



TEXAS TECH UNIVERSITY

Office of Communications and Marketing

## NEWS RELEASES

September through December 2012

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# News Release

## FOR IMMEDIATE RELEASE

DATE: Sept. 3, 2012

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

[**Editor's Note:** Raider Red is available for "interviews" and appearances to promote the voting. Please contact Bruce Bills to schedule.]

### **Texas Tech's Raider Red to Compete in National Mascot Voting Contest** Sixteen universities' mascots will vie for the most votes.

Raider Red is looking for a few – well, okay, many – gun's ups from Texas Tech fans. The university's costumed public relations mascot is one of 16 mascots to contend for the most votes nationwide in the Capital One All-America Mascot Team.

The Capital One National Mascot of the Year is determined by Internet voting, Facebook voting, and through Twitter hashtag voting. To vote on Twitter, the user must login and create a tweet that is tagged with the specific hashtag assigned to the mascot. Fans may vote for as many or as few mascots as desired. Votes are limited to one per day per Twitter account. Vote for Raider Red using #CapitalOneRaiderRed.

To access the vote page on Facebook, fans must "like" the page and then navigate to the "vote" box. Fans may cast one vote per day for each Facebook account.

"This is a great honor for Raider Red to be selected as a member of the Capital One All-American Team," said Bruce Bills, Texas Tech's cheer and mascot coach. "Being chosen lets more people across the nation become familiar with the Raider Red program and Texas Tech."

The 16 contestants were selected from among the mascot entries received from all eligible NCAA Football Bowl Subdivision and Football Championship Subdivision schools. A panel of judges from Capital One used the following criteria to determine the 16 team members:

- Interaction with fans and demonstration of the mascot's originality, signature-move originality and creativity, ability to create enthusiasm among the fans, and contribution to an exhilarating atmosphere
- Originality, creativity and professionalism of mascot appearance or costume
- Pedigree, awards earned by the mascot during the past five years and national prominence

The regular-season voting will be conducted over 12-weeklong voting periods beginning

Sept. 3, Monday. For each weeklong voting period, the 16 mascots will be paired in groups of two for a head-to-head matchup (eight matchups per week). Voters may cast an unlimited number of valid, legal votes for the mascot(s) of their choice via [capitalonebowl.com](http://capitalonebowl.com) and once a day on Twitter and Facebook.

The playoff voting will be conducted in three rounds over a three-week period Nov. 26 through Dec. 17. Based on the mascot rankings at the end of the regular season, each mascot will be given a playoff seeding ranging from No. 1 to No. 8.

The mascot with the most votes at the end of the championship round will be the Capital One National Mascot of the Year and will be announced during the 2013 Capital One Bowl on Jan. 1, 2013. The winner will be awarded a \$20,000 scholarship to help fund its school's mascot program. Each of the 2012 participants will also receive \$5,000 for their university mascot program.

**CONTACT: Bruce Bills, cheer coach, Center for Campus Life, Texas Tech University, (806) 742-5433 or [bruce.bills@ttu.edu](mailto:bruce.bills@ttu.edu).**



TEXAS TECH UNIVERSITY

# Advisory

## FOR IMMEDIATE RELEASE

DATE: Sept. 3, 2012

CONTACT: James Hodgins, [James.hodgins@ttu.edu](mailto:James.hodgins@ttu.edu)  
(806) 742-2136

### **Texas Tech Kicks Off Annual Charitable Campaign**

**WHAT:** 2012 State Employee Charitable Campaign (SECC) kickoff event.

**WHEN:** 3-5 p.m., Tuesday (Sept. 4)

**WHERE:** West Club Level of Jones AT&T Stadium

**EVENT:** Texas Tech University will kickoff a campaign to raise \$430,000 in donations for a wide variety of local and national charities and causes. Thirty local agencies in the SECC will be present, and door prizes will be given away. A recognition ceremony for last year's campaign will begin at 4 p.m.

Find Texas Tech news, experts and story ideas at [www.media.ttu.edu](http://www.media.ttu.edu) and on Twitter @TexasTechMedia.

**CONTACT:** David Abercia, Texas Tech University and Texas Tech University System campaign coordinator, Office of the President, Texas Tech University, (806) 742-2121, or [david.abercia@ttu.edu](mailto:david.abercia@ttu.edu).



# News Release

## FOR IMMEDIATE RELEASE

DATE: Sept. 4, 2012

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

### **Season Preview: Texas Tech Teams Defend National Championships**

While athletic teams have been training for weeks for the onset of the fall sports season, two Texas Tech University teams have been preparing just as hard to defend their national championship titles.

The Meat Judging Team and the Livestock Judging Team, both in the College of Agricultural Sciences and Natural Resources, won the country's top titles in their fields last year.

"The current team had a very competitive spring semester of judging, and they came back from the summer break highly motivated to capture the program's fifth national championship in the last six years," said Brady Ragland, the assistant livestock judging coach alongside longtime coach Ryan Rathmann. "This particular team started out a little green early in the season, but what they lacked in experience they have made up for with hard work and dedication. They are team full of talented, livestock-minded people, but more importantly they are a team of great character."

