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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: September 3, 2008

CONTACT: Jessica Benham, jessica.benham@ttu.edu
(806) 742-2136

Texas Tech, Geosciences' Professor Awarded Top Honors from United States Chess Federation

For chess players all over the world, Texas Tech University now offers the perfect location for success.

The U.S. Chess Federation named Texas Tech Co-College of the Year (with the University of Texas at Dallas), and Hal Karlsson, professor of geosciences, received the Special Service award for his dedication to the Susan Polgar Institute for Chess Excellence (SPICE). Lubbock also was named Co-Chess City of the Year (with Tulsa, Okla.).

Karlsson, who helped start SPICE and currently serves as advisor, said he felt that Texas Tech's recognition was well-deserved.

"Texas Tech hired Susan Polgar and Paul Truong and made SPICE into a formal institution," he said. "This went way beyond what any other school has done and shows tremendous dedication to chess."

Truong, director of marketing and public relations for SPICE, said that due to the creation of SPICE, Lubbock and Texas Tech are now known as one of the major centers of chess in the world.

"As of a year ago, chess was not noticeable in West Texas," he said. "A year later, SPICE and Texas Tech are about to host the 2008 Spice Cup (Sept. 19-28), the highest rated 10-player round robin international tournament in U.S. history. It is like bringing Wimbledon or the Masters to town."

Karlsson said the award – an acknowledgment of SPICE by the highest chess authority in the U.S. – hopefully will help the institute to recruit more students and attract funds.

"It publicly acknowledges our efforts in forming SPICE and honors us for bringing a chess program to Texas Tech," he said. "Clearly the awards are given for significant contributions and or milestones. SPICE was a milestone in the history of chess - at least in the U.S."



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The USCF cites the accomplishments of Texas Tech for creating SPICE, setting up a chess program, and running rated tournaments both on and off campus. Both the university and the city were instrumental in supporting those events.

"This brings incredible recognition to SPICE and Texas Tech," Truong said. "We are now known nationwide and internationally as a major force to be reckoned with. Chess players want to compete in Lubbock, and potential students want to come here to study."

He said that the institute hopes to be able to raise more funding and financial support to recruit the brightest young talents worldwide - an accomplishment that is already underway with the Knight Raiders addition Texas Tech student and International Chess Master Gergely Antal from Hungary.

Truong said that SPICE can play a major role in Chancellor Kent Hance's goal to increase enrollment to 40,000 students because there is no limit to how many players can represent Texas Tech in various chess divisions.

He said that Karlsson is very deserving of the Special Service award, because without him the creation of SPICE would not have been possible.

"I am so happy for him," he said. "Dr. Karlsson truly deserves this recognition and we are all so glad to see him honored with such a prestigious national award. I must say that without him, SPICE would not exist today."

He said that Karlsson is the vision of hard work and persistence combined with honesty, integrity and loyalty.

"He loves chess and he knew long ago what this sport could bring to Texas Tech and West Texas," Truong said. "It is the perfect way to recruit top-notch students and bring fame and recognition to this wonderful institution. He gave his heart and soul to this project and the success of SPICE is due to his commitment."

CONTACT: Hal Karlsson, professor, Department of Geosciences, Texas Tech University, (806) 742- 3130, hal.karlsson@ttu.edu.

Paul Truong, director of marketing, SPICE, Texas Tech University, (806) 742-7742, or paul.truong@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 4, 2008

CONTACT: Jessica Benham, jessica.benham@ttu.edu
(806) 742-2136

2008 University Convocation will Focus on Academic Integrity

In an effort to help incoming freshmen understand the importance of academic integrity, Texas Tech's 2008 University Convocation will host a keynote speaker with years of experience on the topic.

Melora Sundt, associate dean of academic affairs at the University of Southern California's Rossier School of Education, will focus her speech on Texas Tech's Statement of Ethical Principles and the Strive for Honor initiatives.

University Convocation will be held at 5 p.m. Tuesday (Sept. 9), in the United Spirit Arena.

Guy Bailey, president of Texas Tech University, will welcome new students to the university community.

Tara Miller, senior associate at the Center for Campus Life, said that Sundt was highly recommended from the Provost's Office as a person who has great experience in issues of academic honesty.

"This year, the keynote speech will focus on academic integrity and will encourage students, in all they do, to strive for honor," she said.

Convocation is a university-wide ceremony that celebrates the beginning of the academic year and officially welcomes all new students.

At the conclusion of the ceremony, faculty, students and staff are invited to attend the President's Picnic, which is held on the student recreation center rugby fields on the east side of the United Spirit Arena. Food is free to all in attendance.

CONTACT: Tara Miller, associate director, Center for Campus Life, Texas Tech University, (806) 742-5402, or tara.miller@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Sept. 5, 2008

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

Texas Tech Unveils the Coldest Corner on Campus

WHAT: Cold Corner Grand Opening

WHEN: noon – 2 p.m. Sept. 8-12

WHERE: Cold Corner in the retail corridor of the Student Union Building

EVENT: Cold Corner serves authentic Italian gelato in a variety of flavors, fresh fruit smoothies and sorbetto by the scoop. During the grand opening week the first 250 people to make a purchase will receive a free Cold Corner T-shirt. Free samples will be given out daily and students can register to win an iPod Shuffle.

Raider Red will make an appearance at noon Monday (Sept. 8).

The gelato is naturally 93 percent fat free, has no additives, preservatives, artificially ingredients added and is made following the steps of the Italian tradition. The sorbetto is naturally 100 percent fat free, 100 percent dairy free and has no additives, preservatives, artificial flavors or colors.

CONTACT: Sam Bennett, director of the Division of Hospitality Services at Texas Tech University, (806) 742-1360 or sam.bennett@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 5, 2008

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

Texas Tech Professors Host Open House Explaining International Search For Rosetta Stone of Physics

Researchers hope to solve some of the universe's most mind-blowing riddles.

A team of Texas Tech University physics researchers host an open house and public lecture to celebrate the particle beam test of the world's largest particle collider deep beneath the Swiss Alps.

The open house event, which will explain one of the largest experiments ever undertaken by man, begins at 7 p.m. Sept. 9 in room 7 of the Science Building on the Texas Tech Campus. It is free and open to the public.

The actual test run commences at 2 a.m. Central Daylight Time on Sept. 10 in Geneva.

Texas Tech has supplied the calorimeters for this project, said Nural Akchurin, chairman of the Department of Physics and a calorimeter projector manager at the European Organization for Nuclear Research, known as CERN. About 3,000 international researchers are involved in the project.

The calorimeters will serve as the catchers' mitts that researchers hope will capture proof of a theoretical particle called a Higgs boson. It's responsible for giving mass to subatomic particles, which make up atoms and so-on until you have a pencil, a rock or a Chrysler.

"In the most vanilla version of the Higgs theory," he said, "You need some mechanism through which you give mass to electrons and protons. Finding that mechanism could close the loop in assigning known masses. If you have Higgs, you can explain everything – or nearly most things."

Simply put – but perhaps too simply – these scientists hope the \$8 billion Large Hadron Collider and Compact Muon Solenoid will prove the existence of matter's smallest building blocks when the switch gets flipped Oct. 21.

"This is much bigger than the atom bomb," Akchurin said. "If this project finds nothing but Higgs, that's huge. If this experiment finds nothing at all, I think that's equally as big



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because we'll have to rethink all these other theories. Whatever comes out of this will be interesting."

For more on Texas Tech University's research, visit the following Web address:
www.depts.ttu.edu/communications/news/stories/07-11-god-particle.php

"Particle Hunters: the CMS Experiment" - Download the video to your desktop. The file is in a compressed Zip format. Quicktime is required to view (211 MB).

CONTACT: Nural Akchurin, chairman of the Department of Physics, Texas Tech University, (806) 742-3767 or Nural.Akchurin@ttu.edu; Sung-Won Lee, assistant professor of physics, (806) 742-3730 or Sungwon.Lee@ttu.edu; Alan Sill, adjunct professor of physics and senior scientist at HPCC, (806) 790-7462 or Alan.Sill@ttu.edu; Igor Volobouev, assistant professor of physics, (806) 742-4752 or I.Volobouev@ttu.edu; Richard Wigmans, Bucy professor of physics, (806) 742-3779 or Richard.Wigmans@ttu.edu



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 8, 2008

CONTACT: Kaley Daniel, kaley.daniel@ttu.edu,
(806) 742-4880

Unplugged and Wireless at the Texas Tech Library

During the summer, the Texas Tech University Library completed a \$150,000 project to increase wireless Internet access throughout the building.

The project increased the building's nine wireless access points to 100 – providing more than 10 times the capacity for wireless Internet access.

The increased technology allows patrons to research the library's scholarly journals and databases, curl up with a good e-book, unplug between classes or plan late-night study groups anywhere in the building. Plus, the library is open until 2 a.m. Sunday through Thursday, and is open 24 hours during finals, making it the only building on campus with wireless access that is open late.

Justin Daniel, director of staff operations for Library Technology and Management Services, says that the increased demand for wireless access is evident as you walk through the library.

"Recent sales statistics from major computer manufacturers have shown that for the first time laptop sales have exceeded desktop computer purchases," he said. "We expanded the library's wireless capacity in anticipation of this increased number of mobile-computer users."

Library-wide wireless access is the first of many technological advances that will be announced throughout the academic year as part of an ongoing awareness campaign: "Forget what you think you know. Rediscover the Library."

CONTACT: Kaley Daniel, assistant director of Communications and Development, Texas Tech University Libraries, (806)742-4880 or kaley.daniel@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Sept. 8, 2008

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

Texas Tech Professors Host Open House Explaining International Search For Rosetta Stone of Physics

WHAT: Open House and Public Lecture

WHEN: 7 p.m. Tuesday (Sept. 9)

WHERE: Room 7 of the Science Building on the Texas Tech Campus

EVENT: A team of Texas Tech University physics researchers host an open house to celebrate starting up the world's largest particle collider on Sept. 10 and test the particle beam deep beneath the Swiss Alps.

The open house, which will explain one of the largest experiments ever undertaken by man, begins at 7 p.m. Sept. 9 in room 7 of the Science Building on the Texas Tech campus. The actual test run commences at 2 a.m. Central Daylight Time on Sept. 10 in Geneva.

Texas Tech has supplied the calorimeters for this project, said Nural Akchurin, chairman of the Department of Physics and a calorimeter projector manager at the European Organization for Nuclear Research, known as CERN. About 3,000 international researchers are involved in the project.

The event is free and open to the public. B-roll is available.

CONTACT: Nural Akchurin, chairman of the Department of Physics, Texas Tech University, (806) 742-3767 or nural.akchurin@ttu.edu; Sung-Won Lee, assistant professor of physics, (806) 742-3730 or sungwon.lee@ttu.edu; Alan Sill, adjunct professor of physics and senior scientist at HPCC, (806) 790-7462 or alan.sill@ttu.edu; Igor Volobouev, assistant professor of physics, (806) 742-4752 or I.Volobouev@ttu.edu; Richard Wigmans, Bucy professor of physics, (806) 742-3779 or richard.wigmans@ttu.edu



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 8, 2008

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

Texas Tech Professors Available to Explain International Search For Rosetta Stone of Physics

Researchers hope to solve some of the universe's most mind-blowing riddles.

A team of Texas Tech University physics researchers involved with the CERN experiment is available to speak to the media as scientists prepare to test the particle beam of the world's largest particle collider deep beneath the Swiss Alps.

The actual test of the particle beam commences at 2 a.m. Central Daylight Time on Wednesday (Sept. 10) in Geneva.

Texas Tech has supplied the calorimeters for this project, said Nural Akchurin, chairman of the Department of Physics and a calorimeter projector manager at the European Organization for Nuclear Research, known as CERN. About 3,000 international researchers are involved in the project.

They will serve as the catchers' mitts that they hope will capture proof of a theoretical particle called a Higgs boson. It's responsible for giving mass to subatomic particles, which make up atoms and so-on until you have a pencil, a rock or a Chrysler.

"In the most vanilla version of the Higgs theory," he said, "You need some mechanism through which you give mass to electrons and protons. Finding that mechanism could close the loop in assigning known masses. If you have Higgs, you can explain everything – or nearly most things."

Simply put – but perhaps too simply – these scientists hope the \$8 billion Large Hadron Collider and Compact Muon Solenoid will prove the existence of matter's smallest building blocks when the switch gets flipped.

"This is much bigger than the atom bomb," Akchurin said. "If this project finds nothing but Higgs, that's huge. If this experiment finds nothing at all, I think that's equally as big a deal because we'll have to rethink all these other theories. Whatever comes out of this will be interesting."



TEXAS TECH UNIVERSITY

Akchurin said the actual experiment, where two particle beams are shot at each other and the collisions are monitored, is scheduled for Oct. 21.

For more on Texas Tech University's research, visit the following Web address:
www.depts.ttu.edu/communications/news/stories/07-11-god-particle.php

CONTACT: Nural Akchurin, chairman of the Department of Physics, Texas Tech University, (806) 742-3767 or nural.akchurin@ttu.edu; Sung-Won Lee, assistant professor of physics, (806) 742-3730 or sungwon.lee@ttu.edu; Alan Sill, adjunct professor of physics and senior scientist at HPCC, (806) 790-7462 or alan.sill@ttu.edu; Igor Volobouev, assistant professor of physics, (806) 742-4752 or I.Volobouev@ttu.edu; Richard Wigmans, Bucy professor of physics, (806) 742-3779 or richard.wigmans@ttu.edu



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 8, 2008

CONTACT: Norman Martin, norman.martin@ttu.edu
(806) 742-4108

Study Measures Food Safety Examples in Popular Cooking Shows

Finger-licking cooking is one thing, but finger-licking cooks?

