentration," Dr. Gately said.

"All of our students are highly recruited. It's our premier program," she added.

Dr. Jane Burns, who also teaches taxation courses, said the program at Tech is the strongest in the state concentrating in tax course work.

Also included was a \$15,000 special grant for the Haskell Taylor Endowment in Taxation and a \$2,500 direct grant to the TTU Foundation.

FOR IMMEDIATE RELEASE

REF: 11-12-23-87

CONTACT: Marydawn Webber

LUBBOCK -- Counseling services and management training programs offered by the Texas Tech University Small Business Development Center has had an appreciable impact on the Lubbock small business community since the center's inception a year ago.

More than 160 existing and potential businessowners have received one-on-one counseling at the center. In the area of training, more than 450 participants have attended 10 training seminars, workshops and conferences co-sponsored by the TTUSBDC.

Ted Cadou, director of the Small Business Development Center for Tech and the College of Business Administration, said 12 clients have started their own businesses in Lubbock during 1987, with two other clients having purchased existing Lubbock businesses, resulting in 19 direct full-time jobs and 45 part-time jobs.

"I think that's pretty significant," Cadou said. He said success during the year is in part a tribute to the cooperation between Tech's SBDC and Small Business Institute programs, Lubbock and the Board of City Development.

The SBDC utilizes housing for its off-campus office within the BCD center and receives a portion of its support funds from the city board, although it does not fall under the city's organizational umbrella, according to Cadou.

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The SBDC is jointly funded under the United States Small Business Administration program, with matching state and local funding, part of which is contributed by the BCD and the city.

This year, the Lubbock BCD contributed \$35,000 to help operate the SBDC subcenter, and, according to Cadou, "They have indicated that support will continue."

Likewise, Tech's Small Business Institute Program also works independently of the BCD, according to Director Fred Volker, although the organizations all work toward common goals.

The SBI is an academic program which also receives support from the Small Business Association, but is more limited in its scope in that students work within the curriculum of the course in a training and learning capacity.

Volker said the SBI is analogous to a sophisticated all-service hospital operation. "It's like we have our own doctors, nurses, specialists, emergency rooms and patients," he said.

The SBI links local small businesses to the resources and management expertise of the College of Business Administration. It provides confidential and professional management assistance at no cost to the small businesses, and through the program, seniors and graduate students can be assigned to work on a small business case under the supervision of their college advisors.

The project is closely associated with efforts of the Small Business Administration, which originally conceived of the idea to establish mutual relationships between colleges and their business communities. In these relationships students receive the opportunity to put their classroom skills to work and businesses get the kind of quality consulting services they might be able to afford otherwise.

The consulting program proceeds when it receives a call from an interested small business owner or manager. A general analysis is made by students, faculty and owners who reach an agreement on specific needs and services such as marketing surveys or cash flow management advice. As with any consultant, the owner may accept, reject or modify the suggestions.

The SBI stresses the confidential nature of the consulting relationship with the students assigned.

Volker said that this fall students have begun several confidential projects aimed at bringing new business into Lubbock and retaining businesses already established in the city.

Sample projects performed by the SBI include: market surveys, store image surveys, inventory control systems, cash flow management, overall marketing and business planning, advertising strategy, collection and credit policies, management development and hiring plans, records keeping, site location studies, plant lay-out improvements and expansion studies.

The SBI assists a variety of businesses including, manufacturers, restaurants, garden shops, crafts shops, child care centers, hardware stores, and many others.

Although the concept of confidentiality is foremost, the following capsules, released with clients' permission, describe some of the newly-acquired businesses and the services provided them by the TTUSBDC:

* Merle Harmon's Fan Fair, a sports souvenir store, South Plains Mall, is one of a chain of franchised stores and was provided guidance in the areas of business plan development, advertising and promotion, financial planning and inventory control.

* Save-A-Live!, a business specializing in toxic environment safety training throughout the United States, #5 Briercroft Office Park, received guidance in the areas of business plan preparation and financial planning.

* The Alternative Copy Shop, a copy/print business serving the college and professional markets, 2402 Broadway, specializes in multi-page documents and received counseling in the areas of business plan development, advertising and store layout and design.

* Irish Wool Imports, an international direct mail firm specializing in Irish wool products, was provided with marketing planning assistance and planning development.

* Expert Packaging, a custom packaging, mailing, shipping and receiving center, located in the Village Shopping Center, was provided assistance in the areas of pre-start-up marketing, advertising planning and inventory and financial control.

* Family Life Institute, a business designed to enrich the quality of and improve family and work life, offers training seminars to business and non-profit organizations. FLI received aid with the development of its business plan.

* Tenderfoot, 2126 B 50th Street, offers foot hygienist care for people of all ages, especially senior citizens. The TTUSBDC conducted a market survey, analyzed the results and used their findings to aid the incorporators of Tenderfoot with marketing planning as well as financial planning.

* The Small Fry Exchange, 4425 34th Street, is a children's resale clothing shop, which will soon expand into furniture and room decor, toys and retail children's clothing. The shop received counseling in financial planning and advertising.

* Skibell-Winston Graphics, specializing in typesetting and other design services, received counseling in target marketing and financial planning.

The Northwest Texas Small Business Development Center was established in the fall of 1986, with Tech's College of Business Administration serving as the program administrator. The NWTBDC system, composed of six subcenters, serves the vast 95 county area of the Northwest Texas region, one of six subcenters located in West Texas. The Tech subcenter, the SBDC, is co-located in the Board of City Development, 2005 Broadway. The other five subcenters are located at West Texas State (Canyon), Abilene Christian (Abilene), University of Texas-Permian Basin (Odessa), Midwestern State (Wichita Falls) and Tarleton State (Stephenville).