The livestock team includes Ryan Rotramel from Devine, and Alyssa Smith from Michigantown, Ind., both agricultural education majors; Segayle Foster of Lockney, and Levi Schaefer of Garden City, both agricultural economics majors, and Cade Luckett of Matador; Luke Strecker of Lexington, Va.; Travis Begley of Plainview; Ryan Boldt of Longmont, Colo.; Zach Smith of Sweetwater; Drew Cashman of New Windsor, Md.; Dakotah Williams of Glen Rose; Whitney Stuart of Fresno, Calif.; and Mandy-Jo Laurent of Nacodoches, all animal science majors.

"We are working very hard to uphold the tradition that has been established here at Tech," said team member Alyssa Smith. "We travel to the National Barrow Show this week and that starts the crazy journey to Louisville in a few months. We are very excited and anxious to see what the future holds, and we just hope that our hard work pays off so we can bring home the bull and another national championship."

The meat judging team is coached by Mark Miller, Horn Professor in Meat Science and the San Antonio Stock Show & Rodeo Distinguished Chair in Meat Science, and graduate students Collin Corbin and Henry Ruiz.

"This is a unique group of kids that truly give a definition to the word team," Corbin said. "They are a genuine group of hard-working people who are selfless and care about each

other, as well as keeping Texas Tech meat judging tradition alive in “striving for Honor in the Pursuit of Excellence.”

The team is focused to bring home Texas Tech’s tenth National Championship and the fourth in the last five years.

Corbin said the contest that matters most is Nov. 18, which is the International Intercollegiate Contest. The team’s main objective is getting the students’ minds focused only on meat judging.

“This comes from dedication and sacrifice. They need to be mentally sound; I know they can evaluate, however they must make the least mistakes,” Corbin said.

The meat judging team includes Trevor King, a junior agricultural communications major from Winnsboro; Dan Crownover, a junior from Italy, and Garydale Grubelnik, a senior from Raton, N.M., both interdisciplinary agriculture majors; Colton Christian of Farwell and Zachary Miller of Seymour, both junior agricultural economics majors; and Tanner Adams of Sanger; Steven Ebeling of Plainview; Weston Burson of Florence; Bo Hutto of Hondo; Valerie Manning of Mabank; Dewayne Phillips of Stephenville; and Heather Rode of Doss, all junior animal science majors.

“We are extremely excited to have the opportunity to continue judging throughout the fall and defend the national championship,” said team member Steven Ebeling. “Being a part of a judging team is bigger than just you or me, it’s about not only winning and representing Texas Tech, but it is about becoming a better person. It is important as a member of the Meat Judging Team, or any team for that matter, we hold ourselves to the highest standards. We strive to always be accountable and live our lives in a way that positively reflects Texas Tech University.”

Ebeling said, in the end, it’s all about pursuing excellence in an honorable way and being the absolute best they can be.

**CONTACT: Moriah Beyers, Department of Animal and Food Sciences, Texas Tech University, (806) 742-2805 ext. 248, or moriah.beyers@ttu.edu.**

## **SIDEBAR:**

### **Livestock Judging Schedule**

Sept. 10: National Barrow Show; Austin, Minn.

Sept. 21: Flint Hills Classic; El Dorado, Kan.

Sept. 22: Wichita Mountain Classic; Wichita, Kan.

Oct. 6: Tulsa State Fair; Tulsa, Okla.

Oct. 8: State Fair of Texas; Dallas

Nov. 3: American Royal; Kansas City, Mo.

Nov. 12: North American International Livestock Exposition (national championship); Louisville, Ky.



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**Meat Judging Schedule**

Oct. 6: Eastern National; Wyalusing, Pa.

Oct. 21: American Royal; Omaha, Neb.

Nov. 4: Cargill Meat Solutions High Plains Contest; Plainview

Nov. 18: International Intercollegiate Contest; Dakota City, Neb.



# News Release

## FOR IMMEDIATE RELEASE

DATE: Sept. 4, 2012

CONTACT: Karin Slyker, [karin.slyker@ttu.edu](mailto:karin.slyker@ttu.edu)  
(806) 742-2136

### Expert: A Golden Anniversary for 007

#### Pitch □ □

This year, Hollywood celebrates the 50<sup>th</sup> anniversary of one of the most iconic characters in movie history: Bond, James Bond.

Agent 007's milestone coincides with the latest installment of the Bond franchise: "Skyfall," scheduled for release Oct. 26 in the United Kingdom and Nov. 9 in the United States.

Rob Weiner, pop culture expert at Texas Tech University, is co-editor of "James Bond in Popular and World Culture: The Films are Not Enough."

#### Expert □

Rob Weiner, associate librarian and pop culture expert, Texas Tech University Library, (806) 742-2238 ext. 282, (806) 780-8775 mobile, or [rob.weiner@ttu.edu](mailto:rob.weiner@ttu.edu).

#### Talking Points □ □

- James Bond character expanded to video games, comics, board games, toys, literature and more.
- Bond is known for his gadgets, martinis – shaken not stirred, and the Aston Martin.
- The mainstays of a Bond film include unique locations, interesting villains and beautiful women.
- Initial criticism and outcry over Daniel Craig as James Bond, and his evolution to become as much a fan favorite as Sean Connery.

#### Quotes □ □

- "Ian Fleming's superspy creation of James Bond is one of the most successful film and book series in world history."
- "Originally, James Bond was very much a Cold War hero, however Fleming's novels still have timeless appeal."
- "Connery will always be a favorite in people's minds because he was the first to play the character in the feature film series, but many do not realize that he was not the first. That honor goes to American actor Barry Nelson, who played Bond in a little known television episode of the show 'Climax,' which aired in 1954."