A new Texas Tech University study on food safety measures found that some Food Network stars may inadvertently be teaching the wrong lessons during their popular shows.

Last year researchers sat down to analyze food-safety practices used on the Food Networks' heavy hitters – 30 Minute Meals with Rachael Ray, The Essence of Emeril, Everyday Italian, Paula's Home Cooking and Semi Homemade Cooking with Sandra Lee.

The results weren't exactly savory: 118 positive food-safety measures and 460 poor food handling incidents. Among the most noticeable bad behaviors were not washing fruits, vegetables and herbs properly, as well as a lack of hand washing in general.

Researchers analyzed 49 shows airing over a two-week period and used 17 different coded categories: six positive and 11 negative. Positive categories included hand washing, cleaning equipment, washing fruits and vegetables, adequate refrigeration, use of a thermometer or other positives.

Negative behaviors include food from unsafe sources, failure to use a thermometer, use of food from the floor, failure to refrigerate perishables, failure to wash fruits or vegetables, inadequately washing equipment, sampling food or licking fingers, cross-contamination of ready-to-eat or raw foods, touching the face and failing to wash hands.

"These are important behaviors because if they're not followed you can become ill," said Mindy Brashears, associate professor and director of Texas Tech's International Center for Food Industry Excellence. "Many food-borne illnesses can be prevented by proper food handling, and that's why it's important these popular stars follow good safety practices."

The Food Network is distributed to more than 85 million households in the United States and is considered the giant in food programming, ranked number one out of 50 cable channels.

CONTACT: Erica Irlbeck, instructor, Department of Agricultural Education and Communications, Texas Tech University, (806) 742-2816 or erica.irlbeck@ttu.edu



Advisory

FOR IMMEDIATE RELEASE

DATE: Sept. 8, 2008

CONTACT: Sarah Whetstone, sarah.whetstone@ttu.edu
(806) 742-2136 ext. 226

**Customer Service Connoisseur and Author Begins Chief Executives' Roundtable
Lectureship Series**

WHAT: Rawls College of Business Chief Executives' Roundtable (CER) luncheon with guest speaker Jack Mitchell, Chief Executive Officer, Mitchell/Richards and author of "Hug Your Customers" and "HUG YOUR PEOPLE: The Proven Way to Hire, Inspire, and Recognize Your Employees and Achieve Remarkable Results."

TIME: 11:30 a.m., Wednesday (Sept.10)

WHERE: The Lubbock Club, 1500 Broadway, Suite 1210 (Tope of the Wells Fargo Building)

EVENT: The Rawls College of Business will kick off their 2008-2009 lectureship series with Jack Mitchell, CEO of Mitchell/Richards. Mitchell, whose company operates men's and women's specialty stores in Connecticut and New York has been recognized as one of the top ten retail visionaries by Daily News Record. Mitchell's stores are nationally renowned for delivering excellent service and developing strong relationships.

Mitchell's first publication, "Hug Your Customers," a *Wall Street Journal* bestseller and his latest, "HUG YOUR PEOPLE: The Proven Way to Hire, Inspire, and Recognize Your Employees and Achieve Remarkable Results," will be available for purchase and signing at the event.

CONTACT: Susan Brown, alumni relations manager, Rawls College of Business, (806) 742-1571, or susan.brown@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 9, 2008

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

Veteran Actor Performs during Texas Tech's Hispanic Heritage Month

Pepe Serna will feature his One-Man Show on the Texas Tech campus at 7 p.m. Sept. 18 in the Human Sciences Building room 169. The performance, sponsored by the Office of Institutional Diversity and the Cross Cultural Academic Advancement Center, is free and open to the public.

A "Community Conversation with Pepe Serna" is set for 7 p.m. Sept. 17 at the Louise H. Underwood Center, 511 Ave. K. The event is an opportunity for the community to meet and talk with Serna.

Serna's show takes the audience on a journey dating back to the pre-Columbian era and moves forward into the present and future through his cultural exploration of the Chicano experience. Serna's one-man show is billed as an eye-opening experience that will engage the audience and encourage them to celebrate their own unique cultures.

Serna has appeared in more than 100 feature films and 300 television shows. He has also lent his vocal talents to the Fox series "The PJ's," which was created by Eddie Murray and he starred in "Kingpin" on NBC. Serna is best known for his performances in several motion pictures, most notably "Scarface" with Al Pacino. Other films for which Serna is best known include "The Rookie" with Clint Eastwood; "American Me" with Edward James Olmos; "Silverado" with Kevin Costner; and the science fiction classic "Buckaroo Banzi."

After many years in front of the cameras, Serna has taken his talents behind the scenes as an associate producer for the widely acclaimed independent film "Luminarias." He is also an artist whose paintings reflect the vibrant and tropical colors of Mexico. His work hangs in galleries throughout the Southwest. He was recently commissioned by the Los Angeles Annenberg Metropolitan Project and the Mark Taper Foundation to paint an inspirational canvas on the subject of reading. It was turned into a poster and given to students in the Los Angeles Unified School District.

For more information please call the Cross Cultural Center at (806) 742-8681 or go to www.depts.ttu.edu/diversity.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 9, 2008

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

Students Honored During August 2008 Commencement

[Editor's note: A person from your area was honored during this event]

Texas Tech alumnus Clay Sell, who serves as senior vice president for the Hunt Oil Co., spoke at Texas Tech University's commencement ceremonies Saturday (Aug. 9).

More than 1,253 undergraduate and graduate students received diplomas during the 9 a.m. ceremony at the United Spirit Arena, 1701 Indiana Ave. in Lubbock.

Sell served as the deputy secretary for the U.S. Department of Energy and played a key role in enacting the Bush Administration's landmark energy legislation in 2005 and 2007.

The ceremony included students from the Colleges of Architecture, Arts and Sciences, Engineering, Visual and Performing Arts, Agricultural Sciences and Natural Resources, Education, Human Sciences, Mass Communications, the Jerry S. Rawls College of Business Administration and the Honors College.

Outstanding students carried banners representing their respective colleges. Administrators selected the banner bearers based on all-around achievement.

The banner bearers were: Sarah Elizabeth Dierschke, a food science major for Wall, College of Agricultural Sciences and Natural Resources; Kristin Nicole Slavin, an architecture major from Austin, College of Architecture; Martha Elizabeth Penturf, a political science and Spanish double major from Lawrence, Kans., College of Arts and Sciences; Tom E. Sweatt, an energy commerce major from Midland, Jerry S. Rawls College of Business; Tracie Louise Sparks, multidisciplinary studies major from Lubbock, College of Education; Jeremiah Edward Mangold, an environmental engineering major from El Paso, College of Engineering; Matthew Wisnewski, a general business major from Plano, Honors College; Megan Maurine Smith, a nutritional sciences major from Amarillo, College of Human Sciences; Jacqueline Marie Hill, an advertising major from Houston, College of Mass Communications; and Kimberly Cypert, a studio art major from Sugar Land, College of Visual and Performing Arts.

Catherine Polydore Roseau, Dominica, was selected to carry the banner for the Graduate School.

Also recognized during commencement exercises were bachelor's degree candidates with the highest grade-point averages in their respective colleges.

Highest ranking August graduates for each college are:

- College of Agricultural Sciences and Natural Resources and Honors College: Jordanna Leigh Copeland, an animal science major from Sterling City
- College of Architecture: Kristin Nicole Slavin, an architecture major from Austin
- College of Arts and Sciences: Melanie Ann Whiting, an English major from Lubbock
- Jerry S. Rawls College of Business Administration: Tiffany V. Hernandez, a management major from O'Donnell, and Sweatt of Midland
- College of Education: Tracie Louise Sparks, a multidisciplinary studies major from Lubbock
- College of Engineering: Jeremiah Edward Mangold, an environmental engineering major from El Paso
- College of Human Sciences: Kirby Don Jacobson, a personal financial planning major from Bedford, and Smith of Amarillo
- College of Mass Communications: Humberto Martinez, a photocommunications major from Houston
- College of Visual and Performing Arts: Lauren Sue Boldon, a studio art major from Houston



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 10, 2008

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

New Director Named to Head Texas Tech University Press

Robert Mandel became director of the Texas Tech University Press Sept. 1, bringing more than 20 years experience in book publishing to the position.

"After an exhaustive search, we chose an experienced director who has captured the essence of every region he's worked in," said Jim Brink, Texas Tech associate vice provost for the heritage consortium. "Dr. Mandel will bring an intellectual curiosity about our region and a proven track record of encouraging donor support for books that tell our story. He will also continue our well-established traditions of titles on the Vietnam conflict and poetry."

Mandel comes to Texas Tech from University of Alaska Press, where he was director. He succeeds Noel Parsons, who retired Aug. 31.

"Texas Tech University Press is a publishing house on the verge of breaking through on the national and international level," Mandel said. "Noel has done a wonderful job upgrading the quality of Texas Tech Press books and positioning the press as a viable competitor in the field. There are publishing professionals here and I am privileged to join such an experienced group."

Mandel began his publishing career in 1978 as assistant editor for business and economics at Praeger Publishers in New York City and has worked at Indiana University Press, Wayne State University Press and in 1990 established his own regional publishing company, A&M Publishing. He also has served as chief operating officer and executive vice president for Hodges & Irvine, a niche publisher for the hotel and hospitality industry; director of Syracuse University Press and the University of Wisconsin Press, where he built strong book lists drawing on the academic strengths of the universities and of the regions. He accepted the University of Alaska Press directorship in 2006.

"As a director, I have always believed that a press should represent the strengths, actual and perceived, of the university and the region it represents," Mandel said. "I want Texas Tech University Press to publish books and journals that represent the best areas of scholarship and traditions of Texas Tech as well as the State of Texas, the High Plains in particular."

Mandel will first sit down with the press staff and editorial board to develop a five-year strategic plan.

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“I want the press to compete aggressively for manuscripts with other Texas presses as well as those in the southwest,” he said. “We will actively seek out the best scholars and writers at Texas Tech and elsewhere.”

Mandel says he wants to form a Friends of the Texas Tech Press support group to help raise public awareness of press publications and to aid in fund raising. He also will host a series of brown bag lunches around campus to raise awareness of the press.

Texas Tech University Press, in business since 1971, publishes nonfiction titles in the areas of natural history and the natural sciences; eighteenth-century and Joseph Conrad studies; studies of modern Southeast Asia, particularly the Vietnam War; costume and textile history; and all aspects of the Great Plains and the American West, especially biography, history, memoir and travel. In addition, the press publishes one invited poetry manuscript annually and occasionally a regional novel with national appeal.

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CONTACT: Barbara Brannon, marketing manager, Texas Tech University Press, (806) 742-2982 or via e-mail at barbara.brannon@ttu.edu.



News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 12, 2008

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

Interim Dean Named for College of Arts and Sciences

Lawrence Schovanec has been named interim dean of the Texas Tech University College of Arts and Sciences effective immediately.

The announcement came today (Sept. 12) from Jane Winer, interim provost. Schovanec, who is chairperson of the Department of Mathematics and Statistics, will fill-in for Winer as Arts and Sciences dean while Winer serves as interim provost.

"Dr. Schovanec is an excellent department chair of a large and complex department," said Winer. "Lawrence's experience will serve him well as interim dean. He is well respected by those throughout the college. He received numerous nominations for interim dean from a wide range of disciplines."

Schovanec joined the Texas Tech faculty in 1982 and has served as department chair since 1999.

"It's a privilege to serve Texas Tech University and work with my colleagues in this capacity," said Schovanec.

Schovanec earned his doctorate in mathematics from Indiana University, his master's degree from Texas A&M University and his bachelor's of science degree from Phillips University. He has received the President's Excellence in Teaching Award and is a member of the Texas Tech Teaching Academy. He has published widely in academic journals and has spoken at numerous professional conferences. His research interests are in the fields of biomechanical and physiological control systems and solid mechanics. He has received more than \$1.5 million in external funding for his research.



News Release

EMBARGOED UNTIL 11:59 P.M. FRIDAY, SEPT. 12

DATE: Sept. 12, 2008

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

Major Gift Boosts Texas Tech Stadium Expansion Initiative

PlainsCapital Bank leads the way with a major contribution to the Jones AT&T Stadium east side expansion initiative.

Texas Tech University System Chancellor Kent Hance announced tonight (Sept. 12) that the Dallas-based corporation has donated \$1 million toward the stadium expansion project. The announcement was made during an invitation-only dinner held at the stadium for major university contributors to the expansion project.

"PlainsCapital is an outstanding partner and friend to Texas Tech," said Hance. "The stadium is a major priority for us and we appreciate PlainsCapital's leadership and generous financial support in our efforts to complete the funding for this project. I hope that more donors will step up in the near future to help us reach our goal."

The stadium expansion fund-raising effort was announced on Aug. 7. With this gift, more than \$20 million of the needed \$25 million in donations has been generated. Efforts are underway to raise the remaining \$5 million in needed funding over the next three months so that construction can begin immediately following the close of the current season.

The design of the new east-side structure will compliment the Spanish Renaissance style of the stadium's west side. With the addition of more than 500 club seats and more than 20 new suites, capacity at Jones AT&T Stadium should grow by about 1,000 seats. The facility is expected to open for the 2010 season.

For more information about the Jones AT&T Stadium Expansion, contact Andrea Long Tirey, Texas Tech director of athletic development (806) 742-1785 ext. 231 or andrea.long@ttu.edu.

