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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: 32-12-8-87

CONTACT: Beverly Taylor

LUBBOCK -- Area youth planning to enter swine in the Houston Livestock Show can get some tips from a man in the know -- the 1988 barrow judge -- at a Swine Type Conference Jan. 9 at Texas Tech University.

Allen Keppy of Wilton, Iowa, a nationally known swine judge and the barrow judge for the February Houston Livestock Show, will be the featured speaker at the conference which will be from 9:30 a.m. to 3:00 p.m. at the Texas Tech Livestock Arena.

The conference is designed for vocational agriculture students and 4-H Club members who show swine as well as adults interested in helping young people with their swine projects.

The program costs \$5 which includes a lunch grilled by the Texas Tech Block and Bridle Club. Registration will be from 8:30-9:30 a.m. at the Livestock Arena.

The first session, at 9:30 a.m., will be about selecting prospect pigs. Keppy, along with Dale Schaffner, a New Home vocational agriculture teacher, and T.D. Tanksley, a retired A&M Extension Service swine specialist, will talk about how to select potential show winners.

Keppy, Texas Tech animal science Professor John McGlone and Lubbock County Extension Agent Stanley Young will discuss fitting and showing swine at 10:15 a.m.

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At 11:30 a.m., McGlone and animal science Professor Leland Tribble will talk about the Animal Science Department's swine research program.

Tanksley, who is in charge of sifting for the Houston Livestock Show, will explain the procedure at 1:30 p.m. Because so many swine are entered in the show, they are taken to Brenham for culling before the show. Only the top pigs actually go to the show.

At 1:45 p.m., the experts will conduct an evaluation of slaughter pigs. Keppy, Tanksley and animal science Professor C. Boyd Ramsey will rank 12 slaughter weight pigs and predict their carcass characteristics. The animals will be slaughtered later and participants will be mailed the results so they can see how accurate the judges were in their evaluation.

For more information, contact the Texas Tech Animal Science Department, P.O. Box 4169, Texas Tech University, Lubbock, Texas 79409, or (806) 742-2825.

FOR IMMEDIATE RELEASE

REF: 34-12-8-87

CONTACT: Beverly Taylor

LUBBOCK -- Native West Texan Wilson Scaling, chief of the United States Department of Agriculture's Soil Conservation Service in Washington, D.C., will headline a wind stripcropping seminar Jan. 12.

Scaling will discuss national issues and legislation affecting soil conservation programs, especially the 1985 Food Security Act (FSA) which mandates that farmers institute adequate conservation practices to be eligible for federal subsidy programs.

He will speak at an 11:30 a.m. luncheon. The seminar, which begins with registration at 8 a.m., will be at the Holiday Inn Civic Center. The luncheon will be in the Cotton Room and the program will be in the Petroleum Room.

The free seminar is sponsored by the Texas Tech University College of Agricultural Sciences; the Lubbock County Soil and Water Conservation District; High Plains Underground Water Conservation District Number 1; and the Soil Conservation Service (SCS) to provide Great Plains farmers with information about wind stripcropping.

Wind stripcropping, the practice of interspersing narrow strips of grasses in crops to serve as wind erosion barriers, is a feasible way to comply with the FSA, according to a three-year demonstration by the Texas Tech University College of Agricultural Sciences. Wind stripcropping can block destructive wind erosion, cut down on replantings due to wind damage and increase total yield.

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In the morning sessions, Texas Tech researchers will present the results of the demonstration study and some general stripcropping guidelines. The five demonstration studies were done with weeping lovegrass in South Plains cotton fields, but the principles can be applied to other crops using various perennial grasses.

Plant and soil science professor Richard E. Zartman will discuss the agronomic aspects of the study at 9:40 a.m.; entomology Professor Sherman Phillips will talk about entomological findings at 10:10 a.m.; and agricultural economics professor Bob Davis will discuss economic aspects at 11 a.m.

Three farmers who participated in the study will speak about wind stripcropping applications in their area that afternoon. They are Ronald Thuett, Garza County, 1 p.m.; Sonny Lipton, Lubbock County, 1:30 p.m.; and Coy Franks, Motley County, 2 p.m.

Coy Garrett, state conservationist for the SCS, will summarize the program at 2:45 p.m. Program participants will conduct a panel discussion from 3:15-4 p.m.

Individuals who plan to attend the seminar should notify the Department of Plant and Soil Science by Jan. 8, 1988, so arrangements can be made.

For more information, contact the Texas Tech Department of Plant and Soil Science, P.O. Box 4169, Texas Tech, Lubbock, Texas 79409, (806) 742-2837 or the SCS, 1205 Texas Ave., Room 424, Lubbock, Texas 79401, (806) 743-7644.

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FOR IMMEDIATE RELEASE

REF: 35-12-8-87

CONTACT: Marydawn Webber

LUBBOCK -- "Competing With Computing" will be the topic of a speech by Dr. James C. Weatherbe, director of the Management Information Systems research center at the University of Minnesota, concerning the use of computers as a strategic, competitive weapon.

Weatherbe, a Texas Tech University, College of Business Administration graduate and internationally known speaker, author and leading authority on computers and information systems, will speak at the university in a public seminar at 1:30 p.m. Thursday in BA 204.