- “Personally, I prefer Roger Moore. I love all of his Bond films, even the lesser ones such as ‘View to a Kill’ and ‘Man with the Golden Gun.’”
- “I also consider the best Bond film to be ‘On Her Majesty’s Secret Service (1969),’ with George Lazenby in the title role. The film has some of the best writing and plot development, as well as being one of the more faithful adaptations of one of Fleming’s Bond novels.”





**FOR IMMEDIATE RELEASE**

DATE: Sept. 4, 2012

CONTACT: James Hodgins, James.hodgins@ttu.edu  
(806) 742-2136

**Texas Tech Kicks Off Annual Charitable Campaign**

Texas Tech University kicked off the 2012 State Employee Charitable Campaign (SECC) today (Sept. 4).

At the event, attendees filled out pledge forms early and met with with 30 different agencies that benefit from the donations made to the SECC. A presentation of highlights from last year's campaign was given and departmental awards were handed out.

Last year, Texas Tech employees – with 33 percent participation – gave \$420,082, or 92 percent of the university's goal. That amount contributed to the \$917,593 total donation by the Greater West Texas SECC.

This year, the university hopes to raise \$430,000 to change lives, shape the future and make a difference in our West Texas community, said David Abercia, Texas Tech University and Texas Tech University System campaign coordinator.

"This campaign is a great way for all employees to come together and give back to our community," Abercia said. "West Texas is a tight-knit community, and the SECC is an excellent opportunity to continue that West Texas hospitality."

Unlike in years past, the pledge form now can be submitted online. The paper pledge form can still be completed, but the university encourages employees to use the new form.

"By transitioning to an online form, it allows us to engage more individuals and provide a more convenient way for the Texas Tech community to participate and give back," Abercia said.

The campaign supports a wide variety of charities and causes, ranging from small local organizations to large and well-known national and international groups. According to the university's SECC website, charities that wish to participate must meet stringent legal requirements, and then be scrutinized by teams of state employees to ensure:

- They are recognized by the IRS as 501(c)(3) nonprofit organizations and registered with the Secretary of State.
- They are audited (or reviewed) annually by an accountant in accordance with generally accepted accounting practices.
- They provide direct or indirect health and human services.



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- They spend no more than 25 percent of funds raised on administration and fundraising unless they qualify for a one-year exception due to special circumstances.

Employees can decide to participate as a leadership giver by donating \$1,000 or more. Other standards used in the campaign include giving one percent of annual pay (Lone Star Gold level) or one hour of pay per month, calculated as .006 of an employee's annual salary (Lone Star Red & Black level). Lone Star members will receive a mug and two tickets to a Texas Tech athletics game.

The Lone Star levels provide a suggested guide to giving. Abercia said employees are encouraged to give what they feel is appropriate for them and their budget.

"Every gift is appreciated and can make a difference to the charities in this campaign," he said. "How much an individual employee gives is ultimately up to them."

The [SECC website](#) has a wealth of resources available for everyone, including the campaign brochure, a mini-directory of charities, the deposit summary report for paper pledge forms and one-time gifts, the campaign calendar with all events and reporting dates, and the campaign video.

Find Texas Tech news, experts and story ideas at [www.media.ttu.edu](http://www.media.ttu.edu) and on Twitter @TexasTechMedia.

**CONTACT: David Abercia, Texas Tech University and Texas Tech University System campaign coordinator, Office of the President, Texas Tech University, (806) 742-2121, or [david.abercia@ttu.edu](mailto:david.abercia@ttu.edu).**



# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Sept. 5, 2012

CONTACT: Karin Slyker, [karin.slyker@ttu.edu](mailto:karin.slyker@ttu.edu)  
(806) 742-2136

### **PFP: Students Planning for a Better Financial Future**

Personal Financial Planning Becomes Department in College of Human Sciences

J. Brent Beene was nearly finished with his MBA in Finance at Texas Tech University when he first learned of the Personal Financial Planning (PFP) program in the College of Human Sciences.

"I heard it from a fellow finance major I hadn't seen in a while," Beene said. "Even more appealing was the work he told me that he'd be doing after graduation."

Beene, now a wealth manager with RegentAtlantic Capital LLC in New Jersey, graduated with a master's degree in PFP from Texas Tech in 2002. He credits the program for the career opportunities afforded him upon graduation.

Established more than 25 years ago under the leadership of associate professor Bill Gustafson, PFP evolved from what was formerly known as a family finance major. Today, it prepares students to be financial planning professionals through the study of cash and credit management, retirement planning, risk management, tax and estate planning, asset management and professional practices.

In its Feb. 2012 issue, SmartMoney magazine recognized Texas Tech in a six-page spread, as the most extensive academic program for financial planners in the nation.

### **Personal Financial Planning as a Department**

With the start of the fall semester comes a major milestone for the relatively young program, as PFP makes the leap from division to department.

"Elevation to the Department of Personal Financial Planning provides the visibility and focus needed to enhance quality growth and research productivity," said Professor Vickie Hampton, department chair.

This point is particularly relevant considering the broad spectrum of research and specialties currently engaged in this department: from charitable giving and reverse

mortgages, to retirement strategies and concerns about when a person loses their ability to make sound financial decisions.