Suites and club seats are available by contacting Steve Uryasz or Amy McBride at the Red Raider Club at (806) 742-1196.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 15, 2008

CONTACT: Kelly Kleinsteuber, kelly.kleinsteuber@ttu.edu
(806) 742-2136

KOHM Presents “From the Top” at Texas Tech University

NPR’s hit show, “From the Top,” will tape a radio broadcast at the Allen Theatre in Texas Tech University’s Student Union Building at 7 p.m. Sept. 16. The event is presented by KOHM-FM.

“From the Top” is a non-profit broadcast series featuring the nation’s top young classical musicians. This special concert will feature performances from both local talent and musicians from across the country. Grace Cheon, a 13-year-old pianist from Lubbock, will perform the second movement of Prokofiev’s Sonata No. 2 in D minor, Op. 14 and Tristan Plaut, a 17-year-old flutist from Wolfforth, will play the third movement of Burton’s Sonatina. They will be joined by 14-year-old violinist Kenneth Renshaw, 9-year-old guitarist Roberto Granados, and 17-year-old cellist Gemma Nam.

“KOHM’s mission is to share classical music with the South Plains,” said Sherril Skibell, development director for KOHM-FM. “We’re incredibly excited to bring the nation’s best young classical musicians to Lubbock for the hit radio broadcast of ‘From the Top.’ We look at this recording and this concert as our gift to the community. We know they will enjoy this amazing collection of talented musicians playing some great music.”

Hosted by renowned concert pianist Christopher O’Riley, “From the Top” visits different communities to tape radio broadcasts and conducts education outreach programs that encourage people to engage in music and the arts. The Lubbock taping will highlight the performers’ musicianship in addition to their lives outside of music.

Tickets for this event are available through Select-A-Seat at (806) 770-2000.

CONTACT: Sherril Skibell, development director, KOHM-FM, South Plains Public Radio, (806) 742-3100, sherril.skibell@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 15, 2008

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

Texas Tech Psychology Chairman to Address Military Suicide For Committee on Veterans' Affairs

David Rudd, chairman of the Department of Psychology at Texas Tech University, will testify to the House Committee on Veterans' Affairs during a hearing titled "Oversight Hearing on the Department of Veterans Affairs Suicide Prevention Hotline."

The meeting will start at 11 a.m. Tuesday (Sept. 16) in room 340 of the Cannon House Office Building in Washington, D.C. The hearing comes after an April 21 news report on the CBS Evening News called "VA Hid Suicide Risk, Internal Emails Show."

The committee will seek to examine the prevalence of veterans' suicides and the Department of Veterans Affairs' actions concerning those suicides. Rudd, a former Army psychologist, will testify to his findings on suicide in general as well as his experience and research into suicide among veterans and active members of the military.

"I've commented quite a bit on military suicides in terms of the wars in Iraq and Afghanistan," Rudd said. "There were some pretty significant increases, with suicides doubling and army suicide attempt rates increasing five-fold since the start of the Iraq War."

Rudd can discuss veteran and military suicides prior to the event by cell phone or e-mail. Access a live Webcast of the hearings by clicking on the left-hand button at <http://veterans.house.gov/news/PRArticle.aspx?NewsID=173>.

CONTACT: David Rudd, chairman, Department of Psychology, Texas Tech University, (806) 786-0680, or david.rudd@ttu.edu



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 15, 2008

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

Division of Outreach & Distance Education Officially a College

Officials at Texas Tech University recently announced the establishment of the College of Outreach & Distance Education. The new college will seek to offer more education options that reach more students than ever before.

Under the leadership of Dean Matt Baker, the existing Division of Off-Campus Sites (DOCS) and the Division of Outreach & Distance Education (ODE) have been brought together to form the new college. Baker said he is looking forward to what lies ahead.

"The most exciting thing is that we now have the ability to increase students' access to Texas Tech's world-class educational opportunities, no matter where those students reside," Baker said. "Our programs are available to students in K-12 all the way to doctoral students and even lifelong learners."

The new college will enable Texas Tech University to plan, implement, administer and assess distance and off-campus programs more efficiently and effectively. The college will aid the university in reaching its goal of 40,000 students by the year 2020.

Texas Tech University currently offers more than 30 off-campus programs.

At present, ODE offers K-12 and college distance learning, which includes an accredited K-12 diploma-granting program — Texas Tech University Independent School District (TTUISD). The K-12 program is one of the largest of its kind in the U.S. ODE offers non-credit community outreach programs for K-12 students and adults, academic outreach programs for professionals in the form of short courses, certificate programs and conferences. It also hosts an Osher Lifelong Learning Institute (OLLI).

DOCS currently coordinates credit and non-credit programs offered through Texas Tech University at Abilene, Amarillo, El Paso, Fredericksburg, Highland Lakes and Junction.

Texas Tech has been recognized by the Carnegie Foundation for the Advancement of Teaching as being both a "Community-Engaged" university and a "Doctoral-Research-Extensive" university. As the largest comprehensive university in the western two-thirds of the state, with a land mass larger than 46 of the 50 states in the U.S., this region is underserved in terms of geographic access to higher education academic and outreach programs.

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“As an engaged university, we have an obligation to provide transformational leadership in economic development,” Baker said, “And economic development is possible only by having a highly educated workforce.”

Baker said goals for the new college include offering a larger array of undergraduate and graduate degree programs, continuing education programs designed to improve the quality of life of participants and continuing education that will retool a workforce that is in constant transition.

In 2009, TTUISD is poised to launch a Virtual High School where students will be assigned avatars that allow them to interact with other students and instructors in a learning community designed by faculty, staff and students at Texas Tech.

CONTACT: Michele Moskos, marketing director, College of Outreach and Distance Education, (806)742-7202 ext. 276 or michele.moskos@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 16, 2008

CONTACT: Marsha Pfluger, marsha.pfluger@ttu.edu
(806) 742-2498

31st Annual Golden Spur Award Honors Bob Moorhouse

[EDITOR'S NOTE: For a picture of Moorhouse and more information on previous Golden Spur winners go to www.depts.ttu.edu/ranchhc/Golden_Spur_2008.htm]

The true West will be celebrated Oct. 4 during the 31st annual National Golden Spur Award Dinner, this year recognizing the achievements of Bob Moorhouse of Seymour. The honor will be bestowed in recognition of his contributions to the livestock and ranching industries over much of his life.

An outstanding horseman, Moorhouse is widely known for his interest in the Old West and for preserving ranching's traditions while he served as the sixth vice president and general manager of the Pitchfork Land & Cattle Co. in Guthrie.

The award will be presented to Moorhouse by another horseman, Buster Welch of Rotan. The Golden Spur Award Dinner begins at 6 p.m. with a reception and silent auction at the Lubbock Memorial Civic Center, 1501 Mac Davis Lane (formerly Sixth Street) in Lubbock. Tickets available from the Ranching Heritage Association are \$50 each, with reserved tables for six priced at \$650 and tables for eight \$1,000. Call Tim Bynum at (806) 742-0498 to make reservations.

This award, the only national one of its kind, recognizes outstanding contributions to the ranching and livestock industry. Besides bringing prestige to an individual, the award spotlights the humanistic and scientific contributions of the livestock and ranching industries to society.

Moorhouse was nominated for the Golden Spur Award by the American Quarter Horse Association.

"I guess everybody knows I'm enthusiastic about cowboys and the cowboy heritage," Moorhouse said. "Cowboys have pride. It's a tough life. It's got to be in your blood."

Among the ways Moorhouse has brought distinction to the American cowboy, and particularly to the Pitchfork Ranch, is through his photography. Following in the long shadows of early great Western photographers such as Erwin E. Smith and Ray Rector, Moorhouse has made people throughout the world aware of the real face of American ranching.

Stories about him and his horsemanship, ranching acumen and photography have been printed in

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such publications as The Cattleman, Western Horseman, The American Quarter Horse Journal, American Cowboy, The Horse in Art, the Texas Techsan and more. His photographs have appeared on numerous magazine covers and in exhibitions. "Hoofbeats on the Pitchfork Ranch," produced by the AQHA, traveled throughout the United States and Europe.

Among his published works is the book "Pitchfork Country: The Photography of Bob Moorhouse" authored by Jim Pfluger and published by the National Ranching Heritage Center. The book showcases the beautiful, almost mystical photos taken by this highly respected horseman/photographer.

Even though he enjoys photography, the horse is Moorhouse's passion. He has won two National Ranch Working Horse Championships and one Reserve Championship in Abilene on his horse "Tex."

A 1972 graduate of the College of Agricultural Sciences and Natural Resources at Texas Tech, Moorhouse is retired from the Pitchfork but remains on the ranch's board. He is also a director of the Texas and Southwestern Cattle Raisers, American Quarter Horse Association, the Working Ranch Cowboys Association, the Ranching Heritage Association's National Advisory Board and the Ranch Horse of America Association.

In January 2002, Moorhouse was inducted into the Texas Cowboy Hall of Fame in Fort Worth, and he has also been presented with a bronze star on the Texas Trail of Fame. He is a Distinguished Alumnus of the Texas Tech College of Agricultural Sciences and Natural Resources. After retiring from the Pitchfork in 2007, he has been a representative for Carhartt.

Bob and his wife, Linda, are the parents of two grown daughters, Keri Ann Moorhouse and Amy Moorhouse Lee.

Each year, the National Golden Spur Award recognizes the lifetime achievements of one of the nation's top ranchers. The idea for such a national award originated in 1974. Members of the Ranching Heritage Association, the support organization for the National Ranching Heritage Center, saw the need for an award to recognize and honor persons who have brought distinction to and made significant contributions of national importance to the livestock and ranching industries.

In 1977, the RHA approached several national livestock organizations to solicit their interest in the new award, which was first presented in 1978. Current sponsors are the American Paint Horse Association, American Quarter Horse Association, National Cattlemen's Foundation, Ranching Heritage Association, Texas Cattle Feeders Association, Texas CattleWomen, Texas and Southwestern Cattle Raisers Association, and the newest sponsor Texas Farm Bureau.

Award recipients are selected by a committee representing each of the sponsoring organizations. Nominations are submitted annually by the sponsoring organizations. National Golden Spur Award recipients have included individuals from across the United States and represent virtually every aspect of the livestock and agribusiness industry.



Cutlines:

Bob Moorhouse

Photo Credit:

Wyman Meinzer

Sidebar suggestion:

Golden Spur Recipients

- 1978 Albert Mitchell, Cimarron, New Mexico
- 1979 Jay Littleton Taylor, Amarillo, Texas
- 1980 Fred H. Dressler, Gardenville, Nevada
- 1981 Watt Reynolds Matthews, Albany, Texas
- 1982 J. Ernest Browning, Willcox, Arizona
- 1983 John B. Armstrong, Kingsville, Texas
- 1984 Foy Proctor, Midland, Texas
- 1985 Marie Tyler, Bismarck, North Dakota
- 1986 W.D. "Bill" Farr, Greeley, Colorado
- 1987 Walter L. Pfluger, San Angelo, Texas
- 1988 O.J. "Jim" Barron Jr., Lubbock, Texas
- 1989 Hilmar G. Moore, Richmond, Texas
- 1990 Jo Ann Smith, Micanopy, Florida
- 1991 Clarence Scharbauer Jr., Midland, Texas
- 1992 Linda Mitchell Davis, Cimarron, New Mexico
- 1993 John S. Cargile, San Angelo, Texas
- 1994 Kenneth Monfort, Greeley, Colorado
- 1995 A.L. Black, Friona, Texas
- 1996 William J. "Dub" Waldrip, Lubbock, Texas
- 1997 Gov. Dolph Briscoe Jr., Uvalde, Texas
- 1998 Robert D. Josserand, Hereford Texas
- 1999 R.A. "Rob" Brown, Throckmorton, Texas
- 2000 John Lacey, Paso Robles, Calif.
- 2001 Anne W. Marion, Fort Worth, Texas
- 2002 James L. Powell, Fort McKavett, Texas
- 2003 Rebecca Tyler Lockhart, Ryan, Okla.
- 2004 Donald Butler, Tucson, Ariz.
- 2005 John L. "Chip" Merrill, Crowley, Texas
- 2006 Helen Kleberg Groves, Baird, Texas
- 2007 Jay O'Brien, Amarillo, Texas
- 2008 Bob Moorhouse, Seymour, Texas

At a Glance:

Oct. 4 Events

Annual Members and Board of Directors Meetings

9 a.m.-noon, Rich Anderson Room

National Advisory Board Meeting

1:30-3:30 p.m., Bridwell Board Room

Golden Spur Lunch

Noon -1:15 p.m., Pitchfork Pavilion

Tickets required (\$15 each)

31st Annual Golden Spur Award Dinner

6 p.m., Lubbock Memorial Civic Center

Tickets required (*see prices in article*)

**To purchase tickets to the lunch and/or dinner,
contact Tim Bynum at tim.bynum@ttu.edu
or (806) 742-2498; or make reservations online at
www.nrhc.com/golden_spur_2008.htm
Ticket reservation deadline is Sept. 30.**



TEXAS TECH UNIVERSITY SYSTEM

News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 16, 2008

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

Texas Tech Announces Joint Research Initiative Grant Recipients

A research project to develop a way to better control lethal parasites and another to develop a new frontier in image-guided medicine have been awarded funding from Texas Tech University Health Sciences Center and Texas Tech University.

One project received \$209,948 to look at improving computer imaging in diagnosis and surgery among other areas. The second project received \$290,052 to develop novel ways to control two specific types of parasites.