"The widely publicized results of American Airlines and Hospital Supply's use of information systems to devastate their competition has for the first time created a national awareness among executives about the real potential to use computers as a competitive weapon," says Weatherbe.

His presentation will investigate the hows and whys of using computers as competitive weapons, and will include examples of what is happening today in leading companies. He will also discuss the strategic use of computers in any company.

Weatherbe is well known for his ability to explain complex technology in straightforward, practical terms that can be applied by both executives and general management.

While at Tech, Weatherbe will also address students in the COBA on various topics, including "Knowledge Worker Productivity: The American Crisis," "Advanced Techniques for System Development," and "The Education and Development of Information Systems Personnel."

According to Weatherbe, technical skills are critical, but they are not enough to make for a first rate information systems professional. Weatherbe also explores the development of non-technical skills which will give rise to quality information systems personnel.

Weatherbe received his PhD in Management Information Systems at Tech in 1976. He is the author of 12 books including "Executives' Guide to Computer-Based Information Systems" (Prentice-Hall), "The Management of Information Systems" (McGraw-Hill), and "Systems Analysis and Design" (West Publishing). He is publisher of the Management Information Systems Quarterly and editor of Data Base. Weatherbe has authored more than 100 articles, writes regular columns and serves as a consulting editor for publishing companies.

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FOR IMMEDIATE RELEASE

REF: 36-12-9-87

CONTACT: Beverly Taylor, (806) 742-2136; Margery
Heffron, (617) 495-1585

LUBBOCK -- Harvard University and Texas Tech University have received a \$35,000 grant from the National Endowment of the Humanities (NEH) to organize the Charles S. Peirce Sesquicentennial International Congress to be held at Harvard in September 1989.

Texas Tech and Harvard are co-organizers of the congress which will end on Sept. 10, 1989, the 150th anniversary of Peirce's birth. Peirce (1839-1914), recognized as the most original and versatile native American intellect, made advances in many fields including science, mathematics, logic, religion, literary theory, linguistics, metaphysics, phenomenology, geodesy, chemistry, philosophy, computer theory, psychology, law, methodology and Shakespearean studies.

"Peirce and Contemporary Thought: The C.S. Peirce Sesquicentennial International Congress" will emphasize connecting Peirce's ideas and work with contemporary thought. Twelve invited speakers will be featured and other scholars will present papers about Peirce and related subjects.

Kenneth L. Ketner, Charles S. Peirce professor of philosophy and director of the Institute for Studies in Pragmatism at Texas Tech, is chairman of the organizing committee. The institute, located in the Texas Tech University Library, is an important collection of Peirce's works. "Pragmatism" and "pragmatism" are words coined by Peirce to refer to the nature of scientific logic and method.

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Harvard University is the custodian of a large collection of Peirce's manuscripts and published the eight volumes of the "Collected Papers of Charles S. Peirce" from 1930-60. Hilary Putnam of Harvard is president of a 13-member international committee organizing the event.

"Although Peirce is one of the most important American intellects, he is not widely recognized by the general public because his major works, many of which existed only in manuscript form, have not been published until very recently," Ketner said. "Through the congress, we hope to extend scholarly interpretation and criticism of Peirce and also relate his discoveries to current research."

Ketner said more than 75 individuals have already indicated they would like to present papers. A selection of papers will be published after the congress.

More than 100 scholars from 14 countries attended the first international Peirce Congress in 1976 in Amsterdam, The Hague and Utrecht in the Netherlands. Its proceedings was published by Texas Tech University Press in 1981.

Harvard will subcontract \$25,000 of the NEH grant to Texas Tech for administration of the project. Matching funds must be raised for \$15,000 of the total grant. Matching funds can be contributed to Texas Tech or Harvard.

For more information, contact Ketner at Texas Tech University, Institute for Studies in Pragmaticism, 304K Library, Texas Tech University, Lubbock, Texas 79409, (806) 742-3128.

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Story ideas for week of
Dec. 7, 1987
36-12-7-87

Dec 10-13---SEASONAL PRESENTATION---"Scrooge" will be presented in the University Theatre on campus. Matinee is scheduled for Dec. 13. For more information and ticket information, call 742-3601.

Through Dec. 31---THE STAR---"The Star of Christmas" continues at the Moody Planetarium of The Museum. Show times are 7:30 p.m. Thursdays and 2 and 3:30 p.m. Saturdays and Sundays.

PET CARE -- What may add up to a few extra calories for humans can be very deadly for pets this time of year. That piece of chocolate candy might be delightful to a person but the high caffeine content in just a small piece could sicken or even kill a dog. Because of that, pet owners this time of year should maintain the usual diet for their pets, especially dogs, and should be very wary of offering them morsels or leftovers not normally on their diet. The loss of a pet can be traumatic any time of the year, but during the holidays that loss can be magnified many times, especially among the elderly. For many senior citizens, particularly those who live alone or away from their relatives, a pet can offer companionship and a sense of being needed. For more on holiday pet precautions and on the therapeutic effects of human-pet interaction, contact TTUHSC Executive Associate Nursing Dean Pat S. Yoder Wise, R.N., Ed.D., at (806) 743-2736.