For some however, the ability to make those sound decisions begins with financial literacy.

Follow the department on Twitter @DoubleTPFP.

### **Students Guide Peers through Financial Uncertainty**

“Many families don’t talk openly about money. Then you come to school and you have to make big life decisions that may stay with you,” said professor Dorothy Durband.

As director of Red to Black, Durband supervises a team of select juniors and seniors who provide one-on-one consultations and financial guidance in a safe and comfortable environment. The group also provides seminars based on their target audience, such as budgeting basics for freshman and information about repaying a student loan for graduating seniors.

“Personal Financial Planning is not just for people with assets,” Durband said. “We want to prepare students, while they are in school, to manage their finances and give them the tools to make those tough decisions.”

Follow Red to Black on Twitter: @ttu\_r2b.

### **The Brain’s Role in Tough Financial Decision Making**

Would you like to donate a dollar to charity? How about a portion of your income or estate? Associate professor Russell James is trying to better understand the responses to questions like these. His current research is focused on charitable bequests and estate planning, and personal happiness with regard to financial well-being.

As the first holder of The CH Foundation Endowed Chair for Personal Financial Planning, James’ research utilizes the Texas Tech Neuroimaging Institute, where he studies which parts of the brain are activated given a particular line of questioning.

“There are parts of the brain that are more involved with decision making, while others are more tied to emotion,” James said. “If we can understand the barriers, we can better address them.”

Follow on Russell James on Twitter: @TTUgenerosity.

### **Knowledge that is Practical, Personal and Valuable**

The program at Texas Tech is now regarded as one of the top standout financial planning schools by Financial Planning magazine.



“We have students from all over the world coming here to learn from our program,” Gustafson said. “And they are in high demand when they graduate.”

PFP is an obvious fit with majors like accounting and finance, because of the overlapping coursework. However, Gustafson points out their relationship with the Texas Tech University School of Law and also the Department of Agricultural and Applied Economics.

Among the many benefits of a career in PFP, flexibility ranks high on the list. Students may consider a minor to satisfy both their practical and personal ambitions, whereas, a doctorate in this emerging field might place a student in the position to influence how the field is taught and researched for time to come.

“If you really enjoy people and have a love of numbers, you couldn’t ask for a much better career,” Beene said. “It’s one of those courses applicable to anyone – your own situation or anybody else’s.”

Find Texas Tech news, experts and story ideas at [www.media.ttu.edu](http://www.media.ttu.edu) and on Twitter @TexasTechMedia.

**CONTACT: Bill Gustafson, associate professor, Department of Personal Financial Planning, College of Human Sciences, Texas Tech University, (806) 742-9783 or [bill.gustafson@ttu.edu](mailto:bill.gustafson@ttu.edu).**



# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Sept. 6, 2012

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

### **Texas Tech PBK Chapter and West Texas-Eastern New Mexico Association Earn Top Awards at National Council Meeting**

The West Texas-Eastern New Mexico Phi Beta Kappa Association and the Texas Tech Chapter of Phi Beta Kappa both won top awards at the Phi Beta Kappa Society's 43rd Triennial Council.

The two awards were given through separate selection committees and processes. Each award is accompanied by a certificate of achievement and a \$1,000 cash stipend.

"These outstanding rankings exemplify the quality and character of Phi Beta Kappa in our region," said Interim President Lawrence Schovanec. "The chapter and the West Texas-Eastern New Mexico association's passion and dedication to academics are apparent through both organizations' hard work and numerous achievements that have promoted student success."

Phi Beta Kappa's Triennial Council presents these awards every three years, said Mary Jane Hurst, current president of the West Texas-Eastern New Mexico association and founding president of Texas Tech's chapter. For either the university chapter or the regional association to have been selected as the national best would be remarkable. For both Phi Beta Kappa organizations to earn best in the nation – and at the same time through different review processes – is extraordinary.

"In simplest terms, these awards mean that what we have built is the best of the best," she said. "These awards affirm our hard work and dedicated efforts over many years. More fundamentally, these awards encourage us to continue to excel as we promote the core values of Phi Beta Kappa: honor and integrity; freedom of expression; and a confidence in the truth and beauty of science, literature, language, mathematics and all the fields of pure intellectual endeavor."

The award for Best Chapter, which went to Texas Tech's Lambda of Texas, specifically covered the period of 2008, 2009 and 2010. The award process considered such features as the variety of campus programs and activities sponsored by Phi Beta Kappa, the impact of Phi Beta Kappa on the liberal arts and sciences and on the campus as a whole and the percentage of membership invitations extended to students who were accepted.

The award was accepted by Marc Lochbaum, current president of the chapter and professor in the Department of Health, Exercise, & Sport Science.

Founding officers from 2006 to 2009 were President Mary Jane Hurst (English); Vice President Ed Quitevis (Chemistry); Secretary Daniel Hurst (Pediatric Neurology/HSC); and Treasurer Alison Myhra (Law).

The 2010 officers were President Richard Rosen (Law); Vice President Laura Beard (CMLL); Secretary Jennifer Snead (English); and Treasurer Cynthia Sorrensen (Geography).

Texas Tech's award was for the best public university chapter; awards also were given for best small college chapter and best private school chapter.

The award for Best Association was given for such features as the variety of programs, activities and scholarships sponsored as well as the impact of the association on the community. The award was accepted by Mary Jane Hurst.