The two projects demonstrate the collaborative efforts of research between the two universities. This is the third year for the joint initiative grant program, which is designed to provide incentive for scientists at both universities to work together on research projects.

The initiative grew out of discussions between the Texas Tech University System Board of Regents and university administrators on how to increase research, a priority for the presidents of both institutions.

"The Research Collaboration Grant program continues to encourage multidisciplinary projects between the health sciences center and the university which furthers our system-wide goal of advancing research efforts on all our campuses," said Kent Hance, chancellor of the Texas Tech University System. "We are excited to see new areas of academic collaboration being developed between the two universities.

Proposals for the grants were judged by a panel of external experts and funds awarded based on the projects' likelihood of generating major extramural funding from sources such as the National Institutes of Health.

Thomas Warren in the Health Sciences Center Department of Surgery and Hamed Sari-Sarraf in Texas Tech's Department of Electrical and Computer Engineering are developing novel methodologies that learn and incorporate the end user's knowledge of the problem domain in order to customize the behavior of his/her computer vision solution and improve its efficacy. Image-guided medicine will be one application area that will be used to test these methods.

Kai Zhang, in Texas Tech's Department of Biological Sciences, and Afzal Siddiqui, in the HSC's Department of Microbiology and Immunology, are working on ways to inhibit protozoan and parasite infection based on novel combinations of lipids that synergistically act against growth and disease progression. The findings will facilitate the development of new selective drugs to control parasitic infections.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 16, 2008

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

Texas Tech Provost Search Committee Named

Texas Tech University President Guy Bailey today (Sept. 16) appointed an 11-member search committee to assist in finding the next provost for Texas Tech University.

The committee includes representation from Texas Tech's faculty, student body, staff and the community.

The provost is the chief academic officer of the university overseeing all educational components and activities, including research and academic personnel.

"The provost position is extremely important to any university," Bailey said. "Finding the right candidate for this position is vital to Texas Tech's continued success. We have assembled an excellent group to assist in the search and I look forward to working with the committee."

The search committee will be chaired by Michael Shonrock, vice president for student affairs and enrollment management.

Committee members are:

Mindy Brashears, associate professor, Department of Animal and Food Sciences

Hansel Burley, associate professor, College of Education

Jay Conover, Horn Professor, Rawls College of Business

Linda Donahue, associate professor, School of Theatre and Dance

Mark Griffin, member, Texas Tech University System Board of Regents

Ron Nail, president, Staff Senate

Nancy Neal, community representative

Sandy River, president, Faculty Senate

Brian Shannon, professor, School of Law

Kelli Stumbo, student regent, Texas Tech University System Board of Regents

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: September 16, 2008

CONTACT: Jessica Benham, jessica.benham@ttu.edu
(806) 742-2136

Texas Tech's Knight Raiders Add Prestigious New Member

The Knight Raiders chess team has added International Chess Master (IM) Gergely Antal of Hungary to its team. Antal is the highest-rated player in team history.

Antal, an economics major and one of about 2,800 IMs in the world, will push the Knight Raiders' ranking into the top 10 nationally for the first time.

Players must collect a certain number of rating points, and achieve three IM norms by competing against very strong players. There are approximately 100,000 rated chess players, placing him in the top 4 percent in the world.

Paul Truong, director of marketing at Susan Polgar's Institute for Chess Excellence (SPICE), said that Antal is a team player who can help his teammates with his tremendous skills and talent.

"He is currently our top player," Truong said. "He can help us in national competitions by making our team substantially stronger."

Antal played chess professionally for a year before beginning his studies at the University of Economics in Hungary. He came very close to achieving the title of Grandmaster (GM), chess' highest ranking, but could not quite reach it, so he decided to continue his education.

"I always wanted to study abroad, especially in the U.S., to learn the language, and see some places," he said. "I got a scholarship for playing chess here so that was an important reason (for choosing Texas Tech)."

Antal said that everyone in his family has a degree, and that also influenced his decision to go to college.

"My goals are the same as other students," he said. "I would like to get a degree, work on my English, travel around Texas and the country, and help my chess team. And, if it's possible, I would like to get the GM title."

Antal also has become involved with SPICE. Susan Polgar, the institute's founder, gives him a taste of home since she is also from Hungary.

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“I enjoy just being with other chess players,” he said. “I grew up among them. And it’s also a great thing to train with Susan. And, she is also from Hungary, so sometimes it’s just good to speak my native language.”

Truong said that Antal can help SPICE with their many outreach programs, including its effort to reach out to young people locally and help them to do better in school and in life through chess.

“He is a good student first, and a strong chess player second,” Truong said. “He is also a very well-rounded individual. He represents exactly what we are aiming for.”

CONTACT: Gergely Antal, member, Knight Raiders, Texas Tech University, gergely.antal@ttu.edu. Paul Truong, director of marketing, SPICE, Texas Tech University, (806) 742-7742, or paul.truong@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 17, 2008

CONTACT: Liz Inskip-Paulk, elizabeth.paulk@ttu.edu
(806) 742-2218

“Virtual Water” Being Used to Find “Real” Cost of Food and other Products

One of the most eminent and forward-thinking researchers on water resource uses, Tony Allan, of King’s College, London, will speak on the topic of “Virtual Water” – the “real” cost of food and other products in terms of water use.

His talk will start at 3 p.m., Sept. 26, at the International Cultural Center, 602 Indiana. A reception follows from 4-5 p.m.

“We are excited to have Dr. Allan accept our invitation to come to Texas Tech and talk about his work,” said A.C. Corrêa, director of the International Center of Arid and Semi-Arid Land Studies (ICASALS) at TTU and one of the co-sponsors of this event.

Ken Rainwater, professor and director of Texas Tech’s Water Resources Center and the other event sponsor added, “Allan’s work is having a direct impact on how water is viewed and will be integral to developing new methods to use water more efficiently in the future.”

Most people are aware of the shortage of water around the world. With the changing global climate, it is apparent that nearly every action of human beings has an impact on the world around us.

How much water, for example, does a morning cup of coffee use? According to Allan that cup of java actually uses 140 liters (nearly 37 gallons) of water in the growing, the production, the packaging and the shipping of the coffee. So in terms of water usage, a cup of coffee can be expensive. The average American uses around 6,800 liters (about 1,796 gallons) of “virtual water” every day in their daily routines.

Allan is credited as being the first person to put water cost into these terms of “virtual water” which has had a major effect on how water is being researched. What is the “virtual water” cost of the product? How can we make it lower? The title of the talk will be “Virtual Water: Capturing the Invisible is easier than communicating the Invisible.”

Allan’s presentation will be the ICASALS’ 2008 Holden Lecture. The William Curry and Frances Mayhugh Holden Lecture Series on Water and Life was implemented by Mrs. Holden with the inaugural lecture in September 1998. This series is named after two pioneers of research to honor their efforts and dedication. Texas Tech continues to

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recognize and appreciate the many contributions of Dr. and Mrs. Holden to the university and to the City of Lubbock.

CONTACT: Liz Inskip-Paulk, ICASALS, at (806) 742-2218 or cell (806) 790-0832, or elizabeth.paulk@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: September 17, 2008

CONTACT: Jessica Benham, jessica.benham@ttu.edu
(806) 742-2136

2008 Spice Cup to be Highest-Rated 10-Person International Round-Robin Event in U.S. History

WHAT: Opening ceremony for the 2008 Spice Cup International Invitational Tournament

WHEN: 1 p.m. Friday (Sept. 19)

WHERE: Texas Tech Student Union Building

EVENT: Texas Tech University's Susan Polgar Institute for Chess Excellence (SPICE) will boast one of the strongest teams of chess grandmasters in U.S. history for its 2008 Spice Cup International Invitational Tournament.

The average rating for the 10 players is more than 2605 according to the World Chess Federation (FIDE) ratings.

SPICE Cup is a Category 15 Tournament –making it the highest-rated 10-person International round-robin event in U.S. history. The tournament places the 10 internationally acclaimed players against each other through nine rounds of play in 10 days.

The SPICE Cup Invitational will be the main attraction of the annual SPICE Cup Festival. Other activities will include the 2008 Texas Women's Open Championship, SPICE Cup Grand Prix, SPICE Cup Scholastic and the SPICE Cup Pro-Am event.

CONTACT: Paul Truong, director of marketing, SPICE, Texas Tech University
(806) 742-7742, or paul.truong@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

EMBARGOED UNTIL SEPT. 19

DATE: Sept. 17, 2008

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

Texas Tech Partners with U.S. Department of State in Event To Help Protect Students Abroad

- WHAT:** Media availability prior to the Health, Safety, and Security Seminar, co-hosted by Texas Tech University and the U.S. Department of State's Overseas Security Advisory Council (OSAC).
- WHEN:** 7-9 p.m. (Sept. 18)
- WHERE:** Ranching Heritage Center, 3121 Fourth St.
- EVENT:** Texas Tech University and the U.S. Department of State's Overseas Security Advisory Council (OSAC) will co-host a Health, Safety, and Security Seminar Friday (Sept. 19) to help colleges and universities in Texas prepare students and faculty for their overseas experience.

Though the seminar is closed to the media, experts will be available on Thursday (Sept. 18) to discuss the importance of staying safe while studying abroad. Studying overseas can be a rewarding experience, but a crisis, such as a criminal or terrorist attack, natural disaster or health scare can terrify a student in a foreign country with an unfamiliar culture, said Texas Tech Vice Provost Tibor Nagy, who served twice as ambassador during his more than 20 years in Africa as a U.S. diplomat.

"As ambassador, my primary concern was the safety and security of U.S. citizens in my country of responsibility, and that remains my highest priority in sending our students abroad," Nagy said. "While an international experience is becoming essential for today's students who will work in a globalized world, vulnerabilities are also increasing and we need to be more predictive and proactive in countering them."

For media contacts with the Overseas Security Advisory Council, contact David Bates at (571) 345-2518 or BatesDE@state.gov.

CONTACT: Tibor Nagy, vice provost, Texas Tech University, (806) 742-3667 or tibor.nagy@ttu.edu.

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TEXAS TECH UNIVERSITY

News Release

EMBARGOED UNTIL SEPT. 18

DATE: Sept. 17, 2008

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

Impacts of Climate Change on Chicago Expected to Increase in Coming Decades

Risk of consequences depends on heat-trapping gas emissions.

Temperatures in the Windy City will continue increasing in the next 100 years, largely due to human emissions of heat-trapping gasses. However, the strength of that warming trend and the impact it brings depends on the amount of future emissions produced by the city and the world, according to a Texas Tech University atmospheric scientist.

The completion of the study will be announced at 10 a.m. Sept. 18 at a press conference held by Mayor Richard M. Daley at the Shedd Aquarium in Chicago.

Katharine Hayhoe, a research associate professor in the Department of Geosciences, co-led the team of more than 20 researchers together with Donald Wuebbles, professor of atmospheric sciences at the University of Illinois. Their analysis studied the potential impacts on Chicago's people, ecosystems, water resources and economy.

The team based the analysis on the latest global climate model simulations, but then used statistical techniques and long-term historical observed climate records to scale down the results and make them more specific to the Chicago region.

"The city asked us to quantify the impacts that could be avoided through reducing emissions, as well as to identify the impacts that are still likely to occur even if emissions are significantly reduced," Hayhoe said. "Because Chicago's future climate depends critically on future emissions of heat-trapping gasses, our work examined what might be expected under two very different climate scenarios."

In the higher emission scenario, Chicago and the rest of the world continue to depend on fossil fuels as their primary energy source. Carbon dioxide levels rise from their present-day levels of 385 parts per million (ppm) to almost 1000 by the end of the century, she said. Chicago summers would feel like Mobile, Ala., does today, with an average daytime summer heat index close to 105 degrees Fahrenheit.

The lower emission scenario focuses on sustainability and conservation. This limits atmospheric carbon dioxide levels to about 550 ppm by the end of the century. Under this scenario, the average heat index during Chicago summers would hover at about 90 degrees Fahrenheit, making Chicago feel more like Atlanta does today. This is still a

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dramatic change, but Hayhoe noted this lower scenario does not represent a lower boundary on possible futures.

It is probable that timely and aggressive action to reduce emissions during the next few decades could limit climate change to below that projected under the “lower” emissions scenario.

The city of Chicago, with a little less than 3 million residents, is the third largest city in the United States. It is responsible for more than 35 million metric tons of heat-trapping or “greenhouse” gases. Adding in the six surrounding counties in the Chicago area increases this to 100 million metric tons per year. This region accounts for nearly half the total emissions of the state of Illinois, with emissions greater than the state totals of more than 30 individual states.

Already, emissions of heat-trapping gasses have changed Chicago’s climate. The city’s temperatures have risen by 2.6 degrees Fahrenheit since 1980, 4 degrees in winter. In 15 of the last 20 years, meteorologists have seen above-average annual temperatures. Many of the defining characteristics of the city are being altered, including more frequent heat waves, warmer winters and a doubling in the amount of heavy rainfall events.

“Although some future changes are unavoidable because of past emissions, the worst of the projected changes do not have to happen if people act to reduce emissions now,” Hayhoe said. “Decisions made by individuals, cities, states, and nations are what will determine whether we follow a higher or lower emissions pathway into the future. Through reducing our energy use and preparing for future change, we can help protect our communities, economy and ecosystems.”

CONTACT: Katharine Hayhoe, associate professor in the Department of Geosciences at Texas Tech, (806) 742-0015, (806) 392-1900, or katharine.hayhoe@ttu.edu



News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 18, 2008

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

Texas Tech Names Recipients of Research Grant Competition

Two Texas Tech University scientists have received funding to enhance their research efforts.