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

ATTN: Ken May

add to page

By Otto Nelson

Considerable interest has been generated locally, and across Texas, in the elimination of Bible study and Biblical Literature courses at state-supported institutions. At Texas Tech University, 66 enrollments in 10 different Biblical Literature courses or sections were cancelled in August. A state Attorney General's opinion characterized the approach used by Tech in teaching these courses as involving excessive entanglement of church and state.

In brief, the AG's opinion concluded that state institutions could not offer religion or "Bible Chair" courses where the teacher was nominated or salaried by a religious organization. The Attorney General's twelve-page opinion states explicitly that this violates the Establishment Clause of the First Amendment to the United States Constitution.

✓ Attorney General Jim Mattox was subsequently quoted as saying, "A religious organization cannot pick or pay the professor." "A religious organization," he said, "can no more direct the picking of a university professor than a state institution can go out and pick a minister at a church," (Austin American-Statesman, Nov. 19, 1987).

With the Attorney General's opinion in hand, Tech's academic, legal, and administrative officials decided to cancel the ten Biblical Literature courses and sections scheduled for Fall 1987. This was not done -- as has been suggested -- to keep in step with the University of Texas at Austin (which had already announced cancellation of its Bible Chair courses) but to avoid violating the Federal Constitution.

In the process, some 60 students were inconvenienced. All students enrolled in Biblical Literature courses were written individual letters informing them of the University's decision. Students were given the opportunity of claiming a refund or of adding some other course. The former Biblical Literature classes could be continued, of course, but not under Texas Tech auspices or for credit. Because no major or minor existed in the area of Biblical Literature, no student's degree program was affected adversely in a large way. All previous credit earned for Biblical Literature courses remained "on the books."

✓ Not affected by the Attorney General's opinion are ~~more than~~ religious studies courses taught by faculty members selected and salaried by Texas Tech itself. These courses are offered in departments such as History, Philosophy, Political Science, Sociology, Anthropology, and Art. Course titles include History of Christianity, Origins of Christianity, History of Religion in America, History of World Religions, Philosophy of Religion, Religion and Politics, and Religion and Society -- to mention only a few. 2

② ✓ These courses typically enroll more students than did the Biblical Literature courses. Courses of this sort are also offered in Departments of Religion or Religious Studies at many American universities and count for credit in ~~Religion~~ degree programs. It is incorrect to allege, as some have, that religion can no longer be studied at Texas Tech.

It is true, on the other hand, that students can no longer earn credit at Texas Tech for study of the Bible as a sacred book, or for courses that are essentially theological.

Some persons, in letters to the Avalanche-Journal and elsewhere, seem to define the study of religion in such a way as to limit it to the Bible, especially the New Testament. Religion is certainly not synonymous with philosophy, psychology, history, or other ways of looking at life or accounting for existence. Yet religion is studied broadly at many institutions. Few, if any, reputable religious studies programs will exclude historical, philosophical, sociological, literary, artistic, anthropological, or even scientific perspectives from the study of religion.

It has also been contended that religion courses should be taught only by suitably committed clergy -- that is, ministers of one's own denomination. In certain circumstances, this could be acceptable. For example, a clergyman with a Ph.D. and other scholarly credentials could be selected to teach Reformation History, but only after a national search and only in competition with all other persons who would apply. This kind of appointment can and does take place.

Such a selection process, however, does not meet the requirements of those who have argued that a pastor or minister of their own choosing is the one who ought to teach the course. The Attorney General's opinion makes it clear that appointments to religious studies positions at state-supported universities must result from normal or customary search processes and cannot be dictated by church groups.

It may have been overlooked by some that private, church-supported schools may, if they wish, follow entirely different procedures. Texas Tech, however, is supported by taxpayers of all beliefs. Its responsibility must be directed to all citizens, regardless of race, creed or religion.

It has also been suggested that Tech could have continued the Biblical Literature courses on a "tuition-driven basis," presumably paying teachers out of tuition funds collected from students. Aside from the overriding and unavoidable question as to how faculty are selected, there are at least two problems with this. One problem is that no existing classes are financed in this manner. Tuition and fees are funnelled into general revenues and are used to support a variety of instructional and other activities, but are never assigned to specific courses.

Second, the Texas Higher Education Coordinating Board has mandated that every section of every "organized" undergraduate course have a minimum of ten students enrolled. If fewer than ten enroll, the course must be dropped, unless it is a graduation requirement or is needed for the student's major or minor. In the past, Tech could offer Biblical Literature courses with fewer than ten enrollments because these courses were not funded by the State and were therefore exempt from the class size limitation.

But should the Biblical Literature teachers be paid by Tech -- through "tuition-driven" monies or whatever -- all small classes would have to be dropped. ~~The potential impact of this can be gauged by reflecting that~~ Only three of the ten Biblical Literature ~~sections~~ courses scheduled for Fall semester had as many as ten students when the classes were cancelled in August.

Certainly there is considerable interest in religion on the Texas Tech campus. Some Tech faculty, and I include here ordained ministers and prominent laypersons, have spent large portions of their academic careers studying religion. Many students also have a lively interest in religious themes and values. Tech has attempted to respond to this interest by offering courses and hosting campus organizations that bring students and faculty together on the basis of religious affiliation or sympathy.