Though no dates for the association award were specified during the presentation of awards, the West Texas - Eastern New Mexico chapter was chartered in 1997, and its presidents have included (in chronological order) Rob Posteraro (Radiology/HSC); Mary Jane Hurst; Quitevis; Alice White (Admissions); Chris Bradley (Chemistry); and Mary Jane Hurst.

The association has established endowments that provide awards to high school students, Phi Beta Kappa keys for local inductees and scholarships for students at Texas Tech University and South Plains College. The West Texas-Eastern New Mexico Association's award was for best small chapter; the Chicago Association won for best medium-sized chapter, and the Southern California Association won for best large chapter.

"The Society is delighted to recognize the West Texas-Eastern New Mexico Association and the Texas Tech Chapter for their hard work and remarkable commitment to advancing the ideals of Phi Beta Kappa, both on campus and in the broader world," said John Churchill, secretary and CEO of Phi Beta Kappa.

In celebration of these awards, the Phi Beta Kappa Association will sponsor an event at 4 p.m. Oct. 7 during its annual meeting at the International Cultural Center. Provost Bob Smith will be the headline speaker.

Only three public universities in Texas have been granted the right to shelter a chapter of Phi Beta Kappa. Texas Tech's chapter was approved in 2006 and installed in 2007.

Phi Beta Kappa was founded in 1776 and is the nation's oldest and most prestigious honor society. The Phi Beta Kappa Society has chartered only 283 chapters and 56 alumni associations. Only 10 percent of the nation's colleges and universities have been





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approved to shelter chapters, and at those institutions no more than ten percent of the students with a strong liberal arts and sciences background may be elected to lifetime membership in the society. More information about Phi Beta Kappa is available at [www.pbk.org](http://www.pbk.org).

**CONTACT: Mary Jane Hurst, professor of English and ACE fellow, Department of English, Texas Tech University, [maryjane.hurst@ttu.edu](mailto:maryjane.hurst@ttu.edu); Marc Lochbaum, professor, Department of Health, Exercise, & Sport Science, (806) 834-0882 or [marc.lochbaum@ttu.edu](mailto:marc.lochbaum@ttu.edu).**





TEXAS TECH UNIVERSITY

# Advisory

## FOR IMMEDIATE RELEASE

DATE: Sept. 6, 2012

CONTACT: Sydney O'Drobinak, [sydney.odrobinak@ttu.edu](mailto:sydney.odrobinak@ttu.edu)  
(806) 742-2136

### **Texas Tech Kicks Off Fashion Exhibition Month**

- WHAT: First Friday Art Trail Exhibit
- WHEN: 6-9 p.m. Friday (Sept. 7)
- WHERE: Louise Hopkins Underwood Center for the Arts, 511 Ave. K
- EVENT: Texas Tech University Apparel Design & Manufacturing faculty, students and alumni will host a fashion exhibition to showcase their work.

Pieces from the "Wear Your Chair" exhibition mentored by Rachel Anderson, instructor and exhibitor, and Kristi Gaines, assistant professor for interior design, will be displayed as well as The "Green Project" mentored by Su Shin, associate professor of Apparel Design & Manufacturing.

The exhibit will be on display through Sept. 29.

Find Texas Tech news, experts and story ideas at [www.media.ttu.edu](http://www.media.ttu.edu) and on Twitter @TexasTechMedia.

**CONTACT: Rachel Anderson, instructor, Department of Design, College of Human Sciences, Texas Tech University, (806) 742-3050, or [rachel.anderson@ttu.edu](mailto:rachel.anderson@ttu.edu).**



# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Sept. 7, 2012

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

### **Texas Tech President Announces Interim Vice President of Research**

Texas Tech University's Interim President Lawrence Schovanec announced that Michael San Francisco will become the interim vice president for research.

San Francisco is an associate vice president for research. He replaces Taylor Eighmy, who accepted a position in August as vice chancellor for research and engagement at University of Tennessee.

"It is my pleasure to appoint Dr. Michael San Francisco as interim vice president for research," Schovanec said. "Dr. San Francisco has more than 20 years of experience at Texas Tech, 15 of which have been spent in an administrative capacity. He is a respected faculty member with a strong record of teaching and research. He will begin his duties immediately as acting vice president for research and will become interim effective Oct. 1. I look forward to working with Dr. San Francisco on the crucial initiatives that are part of our research enterprise and ensuring that Texas Tech maintains its momentum moving forward."

San Francisco said he was honored to receive the interim position and planned to continue fostering research growth at Texas Tech.

"First and foremost, I'd like to thank Dr. Eighmy for setting the stage for our future," San Francisco said. "And as for me as interim vice president for research, I will make sure we maintain the momentum we currently have with research and work with Dr. Schovanec, the rest of the upper administration, deans and faculty members in a cooperative way to fulfill our research agenda. I would also like to forge stronger research relationships with the health sciences center."

Also a professor in the Department of Biological Sciences and a past associate dean in the Honors College, San Francisco worked on faculty development, interdisciplinary scholarship academy, strategic initiatives, proposal development and limited submissions as the associate VP for research.

He joined Texas Tech as an assistant professor in biological sciences in 1990 and was promoted to full professor in 2004. He also is a professor at the Texas Tech University Health Sciences Center in the Department of Microbiology and Immunology. He earned his bachelor's degree in 1977 in India before attending Boston University, earning his master's in biochemical ecology in 1980 and doctorate in biology-microbiology in 1984.