Shan Bilimoria, in the Department of Biological Sciences, will receive \$294,998 to study new ways to fight boll weevils and aphids in cotton. Brian Nutter, in the Department of Electrical Engineering, will receive \$480,928 to devise an innovative way to model the human brain.

"Increasing our research capacity is vitally important to our university," said Guy Bailey, Texas Tech president. "Increasing research creates new knowledge and new solutions for the issues facing our state and our country."

The projects were selected from 22 applications submitted by Texas Tech researchers. Independent experts reviewed the proposals and made recommendations to Texas Tech's Office of the Vice President for Research.

"These research projects exemplify the excellent research going on at Texas Tech," Bailey said. "And this grant competition sends the message that research is important and we will find ways to support the efforts of our researchers."

The grant money comes from the Research Development Fund, which was created by the Texas Legislature to support research activities in higher education.

Bilimoria's project looks at novel, environmentally acceptable control methods for boll weevils and aphids. The pests do an estimated \$3.5 billion in damage annually to cotton crops in the United States. Bilimoria and his team are looking at what new insecticidal proteins can breed cotton plants to control boll weevils and aphids. The grant will allow that testing. Because boll weevil may not be reared on the Llano Estacado due to a state quarantine, the testing will be done at the Cotton Entomology Laboratory in Weslaco.

Nutter's team is looking at ways to improve magnetic resonance imaging (MRI) use to study the structural and functional characteristics of the human brain. With traditional MRI, it takes intensive computer work to see precise locations of some pathways in the brain. Nutter proposes to change the way data are used to model the brain. His work would have significant impact on the knowledge of normal aging and could improve diagnosis of neurodegenerative diseases and neurosurgery.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Sept. 18, 2008

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

Texas Tech Campus Making room for New Business Building Clearing the Way Ceremony Set for Saturday

WHAT: News conference and beginning of demolition of Thompson and Gaston Halls, the future site of the Jerry S. Rawls College of Business.

WHEN: 10:30 a.m. Saturday (Sept. 20)

WHERE: Thompson and Gaston Halls on Flint Avenue near Ninth Street, just west of Dan Law Baseball Field. Parking for the media and those attending the ceremony is in lot C4, due north of Gaston Hall. **Due to game-day parking restrictions, a special parking pass for this press conference will be delivered to media offices before Saturday.**

EVENT: This "Clearing the Way" ceremony and demolition of the two buildings is the beginning step in the construction of the Rawls College of Business building.

The new business building will serve as an anchor for the proposed north campus gateway that will be an entrance to the campus from the Marsha Sharp Freeway.

Demolition will begin immediately after the news conference.

CONTACT: Sally Logue Post, Office of Communications and Marketing,
(806) 742-2136 or sally.post@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 18, 2008

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

Texas Tech Researcher Available to Discuss Climate Change, Projections

A prominent climate researcher and professor at the Department of Geosciences at Texas Tech University can discuss how global climate change has impacted the environment as well as explain how differing emissions of heat-trapping gasses will shape future climate patterns for the coming century.

Katharine Hayhoe said that though global climate change is here and happening now, making immediate changes in the United States' current emissions can dramatically reduce the impacts we can expect down the road. By taking steps now to reduce emissions, the result will be much like the old adage, "an ounce of prevention is worth a pound of cure."

Most recently, Hayhoe co-led the team of more than 20 researchers which assessed the potential impacts of climate change on Chicago's people, ecosystems, water resources and economy. The study was released Thursday (Sept. 18) by Mayor Richard M. Daley.

Hayhoe served as a reviewer and contributor to the United Nations Intergovernmental Panel on Climate Change's massive international analysis of the impact of human activities on Earth's climate. The IPCC won a Nobel Peace Prize in 2007 together with former U.S. Vice President Al Gore.

Also, she has been invited by the Bush Administration to serve as a lead author on a national research assessment to evaluate climate change impacts on the United States.

CONTACT: Katharine Hayhoe, associate professor, Department of Geosciences, Texas Tech University, (806) 742-0015, (806) 392-1900, or katharine.hayhoe@ttu.edu



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Sept. 19, 2008

CONTACT: Jeff Sammons, jeff.sammons@ttu.edu
(806) 742-2136

Texas Tech Engineering Students to Receive Gift from General Motors

- WHAT:** General Motors will present a check to support Texas Tech's involvement in the EcoCAR: The NeXt Challenge
- WHEN:** 2 p.m. Friday (Sept. 19)
- WHERE:** Engineering Dean's Office, Suite 100, Engineering Center, NW corner of the Engineering Key
- EVENT:** A representative from General Motors will present \$10,000 to the Texas Tech EcoCAR Challenge team. Over the next three years, General Motors will donate \$50,000 and a new Saturn VUE.

The EcoCAR Challenge team from Texas Tech will compete with 17 universities across North America to re-engineer a Saturn VUE. The goal of the competition is to achieve improved fuel economy and reduced greenhouse gas emissions, while retaining the vehicle's performance and consumer appeal.

The 2008-09 EcoCAR Challenge will be Texas Tech's 21st year to compete in a vehicle-design competition with the Department of Energy.

CONTACT: Jeff Sammons, senior editor, College of Engineering, (806) 742-3451, or jeff.sammons@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: September 19, 2008

CONTACT: Jessica Benham, Jessica.benham@ttu.edu
(806) 742-2136

2008 Spice Cup Brings Together Highest-Rated Team of Chess Grandmasters in U.S. History

For chess players and fans, the 2008 Spice Cup International Invitational Tournament is the equivalent of the Super Bowl or Wimbledon.

The Spice Cup will be held at the Texas Tech Student Union building Sept. 19-28. The event is a Category 15 Tournament – making it the highest-rated 10-person International round-robin event to be held on U.S. soil.

Paul Truong, director of marketing at Susan Polgar's Institute for Chess Excellence (SPICE), said the event shows that both Texas Tech University and Lubbock are making their mark in the chess world.

"To be able to bring a historic event like this here after SPICE has been in existence for only around a year is phenomenal, especially when Lubbock was not known as a chess city," he said.

Truong said that about 30 million people from all over the world are expected to follow the SPICE Cup.

"In other parts of the globe, chess is much more popular and strong tournaments are organized all the time," he said. "However, very few prestigious events like this occur in the United States. It means that millions of eyes will be on Texas Tech and SPICE for a 10-day period during the SPICE Cup Festival."

The tournament, which places the 10 internationally acclaimed players against each other through nine rounds of play in 10 days, will give Texas Tech a lot more exposure nationwide and worldwide.

"There will be more people following the SPICE Cup than any Texas Tech football, basketball, baseball or soccer game this year," he said. "This can serve as a fantastic recruiting tool for Texas Tech. This kind of success is precisely why the university was awarded the highest honor of being named the 2008 Chess College of the Year and Lubbock the 2008 Chess City of the Year."

Truong said this year's tournament is three categories stronger than last year's, and all players are Grandmasters - the highest-ranking for a chess player.

He said SPICE was able to assemble such a strong team because of the reputation of founder Susan Polgar and her standing in the world chess community.

Players will be introduced to the media and public at the opening ceremony at 1 p.m. Friday (Sept. 19) at the Texas Tech Student Union Building.

CONTACT: Paul Truong, director of marketing, SPICE, Texas Tech University, (806) 742-2136, or paul.truong@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Sept. 19, 2008

CONTACT: Cory Chandler, cory.chandler@ttu.edu
(806) 742-2136

Texas Tech Announces Industry-Supported Chair to Boost Region's Agriculture

WHAT: Announcement of the Larry Combest Chair in Agricultural Competitiveness and introduction of its first recipient, award-winning agricultural economist Darren Hudson.

WHEN: 10 a.m. Monday (Sept. 22)

WHERE: International Cultural Center Hall of Nations

EVENT: Speakers, including former U.S. Congressman and House Agriculture Committee chairman Larry Combest, will help Texas Tech announce an industry-supported endowed chair to increase the competitiveness of High Plains agriculture.

Named in honor of Combest, the chair was established by donations from a number of prominent associations and businesses representing local growers and will provide data to help them flourish in an economy increasingly linked to international markets and guided by conservation-oriented policy.

CONTACT: Darren Hudson, Larry Combest Endowed Chair in Agricultural Competitiveness Professor, Department of Agricultural and Applied Economics, Texas Tech University, (806) 742-2821 or darren.hudson@ttu.edu



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 20, 2008

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

Clearing the Way Ceremony to Make Room for New Texas Tech Building Rawls College of Business Building to be gateway to campus.

The face of Texas Tech University's main campus will change once again, as space is made for the new Jerry S. Rawls College of Business Building. A "Clearing the Way" ceremony was held Saturday (Sept. 20) just west of Dan Law Baseball Field, as university officials prepared to begin demolition of Thompson and Gaston Halls.

The ceremony and demolition of the two buildings is the first step in the construction of the Rawls College of Business building. The new business administration building will serve as an anchor for a new North Campus Gateway that will be an entrance to the campus from the Marsha Sharp Freeway.

Thompson and Gaston Halls were completed in 1957. Both buildings were originally residence halls. Gaston Hall at one point had some married-student apartments attached to it. Thompson Hall became offices and student health services in the mid-1970s when the medical school was established.

Allen McInnes, dean of the Rawls College of Business, marked the historic day of new beginnings for Texas Tech.

"Because of the generous support of many of our friends and alumni, and the unparalleled commitment of matching funds from the university, we stand ready to clear the way for the new home of the Rawls College of Business," McInnes said. "It is with great pride that we take this first step in constructing our legacy at Texas Tech, a building worthy of the Jerry S. Rawls College of Business."

Demolition began immediately after the ceremony and is expected to be complete in spring 2009. The demolition includes asbestos abatement of the entire facility, utility tunnel abatement and demolition, and restoration of the site.

Alan White, co-chairman of the campaign and CEO of PlainsCapital Corp., said he was proud to help clear the way for the future home of the Rawls College of Business, and grateful to those who are integral to the building project.

"The labor and generosity of our campaign committee, advisory council, local donors, alumni and development team have partnered on this monumental project which is nearing

fruition,” White said. “The Rawls College of Business gave me the tools to become successful, and it has been my great honor to leave this legacy at Texas Tech University.”

The demolition will make way for the construction of a 140,000 square-foot LEED-certified building for the Rawls College of Business at the North Campus Gateway. The LEED (Leadership in Energy & Environmental Design) Green Building Rating System™ is a voluntary, consensus-based standard to support and certify successful green building design, construction and operations.

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CONTACT: Cathy Landtroop, development officer, Rawls College of Business, (806) 742-2183, or at cathy.landtroop@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Sept. 22, 2008

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

Texas Tech Engineering, Business to Receive Gift from ConocoPhillips

WHAT: ConocoPhillips will present its annual educational contribution to Texas Tech University

WHEN: 11:15 a.m. Tuesday (Sept. 23)

WHERE: Red Raider Lounge, first floor, Student Union Building on the Texas Tech Campus

EVENT: Representatives from ConocoPhillips will present \$500,000 to Texas Tech to be divided among the College of Engineering and the Rawls College of Business. Three different projects will benefit from the gift.

Media parking is available in the lot on the southeast corner of 15th Street and Akron Avenue.

CONTACT: Leslie Cranford, senior editor, Office of Communications and Marketing, (806) 742-2136, or leslie.cranford@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 22, 2008

CONTACT: Cory Chandler, cory.chandler@ttu.edu
(806) 742-2136

Texas Tech Announces Industry-Supported Chair to Boost Region's Agriculture

Texas Tech University announced Monday (Sept. 22) the establishment of an industry-supported endowed chair to increase the competitiveness of High Plains agriculture in an economy increasingly linked to international markets and guided by conservation-oriented policy.

Officials also introduced Darren Hudson, an award-winning agricultural economist from Mississippi State University who is the first chair recipient.

The \$1 million Larry Combest Endowed Chair in Agricultural Competitiveness will support proactive research focused on boosting the region's agricultural competitiveness and profits. Local producers will benefit from recommendations and conclusions on issues ranging from pricing to global markets.

Honoring former U.S. Congressman and House Agriculture Committee chairman Larry Combest, the chair was created through donations from associations and companies including Plains Cotton Growers Inc., First Ag Credit, Lamesa Cotton Growers, CoBank, Plains Cotton Cooperative Association, Farmers Cooperative Compress, Texas Agricultural Coop Council and PYCO Industries Inc.

Combest has committed to raising funds to increase the endowment, and College of Agricultural Sciences and Natural Resources Dean John Burns said he hopes the chair will someday be the university's most robust.

"I think the decision to name this chair after Larry is a tremendous idea," he said. "No one person at the national level has done more in recent years to promote agriculture in general, and West Texas agriculture in particular, than Larry Combest. The person who holds the Combest Chair will be a vital force in preparing us to compete even more effectively in the global arena, and because of the initial funding to create this position, our goal is to grow the endowment until it is the most heavily endowed chair at Texas Tech."

Hudson, a native of White Deer and a graduate of Texas Tech, will take over the reins of the university's nationally-recognized Cotton Economics Research Institute. The program coordinates economic research activities on all aspects of cotton research within Texas Tech and other research units throughout the United States and other countries.

“It’s an honor to be selected by my peers for this position,” Hudson said. “It’s a privilege to work with such fine faculty and to serve the Texas agricultural sector.”

Hudson’s research programs in the past have focused on vertical integration and coordination in agriculture; mergers and acquisitions in agricultural cooperatives; economic and environmental impacts of spatial agricultural technology; economics of investment in remote sensing technology; and commodity market price analysis.