It may well be, with the dropping of the Biblical Literature courses, that Tech's current offerings are insufficient or are inadequately focused. To address this concern, a committee has been at work since September. Part of the committee's charge is to make recommendations about what Tech should now do in the area of religious studies. One possibility is that a Department of Religious Studies be established. Such a department could offer a major and minor in religion.

✓ ✓ ✓ Another possibility ^{would be to offer a} ~~is~~ baccalaureate degree in religious studies administered by ^{an existing} ~~some other~~ department. The History department, in fact, ^{even now} ~~is~~ developing a History of Religions emphasis within its B. A. degree program. The more ambitious undertaking -- the separate Department of Religious Studies -- would require Coordinating Board approval, as would the establishment of a baccalaureate degree program in religion.

A short-term possibility would be for religious organizations to move Bible classes under what Attorney General Mattox has called the "accreditation umbrella" of private schools, such as Baylor or SMU. Students could then petition to transfer credit to Texas Tech.

Mattox has also mentioned the possibility of religious groups funding endowed professorships, in theology, Christian ethics or whatever. The religious groups would provide the money and could offer advice, but they would have no role in appointing, tenuring or promoting the faculty who would teach the courses.

Regardless of what avenue is followed, I believe that almost all serious people would agree that there should be a secure place for religious studies at institutions of higher learning such as Texas Tech.

Otto Nelson is associate dean of the Texas Tech College of Arts + Sciences. He is ~~responsible for~~ chairs the College's curriculum committee, which approves all course offerings in the arts and sciences.

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REF: 40-12-10-87

CONTACT: Preston Lewis

LUBBOCK -- A \$1.23 million telenetwork system to provide two-way interactive video communication among the four West Texas campuses of the Texas Tech University Health Sciences Center (TTUHSC) was announced Friday (Dec. 11).

Funded by private grants and the state Higher Education Assistance Fund, the satellite-based network is expected to be operable by next fall, announced Dr. Bernhard T. Mitemeyer, TTUHSC Executive Vice President.

"The intent of this effort," Mitemeyer said, "is to apply information and communication technology to meet our mission of providing education for health professionals and improving health care in West Texas."

The system will link TTUHSC regional academic health centers in Amarillo, El Paso, Lubbock and the Permian Basin through a two-way interactive video network using a compressed Ku Band signal transmitted by satellite. The network is designed to become the backbone of a regional health communication system.

"Ultimately," Mitemeyer said, "the Health Sciences Center intends to create linkages throughout our service area not only with and among our students, faculty and staff, but also with and among individual patients, health care practitioners and health care facilities."

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"Communication technology such as this can help overcome the vast distances which hinder rural health care delivery in West Texas and other parts of the country," he said.

Once implemented, for instance, a TTUHSC pediatrician in El Paso could set up a video teleconference with pediatric cardiologist in Lubbock to reconfirm a diagnosis of a congenital heart defect in a newborn child. The Lubbock cardiologist could observe and discuss the exam with the El Paso pediatrician and the child's parents, saving them the time and cost of trips to Lubbock or Albuquerque, sites of the nearest pediatric cardiologists.

With additional resources, the system could be expanded to other sites besides just the four regional academic health centers. Even in its present scope, the network can benefit area practitioners through its continuing education possibilities. A seminar in Amarillo, for instance, could be broadcast to the regional academic health centers in El Paso, Lubbock and Odessa so that area doctors could take the seminar at locations more convenient to their practices.

Mitttemeyer said the telenetwork system will augment the work that has already been done at TTUHSC through the Kellogg Project. That project has used computer technology to link three rural or medically underserved sites to TTUHSC campuses to provide access to the resources and expertise of the health sciences center.

"Through the Kellogg Project and the new telenetwork system," Mitttemeyer said, "we aim to provide a model program for addressing health care needs in West Texas."

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Funds to implement the system have been provided by the Meadows Foundation of Dallas, a West Texas Foundation which requested anonymity, Abell-Hanger Foundation of Midland, Lubbock Bankers Association, Mrs. Lola Cone of Lubbock, E.A. Franklin Charitable Unitrust of Post, Julius Stelzer of Post, Mr. and Mrs. Robert McLeod of Lubbock and the state Higher Education Assistance Fund.

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FOR IMMEDIATE RELEASE

REF: 43-12-10-87

CONTACT: Beverly Taylor

LUBBOCK -- Kenneth Irwin, president of Gruver State Bank, received the Distinguished Service Award Dec. 4 at the 15th annual Bankers Agricultural Credit Conference.

The award is given each year to an area banker for outstanding service to the profession. Recipients are selected by fellow bankers.

About 150 bankers attended the event which was sponsored by the Texas Tech University Department of Agricultural Economics and the Texas Bankers Association. The conference provides bankers with an agricultural update and forecast.

Irwin was presented the award by Larry Orman, executive vice president of First National Bank in Perryton and president of the Bankers Agricultural Credit Conference.