He did post-doctoral research at the University of Maryland in biochemistry and molecular biology (1984-1987) and subsequently at Ohio State University (1987-1990), in biotechnology.

San Francisco has been the director of the Clark Scholars Program since 1997. This program provides an intensive research experience for high school students from across the nation and globe. He was director of the Howard Hughes Medical Institute (HHMI) Science Education Program from 2005 to 2008 and now is associate director for undergraduate research. He also serves as co-director at the Center for the Integration of STEM Education and Research. He served as the faculty director for the Joint Admissions Medical Program (2001-2008), a program run by the State of Texas for those students who are academically eligible and economically underprivileged who wish to attend medical school.

**CONTACT: Michael San Francisco, Interim Vice President of Research, Texas Tech University, (806) 742-3905 or michael.sanfrancisco@ttu.edu.**



TEXAS TECH UNIVERSITY

# Advisory

## FOR IMMEDIATE RELEASE

DATE: Sept. 7, 2012

CONTACT: Sydney O'Drobinak, [sydney.odrobinak@ttu.edu](mailto:sydney.odrobinak@ttu.edu)  
(806) 742-2136

### Texas Tech Gets Ready to Race

- WHAT: 2012 Rec Sports Triathlon
- WHEN: 7:30 a.m. Sunday (Sept. 9)
- WHERE: Texas Tech Student Recreation Center
- EVENT: The Texas Tech Federal Credit Union will sponsor competitive and recreational triathlon events for Texas Tech and the Lubbock community. The competitive race includes a 400-meter swim, 12-mile bike ride and a 2.5-mile run. The recreational race includes a 300-meter swim, 9-mile bike ride and a 2-mile run.

For more information and costs to sign up please visit  
<http://www.recsports.ttu.edu>.

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@TexasTechMedia.

**CONTACT: Scott Layher, assistant director of marketing, Texas Tech Student Recreation Center, Texas Tech University, (806) 742-3351, or [Scott.Layher@ttu.edu](mailto:Scott.Layher@ttu.edu).**



# Advisory

## FOR IMMEDIATE RELEASE

DATE: Sept. 10, 2012

CONTACT: Callie Jones, [callie.jones@ttu.edu](mailto:callie.jones@ttu.edu)  
(806) 786-1901

### **Super Saturdays Fall Registration Underway**

At Texas Tech, learning is fun for kids.

**WHAT:** The Institute for the Development & Enrichment of Advanced Learners (IDEAL) is accepting registration forms for the fall session of Super Saturdays.

**WHEN:** Classes run Sept. 29 – Oct. 20 (Four consecutive Saturdays).  
Early bird registration is due by Sept. 14.  
Registration for all classes is due by Sept. 24.

**WHERE:** Texas Tech University Campus

**EVENT:** IDEAL will offer 11 different classes at Texas Tech for children in kindergarten through sixth grade. Class topics this fall include:

- **Adventures in Art**, grades K-6
- **All the World's a Stage**, grades K-6
- **Animal Science**, grades 3-6
- **Architecture**, grades 2-3
- **Cooking and Cultures**, grades 1-6
- **Dino-Rock**, grades K-2
- **Experiments Galore**, grades K-1
- **In the Lab**, grades 4-6
- **LEGO Robotics**, grades 2-6
- **Spanish in Action**, grades K-6
- **The Physics of Goop & Glue**, grades 4-6

Courses last two hours each and cost an average of \$86 for the four weeks, but fees vary according to subject.

Super Saturdays are offered by IDEAL with the primary goal of helping children narrow their field of interest by exposing them to hands-on courses in a variety of subject areas.

For more information on the classes available and to download a registration form, visit [www.depts.ttu.edu/diversity/ideal/](http://www.depts.ttu.edu/diversity/ideal/).

Find Texas Tech news, experts and story ideas at [www.media.ttu.edu](http://www.media.ttu.edu) and on Twitter @TexasTechMedia.

**CONTACT: Cindy Parnell, unit coordinator, Institute for the Development and Enrichment of Advanced Learners, Texas Tech University, (806) 742-2420, or [cindy.parnell@ttu.edu](mailto:cindy.parnell@ttu.edu).**



# News Release

## FOR IMMEDIATE RELEASE

DATE: Sept. 10, 2012

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

### **Texas Tech Rawls College Kicks off New Semester of Roundtable Speakers** New dean will discuss the future of business education at the Rawls College.

Texas Tech University's Rawls College of Business hosts its first event in the Chief Executives' Roundtable (CXR) speaker series of the fall semester at 11:30 a.m. Friday (Sept. 14) at Valley of Lubbock Scottish Rite, 1101 70th Street.

The college's 10th dean, Lance Nail, will speak on "The Future of Business Education at the Rawls College of Business."

Nail came to Texas Tech in August from the University of Southern Mississippi (USM) where he was dean of the USM College of Business from 2008-2012.

On Oct. 3 the Rawls College will host Nick Vitalari, author, entrepreneur and managing director of Elasticity Labs. He will speak on "The Elastic Enterprise: Making Companies Competitive in the Twenty-first Century." His unique background led him to serve as an academic, corporate executive, advisor, educator, analyst, and as a public servant in local government. At Elasticity Labs Vitalari works with executives to instill new levels of elasticity into their strategies and operations.