“My research here will focus on both the economics of the cotton industry in particular, and, more generally, analyzing issues to help maintain the competitiveness and economic viability of agriculture in Texas,” he said.

Prior to coming to Texas Tech, Hudson was a professor in the Department of Agricultural Economics at Mississippi State University. In addition from 2006 to 2009, he was a fellow with The Farm Foundation, an Oak Brook, Ill.-based agricultural organization that focuses on economic and policy issues impacting agriculture, the food system and rural America.

Hudson earned a bachelor’s degree in agricultural business and economics from West Texas State University. His master’s and doctorate degrees in agricultural economics are from Texas Tech. He is a member of the American Economic Association, Economic Science Association and the American Agricultural Economics Association.

Awards for Hudson include the American Agricultural Economics Association Outstanding Undergraduate Teacher (2007); Mississippi State University Alumni Association Outstanding Undergraduate Teacher (2007); Gamma Sigma Delta Outstanding Teacher (2006); and College of Agricultural and Life Sciences Excellence in Teaching Award (2004).

Hudson is stepping into the former post of Don E. Ethridge, one of the founding architects of Texas Tech’s Cotton Economics Research Institute. Ethridge retired from the university in August after a 27-year career as both ground-breaking professor and chairman of Texas Tech’s Department of Agricultural and Applied Economics from 1997 to 2005.

Ethridge’s career also included stints at as an economist with the USDA’s Economic Research Service and a senior economic analyst with the Central Intelligence Agency’s Office of Economic Research, where he conducted policy analysis and research.

CONTACT: Darren Hudson, Larry Combest Endowed Chair in Agricultural Competitiveness Professor, Department of Agricultural and Applied Economics, Texas Tech University, (806) 742-2821 or darren.hudson@ttu.edu



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 22, 2008

CONTACT: Kelly Kleinsteuber, kelly.kleinsteuber@ttu.edu
(806) 742-2136

Phi Beta Kappa Visiting Scholar Announced

Author and American foreign policy authority Loch K. Johnson will be the Phi Beta Kappa Society visiting professor at Texas Tech University from Sept. 28 – Oct 1.

Johnson, Regents Professor of Political Science at the University of Georgia, will give a public lecture titled “Changing the World through Secret Intervention: The Use and Misuse of Covert Action as an Instrument of American Secret Foreign Policy,” on Sept. 29. In addition to his lecture, Johnson will visit with students and faculty, meet with classes and interact with local Phi Beta Kappa members during his time at Texas Tech.

“Dr. Johnson has an international reputation as a top researcher in his field,” Mary Jane Hurst, president of Texas Tech’s Phi Beta Kappa chapter, said. “He is also well-regarded as a teacher, and his work in the field of international relations and political science make him an ideal visitor during the last weeks before the presidential election.”

Johnson was a visiting professor at Yale and a visiting fellow at Oxford before coming to Texas Tech. His other accomplishments include the Owens Award for research and the Josiah Meigs Prize for outstanding teaching. He is editor of the international journal, “Intelligence and National Security,” and the author of more than 150 articles and books. Johnson’s primary research and teaching interests include intelligence and security studies, American foreign policy, and executive relations in the United States.

CONTACT: Mary Jane Hurst, president, Phi Beta Kappa of Texas Tech University,
(806) 742-2121, maryjane.hurst@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Sept. 22, 2008

CONTACT: Jessica Benham, jessica.benham@ttu.edu
(806) 742-2136

24th Annual Faculty Academic Contributions Exhibit Hopes to Inspire

WHAT: Texas Tech University Libraries' Faculty Academic Contributions Exhibit

WHEN: 2 p.m. Wednesday (Sept. 24)

WHERE: Croslin Room in the Texas Tech University Library

EVENT: The Faculty Academic Contributions Exhibit (FACE) is a tradition founded on the idea that scholastic enterprise is among the most noble of all endeavors.

FACE recognizes faculty excellence, celebrates academic diversity and fosters collaboration and dialogue across an array of disciplines.

This year's event features 115 submissions, including the addition of multimedia presentations of articles, journal and video exhibits as well as 3D exhibit pieces such as books, posters and other artifacts.

The event provides a venue for discussions to be had, relationships to be formed or strengthened, and cross-campus collaborations to be encouraged.

The theme for the 24th annual FACE is "Inspire."

CONTACT: Kaley Daniel, assistant director, Texas Tech University Library, (806) 742-4880, or kaley.daniel@ttu.edu



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 22, 2008

CONTACT: Kaley Daniel, kaley.daniel@ttu.edu
(806) 742-2880

More Than JUST Books – TTU Library has Digital Media Studio

The Texas Tech University Library's Digital Media Studio (DMS), located on the second floor east of the University Library, brings new meaning to "checkout" and academic resources.

Available to students, faculty and staff, the DMS provides the following equipment, and much more, for checkout at no charge:

- feature movies, documentaries and foreign films on DVD
- Sony HD digital video cameras
- Sennheiser lapel and boom microphones
- tripods
- Nikon and Canon digital cameras
- lighting kits
- 80GB video iPods

Patrons also have the ability to use video editing software, such as Final Cut Pro, on the DMS computers as well as digital media conversion stations to convert VHS tapes to DVDs.

Ken Chaffin, director of public operations for the DMS, says that the area can be considered the library's multimedia lab.

"The DMS serves as a resource for a number of high-tech digital media services," he said. "Digital sound, music, video and even 3D animation can be created in the DMS and patrons can combine these various media formats into a finished media product."

The Digital Media Studio's hours follow the University Library hours. All materials are available for checkout at no charge. Patrons are asked to provide their own disposable media (CDs, DVDs, etc.). Visit library.ttu.edu/dms for detailed checkout policies as well as a complete list of items, movies and films.

The DMS is the second of many of the library's technological services that will be announced throughout the academic year as part of an ongoing awareness campaign: Forget what you think you know. Rediscover the Library.

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CONTACT: Kaley Daniel, assistant director of Communications and Development,
Texas Tech University Libraries, (806) 742-2261 or kaley.daniel@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 23, 2008

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

Texas Tech Receives ConocoPhillips Gift for Business, Engineering

Texas Tech University scholarships, new students and a building campaign will benefit from a \$500,000 gift from ConocoPhillips.

ConocoPhillips representatives were on hand as the gift was announced today (Sept.23). The company's corporate giving to Texas Tech, including all the associated subsidiaries and matching gifts, totals \$4,709,254.

The College of Engineering's ConocoPhillips Academic Success Bridge Program, the ConocoPhillips SPIRIT scholars program and the new Rawls College of Business Building and will receive funds from the gift. The SPIRIT scholars come from both colleges.

Guy Bailey, president of Texas Tech University, lauded ConocoPhillips for its continued support of the university.

"We are fortunate to have such a loyal corporate partner as ConocoPhillips," Bailey said. "So many opportunities for students and graduates open up when a university receives such outstanding support as Texas Tech has from them, both in funding and in hiring."

Tom Mathiasmeier, senior vice president, ConocoPhillips Gas & Power, said his company is pleased to have Texas Tech as a continuing university participant in its SPIRIT Scholars program.

"This scholarship program has proven to provide a great feeder of talent for our company and we fully expect success to continue at Texas Tech. We are also pleased to support the College of Engineering in the establishment of the ConocoPhillips Academic Success Bridge program which is designed to help selected incoming freshman engineering students," Mathiasmeier said. "In addition, ConocoPhillips is happy to announce a contribution to aid in the construction of the new building for the Rawls College of Business. We believe all of our support will further enhance Texas Tech's ability to attract new students and continue to develop top talent for the many companies who actively recruit Tech graduates."

In March 2007, Texas Tech became part of the ConocoPhillips SPIRIT Scholars program, which now includes 315 scholars across eight universities. The SPIRIT Scholars program provides educational opportunities to business and engineering students who have an interest in pursuing a career in the energy industry. The program was created to represent the core values of ConocoPhillips: Safety, People, Integrity, Responsibility, Innovation and Teamwork.

The Bridge Program provides academic support services to entering freshmen engineering students. Bridge Program participants also have opportunities to interact with engineers, scientists and other technical professionals as they look to their own future. Students participating in the program take six hours of credit courses and are housed on campus in Lubbock for one month during the summer before their freshman year.

Funds also will go to the construction of the new Rawls College of Business building, which will be built on the site where Thompson and Gaston Halls currently are being demolished. The new business administration building will serve as an anchor for the North Campus Gateway that will be an entrance to the campus from the Marsha Sharp Freeway.

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CONTACT: Leslie Cranford, senior editor, Communications & Marketing, Texas Tech University, (806) 742-2136, or leslie.cranford@ttu.edu.



News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 23, 2008

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

Texas Tech Increases Fall 2008 Enrollment

Texas Tech University fall 2008 enrollment is 28,422, the second highest in the school's history. Enrollment for the fall 2007 semester was 28,260. The record is 28,549 set in the fall 2003 semester.

Graduate enrollment continues to set records with 4,670 students enrolled this semester, up from 4,546 last fall. New graduate student enrollment climbed almost 12 percent over last year.

"Increasing our research is a key goal for Texas Tech and an increase in the graduate enrollment is vital to achieving that goal," said Guy Bailey, Texas Tech president. "Graduate students not only bring in more state funding, they are the backbone of our research efforts."

Texas Tech's freshman class comes to the university with an average SAT of 1113, up 21 points over last fall. More than 21 percent of the incoming freshmen graduated in the top 10 percent of their high school class, up from 17.8 percent last year.

"We are very pleased with the size and quality of this year's class," said Kent Hance, Texas Tech chancellor. "The increases we made to our merit based scholarship programs really helped us attract some outstanding students."

This year's enrollment increase comes despite record graduating classes in each of the past two years. During the 2007-2008 academic year Texas Tech awarded 6,329 degrees and 6,144 degrees were awarded in 2006-2007.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 23, 2008

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

Texas Tech Economics Expert Can Discuss \$700 Billion Bailout, Waning Economy and End of the Investment Banking Era

In Washington, D.C., Congress has begun debating the \$700 billion bailout to buy toxic assets from banks and other investment companies in an effort to keep the U.S. economy afloat.

Peter Summers, an assistant professor of economics at Texas Tech University, said that though the bailout could be well intended, it could create a vortex that would suck the market down with it.

Though the Paulson Plan hopes to use the U.S. Treasury to purchase bad assets to keep companies afloat, Summers said that there is no guarantee that a company could avoid going bankrupt, even after it divests its toxic assets to the American taxpayers. It could cause the price of the questionable assets to continue spiraling downward.

"There are a couple of questions that the plan the treasury put forward doesn't answer," he said. "One of the big unanswered questions is how do you figure out what the price for these bad assets should be. The Paulson plan doesn't answer how prices are determined."

Suppose a firm has sick mortgage-related securities valued at \$1 each, Summers said. If the market is currently valuing such assets at 50 cents and the Treasury plan offers something close to this price, that firm would have to mark considerable losses. Such a firm may become insolvent even with the bailout plan, and a low price could still mean considerable uncertainty and further bankruptcies.

On the other hand, he said, the Treasury could offer to buy these assets at a price closer to a dollar. This would amount to using taxpayers' money to recapitalize these firms: That is, to reverse most or all of the losses they'd otherwise suffer on these assets. So a high price could provide enough capital to get financial markets working more or less normally again.

Still, this raises another unanswered question, he said, which is what will taxpayers get in return for having taken bad assets off these companies' hands. If the treasury pays a price close to the original value, this would be a huge benefit to a company's stock and bond holders.



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“Requiring participating firms to grant the Treasury an equity stake in return would ensure that at least some of the benefit is returned to the taxpayers,” he said. “Otherwise, it truly is a bailout of existing managers and stock holders at the taxpayers’ expense.”

Summers can discuss what has caused the recent economic woes. From the slumping housing market, to sub-prime mortgages with killer adjustable rates, the end of the investment banking era as Morgan Stanley and Goldman Sachs agreed to new regulations on their businesses from the Federal Reserve, the impending recession and how the U.S. economy influences the global market, he can shed light on how some of these complex economic issues at hand fit into the past, present and future macroeconomic picture.

“This current recession or economic slowdown certainly has the potential to be as bad as everyone thinks,” Summers said. “I’ve heard that this is the worst financial crisis since the Great Depression more than once. But the decline in employment hasn’t been as bad as in previous recessions. That’s the main difference with this current slowdown or recession. One of the differences in this recession as opposed to the one in mid ’70s is that that the real side of economy, meaning goods and services, was doing relatively well up until recently. Output had been growing, albeit slowly, and we weren’t seeing job losses and unemployment rates as severe as in past recessions.”

In August, the unemployment rate jumped from 5.7 to 6.1 percent, though employment has been falling since September 2007.

“The really scary developments have been in financial markets as opposed to goods and services markets,” he said. “It looks like that has started to change.”

CONTACT: Peter Summers, assistant professor of economics, Department of Economics and Geography at Texas Tech University, (806) 742-2466 ext. 228, or peter.summers@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 24, 2008

CONTACT: Sarah Whetstone, sarah.whetstone@ttu.edu
(806) 742-2136 ext. 226

Texas Tech Hosts Author to Discuss “Growing up with Autism”

Burkhart Center bringing in autistic professor to share her life and victories.

If people with autism or parents of autistic children need proof that they or their children can excel in a field of study and lead ‘normal’ and productive lives, proof comes to the Texas Tech University campus Oct. 8.

The Burkhart Center for Autism Education and Research in Texas Tech’s College of Education is hosting Temple Grandin, associate professor of animal science at Colorado State University. Grandin will tell her personal story of living with autism.