A native of Missouri, Irwin began his banking career in 1949 as a trainee with Lindell Trust Company, St. Louis, Mo. He moved to Gruver in 1950 as an assistant cashier and was named a director of the bank in 1955. Since 1979, he has been president, chief executive officer and director of Gruver State Bankshares, Inc. and Gruver State Bank-Credit Corporation.

He graduated from Iberia Academy, Iberia, Mo. He earned a degree in finance from the University of Missouri in 1950 and attended the Institute for Financial Management seminar at Harvard Graduate School of Business in 1968.

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Irwin was mayor of Gruver from 1965 to 1979. He has been a member of the Hansford County Appraisal Board, the Governor's Family Farm Advisory Board, the steering committee of the Texas Tech Intermediate School of Banking, the National Cattle Industry Advisory Committee of the United States Department of Agriculture, the West Texas State University President's Council and the West Texas State University Foundation.

He has been chairman of the eighth district, a director and a member of the agricultural committee for the Texas Bankers Association and is currently a member of the organization's Regulator's Council. He is a member of the advisory committee of the Farm Credit Banks of Texas, the Banking Leadership Council of the American Bankers Association, and a member of the board of Texas Independent Bank. He is a past president and director of the Texas Tech Bankers Agricultural Credit Conference.

Irwin is also involved in farming, ranching and oil and gas exploration. He and his wife Janet have four children.

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DISTINGUISHED BANKER -- Kenneth Irwin, right, receives the Distinguished Service Award at the 15th annual Bankers Agricultural Credit Conference Dec. 4 in Lubbock. Irwin is president of Gruver State Bank. Larry Orman, executive vice president of First National Bank in Perryton, presents the award. The conference is sponsored by Texas Tech University College of Agricultural Sciences and Texas Bankers Association. (TECH PHOTO)

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FOR IMMEDIATE RELEASE

REF: 44-12-11-87

CONTACT: Beverly Taylor

LUBBOCK -- Five Texas colleges of education are among universities making the biggest impact on the way the nation's children are educated.

Through research and publication, university education professors develop educational theory and study teaching techniques and pass their findings along to their colleagues in public schools.

University of Houston-University Park; North Texas State University, University of Texas, Austin; Texas Tech University; and Texas A&M University are included in a ranking of 25 major colleges of education based on the number of articles appearing in the top five education journals. Texas is the only state with more than two schools on the list.

The survey, by Dean William D. H. Georgiades of the University of Houston-University Park College of Education, was published in the November issue of the National Association of Secondary School Principals' (NASSP) Bulletin.

"The number of articles in major education journals is an indication of the quality and quantity of research being done in colleges of education," said Richard E. Ishler, dean of the Texas Tech University College of Education, which ranked 17th in the survey. "These are the major journals that educators read to find out about current research and how to improve teaching in their schools.

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"Many of the people who read these journals do not do research themselves. They look to researchers in colleges of education to provide them with the latest information," Ishler said.

Through this trickling down of research findings universities are assumed to have a significant impact on educational philosophy, school curricula and teaching approaches. Georgiades conducted the survey to determine which colleges of education are communicating most with educators.

Georgiades surveyed issues from 1979-1983 in the five journals read most often by school administrators -- Phi Delta Kappan, Educational Leadership, The Principal, The School Administrator and the NASSP Bulletin. Institutions received one point for each article written by one of their faculty. Fractions of credit were given for articles by more than one author and those written by faculty from more than one institution.

Texas schools in the survey, their ranks and number of articles published include University of Houston-University Park, 7th, 17.5 articles; North Texas State University, 13th, 15 articles; University of Texas, Austin, 15th, 14.3 articles; Texas Tech University, 17th, 12.67 articles; and Texas A&M University, 18th, 12.5 articles.

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Indiana University, Bloomington, was ranked first in the survey with 28 articles. Other colleges of education in the survey were Stanford University, 2nd; University of California, Los Angeles, 3rd; University of Illinois, Urbana-Champaign, and University of Wisconsin, Madison, tied for 4th; Harvard University, 5th; Loyola University, Chicago, and University of Connecticut, tied for 6th; Michigan State University, East Lansing, 8th; University of Illinois, Chicago Circle, 9th; University of Missouri, Kansas City, 10th; Ohio State University, 11th; University of South Florida, 12th; University of Florida, 14th; University of Pittsburgh, 16th; Arizona State University, 19th; University of California, Berkeley, 20th; and University of Georgia, University of Massachusetts and University of Minnesota, tied for 21st.

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FOR RELEASE AFTER 6 P.M. DEC. 11

REF: 46-12-11-87

CONTACT: Beverly Taylor

LUBBOCK -- Officers and representatives of the Houston Livestock Show and Rodeo Association were honored at a scholarship recognition dinner Friday (Dec. 11) by the Texas Tech University College of Agricultural Sciences.

The association sponsors the largest scholarship program in the nation for agricultural students. The Texas Tech College of Agricultural Sciences has 145 students receiving association scholarships in 1987-88.

The largest livestock show and rodeo of its kind, the Houston Livestock Show and Rodeo has donated more than \$15 million to scholarship and education programs in the past 21 years.

Each year the association awards 100 four-year \$8,000 scholarships statewide. Fifty of the scholarships are awarded to 4-H members and 50 are given to FFA members. Texas Tech has 48 agricultural sciences majors receiving these scholarships. In addition, the association has given a large endowment which provides scholarships for an additional 100 students and supports research in the College of Agricultural Sciences.