His most recent book "The Elastic Enterprise," outlines new strategies and structures that give leading firms unprecedented flexibility and competitive advantage. He has published three other books and numerous articles in professional journals, and his work has been covered in *The Wall Street Journal*, Los Angeles Times, *Psychology Today* and other media.

On Nov. 6 the series continues at the Lubbock Country Club with Alan White, chairman and CEO of PlainsCapital Corp. He leads PlainsCapital's strategic direction and oversees the corporation's financial strength, stability and management. White founded PlainsCapital Corp. in 1987, and acquired Plains National Bank (later renamed PlainsCapital Bank) in 1988. Hilltop Holdings Inc. and PlainsCapital Corp. recently announced the two Dallas-based companies have signed a merger agreement.

White received the Distinguished Alumnus Award from the Texas Tech Alumni Association in 2005, was named Outstanding CEO by the Rawls College of Business in 2001, and received the Texas Tech University Ex-Student's Association Lauro Cavazos Award in 1999.

The Chief Executives' Roundtable series brings nationally recognized industry leaders to Texas Tech to share their experiences and insights with students, faculty and the business community. The CXR speaker series is open to the public by subscribing to the program.

For more information on the Rawls College Chief Executives' Roundtable Speaker Series visit <http://cxr.ba.ttu.edu/>.

Find Texas Tech news, experts and story ideas at [www.media.ttu.edu](http://www.media.ttu.edu) and on Twitter @TexasTechMedia.

**CONTACT: Alice Oles, Chief Executives' Roundtable coordinator, Rawls College of Business, Texas Tech University, (806) 834-3940 or [alice.oles@ttu.edu](mailto:alice.oles@ttu.edu).**





TEXAS TECH UNIVERSITY

# Advisory

## FOR IMMEDIATE RELEASE

DATE: Sept. 11, 2012

CONTACT: Celeste Villarreal, [celeste.villarreal@ttu.edu](mailto:celeste.villarreal@ttu.edu)  
(806) 742-3990, ext. 249

### **Texas Tech Law Review Presents Federal Judge in Distinguished Lecture Series** Judge Davis will speak on "Veterans Fighting Wars Abroad and at Home."

- WHAT:** Texas Tech University School of Law and the *Texas Tech Law Review* present Judge Robert N. Davis as the Huffman Distinguished Lecturer.
- WHEN:** Noon Thursday (Sept. 13)
- WHERE:** Lanier Auditorium, 1802 Hartford Ave.
- EVENT:** Davis sits on the United States Court of Appeals for Veterans Claims in Washington, D.C. Before his 2004 appointment, he was a tenured professor at Stetson University College of Law in Gulfport, Fla., and at the University of Mississippi School of Law in Oxford, Miss. He has also held teaching positions at other law schools throughout the United States and abroad.

The *Texas Tech Law Review* initiated the Huffman Distinguished Lecture Series in 2010 to honor Walter B. Huffman, Dean Emeritus of Texas Tech University School of Law, past Editor-in-Chief of the *Texas Tech Law Review*, and a retired Major General of the United States Army.

Prior Huffman Distinguished Lecturers were General William K. Suter, Clerk of the United States Supreme Court, and Arthur Miller, a leading scholar in the field of civil procedure.

For more information on Texas Tech University School of Law visit [www.law.ttu.edu](http://www.law.ttu.edu).

Find Texas Tech news, experts and story ideas at [www.media.ttu.edu](http://www.media.ttu.edu) and on Twitter @TexasTechMedia.

**CONTACT: Celeste Villarreal, communications coordinator, School of Law,**  
(806) 742-3990 ext. 249, or [celeste.villarreal@ttu.edu](mailto:celeste.villarreal@ttu.edu).



TEXAS TECH UNIVERSITY

# Advisory

## FOR IMMEDIATE RELEASE

DATE: Sept. 11, 2012

CONTACT: Callie Jones, [Callie.jones@ttu.edu](mailto:Callie.jones@ttu.edu)  
(806) 742-2136

### **Texas Tech Welcomes New Students**

**WHAT:** New Student Convocation: Where Academics and Tradition Come Alive

**WHEN:** 6:30 p.m. Thursday (Sept. 13)

**WHERE:** Memorial Circle

**EVENT:** New students and faculty are invited to gather at the Administration building for New Student Convocation, an official welcome to the Texas Tech community. This event will feature performances highlighting Texas Tech students and traditions and will reveal what it means to be a Red Raider.

Chancellor Kent Hance, Interim President Lawrence Schovanec and other university administrators and guests will make remarks during the ceremony. The program will open with a spirit rally featuring the Goin' Band from Raiderland and the spirit squads, and will close with the Matador Singers.

The agenda for the program includes the following items:

- Spirit Rally
- Opening Remarks
- Reflecting on Our History
- Exploring Integrated Scholarship
- Celebrating Diversity
- Academic College Roll Call
- Involvement at Texas Tech
- Red Raiders for Life
- Closing

Convocation souvenirs, pictures and snacks will be available for those in attendance.