“We are excited to bring a nationally known authority on autism to Lubbock, especially since our lecture events will offer a variety of ways to interact with Temple Grandin,” said Kendra Burris, development officer for The Burkhart Center.

Author of “The Way I See It: A Personal Look at Autism & Asperger’s,” Grandin will appear at three unique events as part of the 2008 Burkhart Family Endowed Lecture Series.

An interactive lecture for students is from 9-10:30 a.m. in the Allen Theater in the Student Union Building at 15th Street and Akron Avenue. This is an opportunity for university students to hear and interact with Grandin, especially those students who plan to be teachers, psychologists, social workers, health care professionals, counselors, therapists and other related areas.

A leadership luncheon for the community is scheduled from 11:30 a.m.- 1:30 p.m. in the Frazier Alumni Pavilion . Tickets are \$15 per person and must be purchased by Oct. 3. A lecture and discussion with Grandin, “Increasing Employment Opportunities for Individuals with Autism,” is geared toward business leaders and community partners to help understand autism spectrum disorders (ASD) to assist in successful transition to employment.

Finally, A Conversation with Temple Grandin: “Growing Up with Autism” will be from 5:30 -7:30 p.m. in the City Bank Auditorium, with free parking available. This event is free and open to the public, and is an opportunity for interested parents, educators, caregivers and family members to hear and converse with Grandin. A limited amount of childcare (for children 12 and under) is available on campus during

this event. For childcare details and reservations, call the Burkhart Center by Oct. 3 at (806) 742- 1998, ext. 458.

Grandin also is co-author of “Unwritten Rules of Social Relationships,” and author of “Animals in Translation,” “Emergence – Labeled Autistic,” and “Thinking in Pictures.”

Her visit to campus is made possible by grants from the CH Foundation and the Helen Jones Foundation.

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CONTACT: Kendra Burris, development officer, Burkhart Center for Autism Education & Research, (806) 742-1998, ext. 271.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Sept. 24, 2008

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

Texas Tech, Regional Partners Receive Multi-Million Dollar Grant

WHAT: Announcement of \$6 million dollar grant from the National Science Foundation

WHEN: 10:30 a.m. Thursday (Sept. 25)

WHERE: Region 17 Education Service Center Conference Center, 1111 West Loop 289

EVENT: The five-year, \$6.3 million grant will fund The West Texas Middle School Mathematics Partnership.

Texas Tech University is working with Angelo State University, the University of Texas of the Permian Basin, Sul Ross University, the Lubbock Independent School District and the Region 15, 17 and 18 Texas Education Service Centers on the project.

The primary purpose of the partnership is to support middle school math teachers in their efforts to improve the mathematics performance of students in a large geographic region of Texas. The partnership will work with more than 150 teachers and impact 50,000 students during the course of the five year project.

CONTACT: Sally Logue Post, Texas Tech Office of Communications and Marketing,
(806) 742-2136 or sally.post@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 25, 2008

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

Texas Tech, Regional Partners Receive \$6 Million Grant for Middle School Math Project

Texas Tech University and seven regional partners have received a \$6 million grant from the National Science Foundation (NSF) for a project that could result in a new national model for training mathematics teachers.

The West Texas Middle School Mathematics Partnership (WTMSMP) includes Angelo State University, Sul Ross State University, Texas Tech University, and The University of Texas at the Permian Basin, along with Texas Education Service Center Regions 15, 17 and 18 and the Lubbock Independent School District. WTMSMP will impact more than 150 teachers and 50,000 students during the course of the five-year project.

"By partnering with other universities and Education Service Centers across West Texas, we can reach more teachers and many more students," said Gary Harris, the project's lead investigator and professor of mathematics at Texas Tech. "Our goal is to develop and deliver new courses at the university level in which middle school teachers will acquire a deep understanding of the elementary mathematics they teach, mathematics teaching knowledge, and cultural sensitivity to the diverse West Texas student population."

NSF's Math and Science partnership program received 181 proposals for an available \$43 million. The WTMSMP was one of only 28 selected, receiving about one-seventh of the total funds awarded.

"This award is indicative of the importance NSF is placing on math and science education across the country," said Guy Bailey, Texas Tech president. "This project is a perfect example of higher education fulfilling its mission of service to our community and to our state and nation."

The broad geographic area covered by the partnership provides an opportunity to look at teaching methods in a wide variety of schools with an emphasis on examining the impact that cultural diversity and language have on the learning of mathematics. The project will also examine the impact of the resource constraints faced by rural schools on teaching and learning.

Another key component of the project is research. Harris and his team selected middle school teachers as their target group because that appears to be a critical time for American students.

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“There is some thought that American students excel in math and can compete with students in any country in the world up until about the fourth grade,” Harris said. “But for some reason between grades four and nine, our students lose that edge. Some of our research will look at whether providing teachers with more in-depth training rather than focusing on broader training will narrow that achievement gap.”

The project is under the direction of Harris, Jerry Dwyer, assistant professor of mathematics at Texas Tech; Tara Stevens, associate professor of educational psychology at Texas Tech; Warren Koepp, educational consultant for mathematics, gifted/talented education for Education Service Center Region 18; and Zenaida Aguirre-Munoz, associate professor of curriculum and instruction at Texas Tech.

The five-year project begins in January 2009 and will bring select middle school teachers together during the summer for intensive classes that will provide a deep knowledge of specific areas of mathematics taught in middle school. The first groups of teachers will be selected this spring. The first course, which will focus on numbers, will be taught this summer in each of the three regions. Subsequent course topics will be developed based on teacher input and identified needs.

Participating teachers will receive up to nine hours of graduate credit, stipends totaling at least \$9,000, and travel and subsistence allowance to allow them to take part in the WTMSMP program.

Classes will be taught each summer at the participating universities’ campuses. The program will require teachers to dedicate three weeks during the summer: two weeks of intensive day-long classes, preceded by three days of preparation work and followed by two days of assessment. Participating teachers will also be expected to participate in annual spring theme conferences and cooperate with WTMSMP researchers in data collection and analysis.

Questions about applications to the West Texas Middle School Mathematics Partnership should be directed to Jerry Dwyer at (806) 742-2566 or jerry.dwyer@ttu.edu.

Information about the West Texas Middle School Mathematics Partnership, including contact information for all partners and application packets, will be available starting October 1 at www.wtmsmp.math.ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 26, 2008

CONTACT: Jessica Benham, jessica.benham@ttu.edu
(806) 742-2136

College of Human Sciences Honors Distinguished Alumni and Faculty

Texas Tech University's College of Human Sciences announced the recipients of the Distinguished Alumni Award, New Achiever Award, Lifetime Distinguished Service Award and Distinguished Leadership Award.

The Distinguished Alumni Award is given to graduates of Texas Tech's College of Human Sciences who have advanced the reputation of the college through their significant achievements.

The recipients of the Distinguished Alumna Award:

- Margaret C. Carter, a dietitian on the nutrition support team at H.L. Moffitt Cancer and Research Institute, graduated with a Master of Science in food and nutrition in 1970. She has dedicated more than 40 years to helping patients, students and coworkers understand the importance of proper nutrition. Carter is a certified nutrition support dietitian as well as a registered and licensed dietitian with credentials and field experience in the United States and New Zealand.
- Peggy L. Hughes, who received her Bachelor of Science in home economics education in 1975 and her Master of Science in home economic education in 1980, is a county extension agent for family and consumer sciences in Dawson County. Over the last seven years, Hughes has successfully acquired \$100,000 in grant funds to support county extension programming. She also has worked to build community alliances that enable synergy for community-partnering organizations and agencies, as well as volunteers. Her efforts have helped create the Character County Community Coalition, the Health Education Awareness Resource Team, the Community Anti-Drug Board for Lamesa Independent School District and a Healthwise program coordinated with the Dawson County Commissioners Court.

The New Achiever Award is given to graduates from within the last 12 years who have enhanced the reputation of the College of Human Sciences through their emerging achievements.

The recipient of the New Achiever Award:

- Patti J. Mandrell is cofounder of Refuge Services, the first certified outpatient equine-assisted psychotherapy (EAP) program in Texas, and one of the first in the country. Refuge Services is a nonprofit organization that provides EAP services such as hippotherapy and therapeutic riding to individuals, groups, families, agencies and businesses. Mandrell received her bachelor's degree in human development and family studies in 1996, and her master's degree in community counseling from Texas Tech's College of Education in 1998. She was the first professional counselor in Texas to be certified in EAP and is one of only three international supervisors for the advanced certification through the International Equine Assisted Growth and Learning Association (EAGALA). One of Mandrell's most prized accomplishments was authoring the only textbook in print that covers EAP: "Introduction to Equine Assisted Psychotherapy: A Comprehensive Overview." She has also published two curriculums on the use of EAP in therapy settings and has instructed the first EAP course in the country to be offered at a major university – Texas Tech.

The Lifetime Distinguished Service Award is reserved for those who have significantly advanced the college and its goals of excellence in teaching, research and service. Candidates for this award may or may not be graduates of the college.

The recipient of the Lifetime Distinguished Service Award:

- Donald S. Longworth was appointed the third dean of the College of Human Sciences in 1971. During his decade-long term as dean, the number of faculty members with doctoral degrees increased from 17 percent to 82 percent. During his tenure, doctoral programs were approved for each of the areas of study in the college. One of Longworth's prized contributions to the community was donating \$5,000 to Texas Tech Professor Billie Wolfe to help launch Lubbock's American Wind Power Center and Museum, which exhibits a collection of rare and unique windmills. Longworth also was appointed by the late former Gov. Ann Richards to serve a five-year term as advisor to the State of Texas Real Estate Center.

The recipient of the Distinguished Leadership Award:

- Suzie E. Johnson graduated with a Bachelor of Science in arts and sciences in 1962, and she and her husband have been supporting Texas Tech for many years. Johnson co-chaired the Horizon Campaign for the Houston area, helping raise more than \$40 million and giving \$1 million of her own money to the cause. During this campaign, she became aware of the Center for the Study of Addiction and Recovery (CSAR) at Texas Tech's College of Human Sciences. She organized a party of interested parents to hear testimonials from graduates of the program and learn about the center's financial needs. She also designated a gift of \$500,000 to the center. In the spring of 2005, she co-chaired the Council on Alcohol and Drugs luncheon in Houston, where the CSAR program at Texas Tech was the honoree.



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CONTACT: Jo Ann Altman, supervisor of college development and external relations, College of Human Sciences, (806) 742- 3264, or joann.altman@ttu.edu



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 26, 2008

CONTACT: Jessica Benham, jessica.benham@ttu.edu
(806) 742-2136

Texas Tech College of Human Sciences to Host Human Sciences Week

Texas Tech University's College of Human Sciences will host its 26th Annual Human Sciences Week Oct. 7-10.

The event will honor distinguished alumni, highlight academic endeavors and increase public awareness of the college.

Events include:

- Oct. 7: Texas Tech Design Expo luncheon will be held at noon at the Merket Alumni Center. The Design Expo will be held from 4 – 6:30 p.m., and the American Society of Interior Designers Expo After Party will be held at 7 p.m. at the Merket Alumni Center.
- Oct. 8: Last Lecture at 3 p.m. in the College of Human Sciences, room 169. Marsha Sharp, assistant athletic director and founder of the United Future Leaders Program, will deliver a speech on ethics.
- Oct. 9: Spotlight on Research will be held from 8 a.m. to noon at the Texas Tech University Library Croslin Room. Researchers will be available from 11 a.m. until noon to answer questions.
- Oct. 9: Last Lecture at 8:30 a.m. in the College of Human Sciences room 169. Walter B. Huffman, dean and W. Frank Newton Professor of Law at Texas Tech will speak on ethics.
- Oct. 9: Distinguished Alumni Luncheon will take place from 11:30 a.m. to 1 p.m. at the Red Raider Ballroom in the Student Union Building. The luncheon will recognize extraordinary achievement and service among alumni and friends. Reservations are required.
- Oct. 9: 2nd Annual Cathy Nathan Fun Walk/Run at 2:30 p.m. The event will begin at the Talkington Plaza located at Broadway Street and Akron Avenue.
- Oct. 11: Homecoming Reception will be held at the College of Human Sciences Dean's Courtyard. Family and friends are invited to come help celebrate homecoming. Food and games are available for all in attendance. The time will be announced once the football game time is set. For more

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information contact Jo Ann Altman at (806) 742-3264, or visit
www.depts.ttu.edu/hs/hs-week.php

CONTACT: Jo Ann Altman, supervisor of college development and external relations, College of Human Sciences, (806) 742- 3264, or joann.altman@ttu.edu



TEXAS TECH UNIVERSITY

News Release

IMMEDIATE RELEASE

DATE: Sept. 29, 2008

CONTACT: Sarah Whetstone, sarah.whetstone@ttu.edu
(806) 742-2136 ext. 226

MCCOY'S CEO TO SPEAK AT TEXAS TECH BUSINESS LUNCHEON

Father-daughter team discusses family entrepreneurship.

Owners of one of the largest building supply companies in the south and southwest regions of the country will speak at the Rawls College of Business Chief Executives' Roundtable (CER) luncheon at 11:30 a.m. Wednesday (Oct. 1) at the Lubbock Country Club, 3400 Mesa Road.

Brian McCoy and Meagan McCoy Jones will explore the topic of family business practices. One of the largest family-owned businesses in the industry, McCoy's Building Supply functions on a belief that the community and its employees are key to success in family business entrepreneurship.