During the dinner, agricultural sciences Dean Sam E. Curl said, "Scholarships are very important in the lives of young people today. It is not only excellent financial support to them, but also a strong vote of confidence in their efforts to achieve college education."

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Hal Hillman, president of the association, said it is the main goal of the Houston Livestock Show and Rodeo Association to support youth and higher education.

"Several thousand volunteers work each year to assist in this effort and have made it possible to provide this type of funding not only to Texas Tech, but also to other major agricultural colleges in the state," Hillman said.

Officers and representatives of the association present were Hillman of the Hillman Company; and vice presidents Jim Clepper of Southwest Solvents and Chemicals; Gary Garrison of Garrison Investments; Willard Mercier of Apache Beverage; and Justin White of International Brands. Also present were secretary of the board Arthur Moncrief of South Houston Feed and Seed and Don Jobe and Tom Quarles, the association's assistant general managers.

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FOR IMMEDIATE RELEASE

REF: 47-12-11-87

CONTACT: Marydawn Webber

LUBBOCK -- Business leaders today can gain the competitive edge through the use of computer information systems combined with innovative management techniques, Texas Tech University graduate Dr. James C. Weatherbe said Thursday.

Weatherbe, director of the Management Information Systems research center at the University of Minnesota, is recognized as the foremost MIS expert in the country. He received his PhD in Management Information Systems at Tech's College of Business Administration in 1976, and since has authored 12 books on management and computer-based information systems.

Weatherbe's address to professors and the general public this week at the COBA was both humorous and informative as he explained today's complex business technology in terms that could be easily understood and applied by management of all levels.

"Startling, dramatic things are happening today. In 1950, it was projected that the total number of computers ever made or sold would be 10," Weatherbe told the audience in introducing his topic, "Competing with Computing."

The 60s saw a "blind belief" in technology which led to a mass dissatisfaction in information technology in the 70s. Today, Weatherbe states, information technology is integrated into the financial arena, and those who use this technology in innovative ways are gaining the advantage in the business world.

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His presentation looked into the hows and whys of using computers as competitive weapons, and included examples of what is happening today in leading companies.

Weatherbe cited as an example American Airlines massive winning strategy that sent Braniff into federal bankruptcy and eventual dissolution. "The widely publicized results of American Airlines' use of information systems to devastate their competition has for the first time created a national awareness among executives about the real potential to use computers as a competitive weapon," he said.

"The forward looking information executive can no longer safely focus on efficiency oriented, cost justified computer application. If he or she is not forward thinking, someone else will be, and top management will be asking the penetrating question: "How did you let this happen to us?" Weatherbe stated.

According to Weatherbe, technical skills are critical, but they are not enough to make for a first rate information systems professional. He said the development of non-technical skills will give rise to quality information systems personnel.

"We must evaluate what it takes to be effective, and then determine efficiency. Efficiency is easy to cost justify. When you think of competition, you think of efficiency. That's been the mistake," said Weatherbe, adding that the use of technology should be personalized.

"When you focus on effectiveness first, you usually will get efficiency as a by product. When you focus on efficiency, generally you will sacrifice effectiveness," he said.

Weatherbe said information technology today can be used to improve services and increase effectiveness in everything from airlines to fertilizer.

He cited one example of using technology to personalize by utilizing electronic mail systems in the airline organization. "What if the airline personnel could place personal messages on the screen about the people who are traveling with them, such as, this is an elderly or handicapped person, this person has been bounced or this is their first flight.

"Would this help to supply extra, personal attention to customers? And other people standing around will also notice and wonder, 'What's going on over there?'"

Weatherbe also outlined several tactics for defensive strategies, including, raising structural barriers to competitors, filling product/positioning gaps, blocking channel access, raising cost of gaining trial for the competition and defensively increasing scale economics.

Texas Tech University
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CONTACT: Marydawn Webber

LUBBOCK -- Germs are healthy for the environment! So say researchers who are using the tiny bugs to fight toxic waste.

Microbes are targeted in the studies by engineering researchers and microbiologists at Texas Tech University, who hope to stomp out hazardous waste in the environment by nurturing the minute, subterranean germs, thus prompting them to devour more waste.

As the immediacy of groundwater pollution problems persist, researchers say the pressure is on to exact waste from the ground and expedite cleanup measures. Their concerns, according to Drs. Ken Rainwater, professor of civil engineering, and Caryl Heintz of biological sciences, are focused on heavier, less volatile fuels such as diesel, which pose a potent threat when leaked to groundwater.

They, and other researchers at Tech, are looking at speeding up the degrading process of petroleum fuels in the ground, by using laboratory tests to isolate the bacteria which will biodegrade diesel fuel at a rapid rate.

The process essentially consists of utilizing microbes that live in the soil and which learn to acclimatize to and subsist upon the hydrocarbons, the chemical complex that makes up most motor fuels.

Although scientists for years have realized the nature of the microbes' feeding habits, Heintz says the experiment is unique in its application. The process induces the microbes to consume pollutants at a quicker, more efficient rate.

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Prior research has found that most of the biodegradation takes place where the water and hydrocarbons meet beneath the soil, and is limited by the amount of available oxygen or nutrients which prompt the bugs to work faster.

"One way to get oxygen and nutrients to the microbes is by injection through wells. Field applications have indicated that this technique can lead to concentration of the degradation near the well and cause clogging of the formation," Rainwater said.

A solution, the researchers say, is to manipulate the elevation of the underground water table in a cyclical manner that will alternately provide oxygen, water and organic substrate to the microbes. The technique will avoid the injection problem and possibly affect a larger area.

Researchers say water or air injection/production can be used to move the water table.

If experiments are successful, the researchers say the method will prove to be a positive tool for use in waste removal by the Environmental Protection Agency, as well as local governments and private companies. For further information, contact Dr. Rainwater by calling (806) 742-3490, or Dr. Heintz, at 742-2714.

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FOR IMMEDIATE RELEASE

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CONTACT: Preston Lewis

LUBBOCK -- Private donations to the Texas Tech University Health Sciences Center (TTUHSC) have made possible the implementation of a satellite telenetwork system linking the institution's campuses in Amarillo, El Paso, Lubbock and the Permian Basin.

Planned for completion next fall, the two-way interactive video network will enhance TTUHSC instruction, consultation, continuing education and administration at the four campuses. Ultimately, it is designed to augment the support TTUHSC can give rural practitioners.

The Meadows Foundation of Dallas donated \$450,000, a West Texas Foundation requesting anonymity provided \$150,000 and Abell-Hanger Foundation of Midland gave \$50,000. An additional \$205,500 was contributed by other donors, including Julius Stelzer of Post, Lubbock Bankers Association, E.A. Franklin Charitable Unitrust of Post, Mrs. Lola Cone of Lubbock and Mr. and Mrs. Robert McLeod of Lubbock.

"These organizations and individuals," said Bernhard T. Mitemeyer, TTUHSC executive vice president, "have seen the need for this network and have shared our vision of its possibilities for improving rural health care delivery. Today their generosity benefits the Texas Tech Health Sciences Center, but tomorrow it may well benefit all rural West Texans in need of health care."

The donations will be augmented by monies from the Higher Education Assistance Fund. Total implementation cost for the network will be \$1.23 million.

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HAPPY HOLIDAYS FROM TEXAS TECH UNIVERSITY

TO: Editors and News Directors

FROM: Margaret Simon
Associate Director for Media Relations
(806) 742-2043 or 797-1888

DATE: December 10, 1987

At Texas Tech University we've lined up our experts to provide a look ahead to 1988 and some tips for the holidays. Some of our people will be available all through the holidays, others can be interviewed over the next week for a story that you use between Christmas and New Year's. Below we've noted whose where when:

A LOOK AHEAD:

HOLIDAY MARKET LEAP FROGS -- A highly variable market outlook has holiday consumers and retailers leap-frogging between prospects of inflation and recession, according to a Texas Tech University finance professor in the College of Business Administration. The economy is "not serious yet, but since the (stock market) crash there's been a weakening of confidence. Last week the worry was over inflation, this week it's recession," says Briscoe Professor of Bank Management Richard L. "Chip" Peterson. He can be contacted for further information about the effects of the fluctuating market and banking analysis by calling (806) 742-3365 or 799-6531.

LOCAL ECONOMY IN THE COTTON -- The holiday outlook for Lubbock and the surrounding area will be a white Christmas due to a bumper cotton harvest that has raised prospects for a definite improvement on the economic scene, according to Texas Tech University economics Professor Robert L. Rouse. Rouse says the local holiday economy is at its highest level this year, better than six months ago when Lubbock's economy hit bottom, and better even than this same time a year ago. For information on how this year's cotton boom will impact the local economy, contact Rouse at (806) 742-2201 or 799-4784.

FARM FINANCE -- The future of agriculture hangs in the balance as national lawmakers debate whether to rescue the Farm Credit System, the country's largest agricultural lender. The Senate Agriculture Committee has proposed a bill to allow for the sale of \$4 billion in bonds for the system which has lost \$4.8 billion during the past two years. For more on implications of the Farm Credit situation or opinions after legislators make a decision, contact Kary Mathis, chairman of the Texas Tech University Department of Agricultural Economics at (806) 742-2821 or (806) 799-1475, or Thompson Professor of Agricultural Finance J. Wayland Bennett at (806) 742-2876 or (806) 799-5391.

OLYMPIC COUNTDOWN -- What happens in the 1988 Olympics in Seoul, South Korea, will determine in the future how the games are defined, how the games work and how the games are awarded to a location. At stake is the fate of internationalism -- the idea that sport participation can help to break down the artificial barriers that separate nations. Political controversies and conflicts have overshadowed the central goals of the modern Olympic Games, one of which aims to offer an opportunity for athletes to pursue their own excellence. Sport sociologist Dr. Elizabeth R. Hall, a recent delegate to the International Olympic Academy in Greece, offers insights into the connections among the Olympic Games, politics and international cultures. Dr. Hall can be contacted through Dec. 19 at (806) 742-3371.