The Rawls College of Business CER was founded in 1991 with a mission to reach the educational goals and objectives of the college and Texas Tech. It provides a venue for interaction of businesses in the Lubbock community and is a forum for communication between the college and area business leaders where they can share ideas and discuss problems, strategies and business trends. The roundtable provides internships and placement for business graduates who want to stay in West Texas.

Members of the CER consist of professional business executives who collaborate with the Rawls College of Business to provide support, professional experience and active leadership to future business leaders, working to become the educational institution of choice for students.

CONTACT: Susan Brown, alumni/public relations manager, Rawls College of Business, (806) 742-1571 or susan.brown@ttu.edu



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Sept. 29, 2008

CONTACT: Jeff Sammons
(806) 742-3451

Texas Tech Engineering College Hosts Job Fair

WHAT: Texas Tech University College of Engineering Job Fair

WHEN: 10 a.m.- 4 p.m. Tuesday (Sept. 30)

WHERE: Lubbock Memorial Civic Center

EVENT: Between 1,200 – 1,500 Texas Tech engineering students are expected to take advantage of the opportunity to meet and mingle with employment recruiters from 200 companies.

The job fair was rescheduled to this date to accommodate evacuees of Hurricane Ike from South and Southeast Texas at the Lubbock Memorial Civic Center.

The one-day employment exposition has evolved from humble beginnings in 1999, with only 22 companies meeting outside in the campus Engineering Key.

CONTACT: Toni Vaughn, coordinator of external relations, College of Engineering, Texas Tech University, (806) 742-3451, or toni.vaughn@ttu.edu.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 29, 2008

CONTACT: Cory Chandler, cory.chandler@ttu.edu

(806) 742-2136

Have Zombies Overtaken Vampires as America's Darkling Darlings?

Texas Tech expert says spate of living dead flicks may prove Dracula's lost his bite.

Are zombies the new vampires?

Not exactly, but they could be the country's monster crush du jour, says Texas Tech University pop-culture guru Rob Weiner.

Not that horror buffs don't still love spending quality time with Nosferatu's spawn; it's just that vampires have gone glam in recent decades, given a sexy makeover by the likes of Stephanie Meyer – author of the popular Twilight series – and Francis Ford Coppola. They're more sex than scare anymore.

To put it simply, Dracula's lost a bit of his bite.

Meanwhile, America's zombies are faster and angrier than ever, thanks to movies such as "28 Days Later" and the 2004 remake of George Romero's "Dawn of the Dead."

So, in an era where moviegoers are craving darker themes and plotlines, perhaps it shouldn't come as a surprise that there's been more brain eating and less blood sucking in theatres.

"Vampires have been portrayed as being sensual and sexy – appealing," Weiner said. "They've lost a bit of their edge. But zombies? I can't think of anything more terrifying."

Whether born of voodoo, radiation or a leaked virus, these swarms of mindless eating machines may symbolize deep-seated fears of mob mentality or impending apocalypse. After all, they can sniff out the outcasts hiding in their midst while their very bite perpetuates their infection.

Yet Weiner, who describes himself as a "slow zombie" man, notes that this current crop of more gruesome flicks is nothing new.

The Italians have been doing it since the '80s, re-envisioning the living dead just as Sergio Leone did the western. He points to such bloody thrillers as "Seven Doors of Death" and "Zombie Holocaust" as examples.

“What the Italians did, they took an American genre and turned it on its head. They made it better,” Weiner said. “The movies were darker, grittier. It’s much the same thing that happened with the Spaghetti Westerns.”

Weiner is a Texas Tech author, librarian and instructor with expertise on topics ranging from the Grateful Dead to American presidents in film.

He can speak about horror in movies, literature and comic books – his forthcoming book about Captain America actually has an essay on zombies in Marvel Comics and Colonel America, which is the zombie version of the star-spangled hero.

He can also discuss on a range of Halloween-themed topics including Alfred Hitchcock and the sinister imagery employed by metal bands such as Black Sabbath and Iron Maiden.

CONTACT: Rob Weiner, associate humanities librarian, Texas Tech University Libraries, (806) 742-2238, ext. 282, or rob.weiner@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 29, 2008

CONTACT: Jessica Benham, jessica.benham@ttu.edu
(806) 742-2136

2008 Spice Cup Ends in Four-way Tie for First Place

The 2008 Spice Cup International Invitational Tournament culminated on Sunday (Sept. 28) with a four-way tie for first place.

Harikrishna Pentala of India, Alexander Onischuk and Varuzhan Akobian, both of the United States, and Leonid Kritz of Germany tied for first place with 5.5 points each.

Texas Tech's International Master (IM) Gergely Antal and Grandmaster (GM) Alejandro Ramirez of the University of Texas at Dallas were named co-champions of the Spice Cup Open.

GM Sabina Foisor of Romania won the Texas Women's Championship, and IM Bayaraa Zorigt of the University of Texas at Dallas placed second – earning the title of the highest-finishing Texan.

The event brought together 10 grandmasters from around the world and was the highest-rated 10-person International round-robin event ever to be held on U.S. soil.

CONTACT: Paul Truong, director of marketing, SPICE, Texas Tech University,
(806) 742-2136, or paul.truong@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 29, 2008

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

**Texas Tech University at Fredericksburg Gets USDA Grant for
Distance Learning Equipment at Hill Country University Center**

Texas Tech University at Fredericksburg recently received a \$281,500 grant from the Distance Learning and Telemedicine Grant Program administered by the United States Department of Agriculture's Rural Development program.

The money will go to pay for interactive video conferencing rooms at the new Hill Country University Center, said James Morris, director for the Fredericksburg site.

The university center, a 25,000-square-foot classroom facility for higher education that's slated to open in 2010, will house programs from Texas Tech University at Fredericksburg and four partner schools including Austin Community College, Angelo State University, Concordia University and Schreiner University.

"This equipment will be installed in the University Center and used by Texas Tech University and our academic partners to deliver collaborative degree programs to students throughout the region," Morris said.

CONTACT: James Morris, director, Texas Tech University at Fredericksburg,
(830) 990-2717, or james.morris@ttu.edu



TEXAS TECH UNIVERSITY

News Release

MEDIA ADVISORY

DATE: Sept. 29, 2008

CONTACT: Barbara Brannon (806) 742-2982
barbara.brannon@ttu.edu

Journalist Explores Truths and Myths Behind one of Native America's Most Disturbing Deaths

Stew Magnuson, author of "The Death of Raymond Yellow Thunder and Other True Stories from the Nebraska-Pine Ridge Border Towns," is scheduled for several book signings and readings in October.

Magnuson, a veteran journalist, examines the often violent history of the white-settler Nebraska towns and the Pine Ridge Reservation of the Oglala Lakota, across the border in South Dakota.

The book, published by Texas Tech University Press, uses the 1972 murder of Raymond Yellow Thunder by four white men to examine the history of the region that frequently erupted into riots, beatings, and unexplained deaths—troubles fueled by suspicion, misinformation, and often alcohol, in whatever form it could be obtained.

Over 130 years of the region's history is looked at from how the Native American community interacts with its white neighbors, from the ancient formation of the Lakota bands to Red Cloud's negotiation of the Fort Laramie treaty, from the early mining expeditions of John Gordon to the massacre at Wounded Knee and the struggles of the American Indian Movement.

A native of Omaha and a graduate of the University of Nebraska-Lincoln, Magnuson is a Washington, D.C.-based journalist and former foreign correspondent who has filed stories from Mali, Japan, Cambodia, Burma, Laos, Thailand and Indonesia. His 2005 novel "Song of Sarin" is based on his experiences as a resident of Tokyo on March 20, 1995, when the Aum Shinrikyo cult released nerve gas in the city's subway system. Magnuson lives in Arlington, Va.

The author is available for interviews and book signings; contact him at stewmag@yahoo.com or visit www.stewmagnuson.com.

For more information or a review copy of the book, contact Barbara Brannon, marketing manager, Texas Tech University Press, (806) 742-2982 or via e-mail at barbara.brannon@ttu.edu.

Magnuson is scheduled to appear at the following book signings and reading:

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Oct. 18
Nebraska Book Festival
Museum of Nebraska History at 15th and P
Lincoln, Neb.
4:30 to 5:30 p.m.

Oct. 22
A to Z Books, 507 N. Jeffers
North Platte, Neb.
6 p.m.

Oct. 23
Knight Museum
Alliance, Neb.
6 p.m.

Oct. 24
Oglala Lakota College
Kyle, S.D.
1 to 3 p.m.

Oct. 26
Prairie Edge Bookstore, 606 Main St.
Rapid City, S.D.
2 p.m.

Oct. 27
United Methodist Church, at 211 W 2nd St.
Gordon, Neb
6 p.m.

Oct. 30
Bookworm, 8702 Pacific St.
Omaha, Neb.
6 p.m.



Advisory

FOR IMMEDIATE RELEASE

DATE: Sept. 30, 2008

CONTACT: Cory Chandler, cory.chandler@ttu.edu
(806) 742-2136

Lubbock War Hero Honored with Bronze Star
Family raises money for endowed scholarship in his memory.

WHAT: Bronze Star Ceremony

WHEN: 10 a.m. Thursday (Oct. 2)

WHERE: The Lubbock Area Veterans Memorial (82nd Street and Nashville Avenue)

EVENT: The U.S. Navy and Marine Corps will posthumously award the Bronze Star to Navy Hospital Corpsman 3rd Class Mark R. Cannon to mark the anniversary of his death in Afghanistan.

Cannon was shot while giving medical aid to a wounded Marine in the Kunar Province of Afghanistan.

Cannon's family has established an endowed scholarship in his honor at Texas Tech University.

Once fully endowed, the scholarship will support students who are working toward a pre-professional health degree and have demonstrated an interest in helping children.

Some 36 donors have contributed more than \$12,000 to the endowment. For more information on the endowment and Cannon, visit www.webpages.ttu.edu/rpiercy. To give a gift in Cannon's memory, visit <https://securejava.tosm.ttu.edu/onlinegiving/landing.do>.

The ceremony is open to the public.

CONTACT: Jane Piercy, director of development and external relations, The College of Agricultural Sciences and Natural Resources, Texas Tech University, (806) 742-2802, or jane.piercy@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 30, 2008

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

Texas Tech Honored for Commitment to Diversity

Texas Tech University received recognition Saturday (Sept. 27) for its commitment to diversity by the Minority Access Inc. organization during its ninth National Role Models Conference in Arlington, Va.

"Texas Tech was nominated for the award because of our increasing visibility as a state and national leader in approaches to realizing diversity in higher education," said Juan Munoz, special assistant to the president for institutional diversity. "This national recognition makes abundantly clear that Texas Tech is helping to set the standard for effective practices and outcomes related to diversity, equity and inclusive excellence on college and university campuses."

Texas Tech was the only four-year institution in Texas to receive this award. Through programs led by the Office of Institutional Diversity, the Cross Cultural Academic Advancement Center, the individual colleges and campus units, Texas Tech is making the necessary and coordinated investments to create a learning environment of the highest caliber, and within which all members of the university community can be individually and collectively successful, said Munoz.

Minority Access Inc. is a non-profit educational organization that supports individuals, academic institutions, federal, state and local government agencies and various corporations to diversify campuses and work sites by improving the recruitment, retention and enhancement of minorities. The organization also provides technical assistance to minorities and minority-serving institutions in order to improve the higher educational, professional and managerial employment of minorities.

The organization cooperates with the Office of Minority Health of the United States Department of Health and Human Services and the National Institutes of Health to help close the health disparities gap between minorities and the general population.

"Minority Access seeks to increase the participation of minorities in biomedical research by identifying and honoring as role models exemplary students to help increase the pool of researchers," said Munoz. "As an extension of that goal, Minority Access identifies and recognizes institutions such as Texas Tech that are committed to diversity."



News Release

FOR IMMEDIATE RELEASE

Date: Sept. 30, 2008

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

Texas Tech Law Professor Named Extraordinary Woman in Texas Law

A Texas Tech University School of Law professor has been selected as one of 30 "Extraordinary Women in Texas Law" by Texas Lawyer magazine.

Susan Saab Fortney, Horn Professor of Law, will be honored at a luncheon Nov. 14 in Dallas, as one of 30 female lawyers who have had the most impact on law and lawyering in the State of Texas over the last five years.

"This significant honor not only signifies Susan's personal excellence and reputation within the legal profession, but also is one more example of the exceptional strength of our faculty at the Texas Tech University School of Law," said Walt Huffman, dean of Texas Tech's law school.

Fortney's work focuses on legal ethics and malpractice. She has developed a reputation as an expert on law firm governance and ethics. Fortney conducts empirical studies on the legal profession and has co-authored the first textbook on legal malpractice law. She also established the nation's first law school clinic devoted to mediating disputes that arise in health care settings.

In 2005, Fortney received the Texas Tech President's Academic Achievement Award for excellence in teaching, service, and research. In 2006, she was the Texas Tech recipient of the Chancellor's Distinguished Teachers Award, the highest teaching award in the university. In 2007, she received the law school's Distinguished Researcher Award and was elected as a member of the American Law Institute.

Texas Lawyer's editorial staff spent several months researching and conducting interviews to come up with the list. The issue publishes the week of Sept. 29 and will be distributed to more than 10,000 corporate counsel, attorneys and other executives. To view the entire article, visit <http://www.law.com/jsp/tx/PubArticleTX.jsp?id=1202424883545>.

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CONTACT: Casey Carson, director of alumni relations, Texas Tech University School of Law, (806) 742-3990 ext. 315, or casey.carson@ttu.edu.