HOLIDAY TIPS:

TOYS FOR TOTS -- The competitiveness to succeed found in many modern middle class couples may filter down into their children, even at Christmas, a time normally thought to be a child's delight. And while parents may think they are helping their child by only giving toys that fulfill some educational or productive function, they may be injecting their competitive pressures into their children's young lives. That's why parents need to consider a mix of toys at Christmas, providing some that have an educational benefit as well as others that are just fun. Activities that are not performance oriented are just as important to a child's total growth as those that are. For additional information, contact Kathy L. Sridaromont, R.N., M.S.N., clinical assistant professor of nursing at (806) 743-2730. Sridaromont is available on Mondays, Tuesdays, and Thursdays.

YOURS, MINE AND OURS -- Holiday stress can take its toll on the typical family but blended families, created when divorcees marry, have problems all their own. It's the "Brady Bunch", except real-life. People with different traditions and expectations for the holidays must now celebrate together -- and there may be resentments and memories which make that especially difficult for the children. Drs. Susan and Clyde Hendrick have studied blended families and they also live in one. They are professors in the Texas Tech Department of Psychology and he is dean of the graduate school. Call them at (806) 742-3766 or at home, (806) 797-1492.

HOLIDAY BLUES -- We expect the holiday season to be a joyous time spent with family members, but the reality of Hanukkah, Christmas and New Year's can be painful for many elderly persons. Loneliness and a sense of absence mark the time for parents, children and siblings who cannot be together on the special occasions. Elderly persons in nursing homes especially feel a void. To discuss these and other topics concerning extended families, the elderly and holidays, contact Dr. Gail House who will be available Dec. 16-19 and can be reached at (806) 742-1929.

SPIRIT OF THE TIMES -- For some, getting into the holiday spirit means getting into the spirits. Alcohol remains the nation's most abused drug and the holiday season increases the opportunity and the likelihood for abuse. For some, it is just a short step from social drinking during the holidays to alcoholism. Abstinence and the related emotional support remain the only proven cure for alcoholism. For more on the holiday hazards of alcohol abuse and ways of keeping moderate drinking from getting out of hand, contact Thomas F. McGovern, Ed.D., associate professor of psychiatry, TTUHSC, at (806) 743-2800.

HAPPY NEW YEAR! -- 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. For more on the down side of drinking, call Gustavo C. Roman, M.D., associate professor of neurology, TTUHSC, at (806) 743-2392.

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HEALTH TIPSHEET
from
TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER
December 11, 1987

SATELLITE TECHNOLOGY -- With four campuses as much as 300 miles or more apart from each other, the Texas Tech University Health Sciences Center is challenged daily with ways to maintain maximum efficiency and effectiveness. But now through a combination of private donations and TTUHSC funds, a telenetwork system is being established that will make that task easier and will enhance classroom instruction, consultation between health professionals, continuing education for health practitioners and administrative coordination. Planned for completion in the fall, the two-way interactive video network will use a compressed Ku Band signal transmitted by satellite. Though the network will initially benefit TTUHSC by improving internal communications, it is designed to ultimately become the backbone of a regional health communication system. This system could eventually benefit rural health practitioners and their patients throughout West Texas. The telenetwork system is another step TTUHSC is taking to find ways technology can provide rural health practitioners with the support they need. For more information on the telenetwork system and its potential, contact TTUHSC Nursing Dean Teddy L. Langford at (806) 743-2738.

PET CARE -- What may add up to a few extra calories for humans can be very deadly for pets this time of year. That piece of chocolate candy might be delightful to a person but the high caffeine content in just a small piece could sicken or even kill a dog. Because of that, pet owners this time of year should maintain the usual diet for their pets, especially dogs, and should be very wary of offering them morsels or leftovers not normally on their diet. The loss of a pet can be traumatic any time of the year, but during the holidays that loss can be magnified many times, especially among the elderly. For many senior citizens, particularly those who live alone or away from their relatives, a pet can offer companionship and a sense of being needed. For more on holiday pet precautions and on the therapeutic effects of human-pet interaction, contact TTUHSC Executive Associate Nursing Dean Pat S. Yoder Wise, R.N., Ed.D., at (806) 743-2736.

For assistance in covering these or other stories, contact TTUHSC news manager Preston Lewis at (806) 743-2143. Photographs and video footage can be arranged upon request.

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CONTACT: Preston Lewis

LUBBOCK -- Dr. Bernhard T. Mittermeyer, executive vice president for the Texas Tech University Health Sciences Center (TTUHSC), will speak at the seventh annual School of Nursing convocation at 7 p.m. Friday (Dec. 11) in the Texas Tech University Center Ballroom.

Sixty students will be honored at the convocation which marks the advancement of those students into the upper division of the school's curriculum.

During the ceremony, female honorees will receive caps and male honorees will be given ties. The caps and ties are traditional symbols of the nursing profession and their specific design is symbolic of West Texas and TTUHSC.

In addition to Mittermeyer's speech, the program will also include messages by nursing Professor Suzanne Cooke. A student response will be offered by Paula K. Luallen.

The ceremony is open to the public and will be followed by a reception.

Established in 1981, the TTUHSC School of Nursing graduated its first class in the baccalaureate program in 1983. The school's fall enrollment was 266.

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