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**CONTACT: Amy Murphy or Tara Miller, Center for Campus Life, Texas Tech University, (806) 742-5433, or [tara.miller@ttu.edu](mailto:tara.miller@ttu.edu).**



TEXAS TECH UNIVERSITY

# Advisory

## **EMBARGOED INFORMATION**

**Please do not release until after 11 a.m. September 13. A press release will follow after the presentation.**

DATE: September 11, 2012

CONTACT: Callie Jones, [callie.jones@ttu.edu](mailto:callie.jones@ttu.edu)  
(806) 742-2136

### **Texas Tech Honors First Admitted Student**

Office of Admissions to surprise local student with acceptance, scholarship

- WHAT: The first admitted student will be given a surprise presentation in front of the senior class.
- WHEN: 10 a.m. Thursday (Sept. 13)
- WHERE: Lubbock High School Auditorium
- EVENT: Interim President Lawrence Schovanec will give a presentation honoring a Lubbock High School senior chosen as the first admitted student for the 2013-2014 school year.

Only Lubbock ISD administrators and the parents of the first admit know about the presentation. The student's 500 classmates will be in attendance.

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**CONTACT: Jamie Hansard, director of recruitment & marketing, Undergraduate Admissions, Texas Tech University, (806) 834-3603, or [jamie.hansard@ttu.edu](mailto:jamie.hansard@ttu.edu).**



# News Release

## FOR IMMEDIATE RELEASE

DATE: Sept. 11, 2012

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

### **Expert: Regional Differences Create More Division for Farm Bill**

#### **Pitch**

Every five years Congress passes a package of legislation, commonly called the "Farm Bill" that sets national agriculture, nutrition, conservation and forestry policy. The last Farm Bill was passed in 2008, and expires Sept. 30.

The Agriculture Reform, Food and Jobs Act of 2012 (S. 3240) represents the most significant reforms in agricultural policy in decades. The bill ends direct payments, streamlines and consolidates programs, and reduces the deficit by \$23 billion. Proponents say it also strengthens top priorities that help farmers, ranchers, and small business owners continue to grow the economy.

#### **Expert**

Darren Hudson, professor, Department of Agricultural and Applied Economics, Texas Tech University; and director, Texas Tech Cotton Economics Research Institute; (806) 742-1921 ext. 272, or [darren.hudson@ttu.edu](mailto:darren.hudson@ttu.edu).

#### **Talking Points**

- Big regional differences in desires for Farm Bill attributes created more division in the legislative priorities compared with years past.
- In a time of tight budgets and an upcoming election, this is the type of division that is not needed to get legislation shepherded through the system.
- Running out of time to reach a final agreement before Sept. 30 expiration of the old farm bill.

#### **Quotes**

- "It seems that the members of the House Agriculture Committee were committed to generating a bipartisan bill, but the full house may be less inclined to want to vote on a bill with some controversial sections for some constituencies before the election."
- "Increasingly, the likelihood is for a one-year extension of current policy. It is not a matter of *if* a new farm bill will be passed, but when."



TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Sept. 12, 2012

CONTACT: Callie Jones, [callie.jones@ttu.edu](mailto:callie.jones@ttu.edu)  
(806) 742-2136

### **Former Ambassador Available for Comment on Death of U.S. Ambassador to Libya**

Following an attack on the U.S. Consulate in Benghazi, Libya, U.S. Ambassador Chris Stevens was killed along with three other Americans identified as security guards.

Protestors angry over a film that ridiculed Islam's Prophet Mohammad attacked the consulate with machine guns and rocket-propelled grenades, according to an AP report.

Ambassador Tibor P. Nagy, Jr. is the vice provost for international affairs at Texas Tech University and was the ambassador to Ethiopia from 1999-2002 and ambassador to Guinea from 1996-1999. Among his many other posts, Nagy served the Foreign Service in Togo, Cameroon and Nigeria; as well as in Washington, D.C. as the systems administrator for the African Bureau.

"This is a tragic incident, yet a reminder that many of our U.S. ambassadors are not located in places like Paris, London and Vienna," Nagy said. "What some of the American people don't realize is many of our embassies are on the frontier, in areas that are unstable, areas that require additional security. Ambassadors represent the United States in these areas and are often targets of hostility toward our country. The perception sometimes is ambassadors attend black tie events and shake hands, when in reality the appointment is oftentimes exposed to moments of perilous activity and unrest."

Stevens was the first U.S. ambassador to be killed in the line of duty since 1979. His death comes a year after Libyan rebels ousted and eventually killed Muammar Gaddafi in 2011, ending his secular autocratic regime.

**Editor's Note:** Nagy is available for comment on the death of Ambassador Stevens and on the situation in Libya after 4 p.m. CST today (Sept. 12). His bio is available [here](#).

Find Texas Tech news, experts and story ideas at [www.media.ttu.edu](http://www.media.ttu.edu) and on Twitter @TexasTechMedia.

**CONTACT: Tibor Nagy, vice provost, Office of International Affairs, Texas Tech University, (806) 317-9045, or [tibor.nagy@ttu.edu](mailto:tibor.nagy@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Sept. 12, 2012

CONTACT: Sydney O'Drobinak, [Sydney.odrobinak@ttu.edu](mailto:Sydney.odrobinak@ttu.edu)  
(806) 742-2136

### **Texas Tech MIS Faculty Earns Notable Ranking**

According to a top-100 rankings of schools from 2001-2011, the Texas Tech University Management Information Systems (MIS) faculty in the Rawls College of Business is ranked 47<sup>th</sup> of the top international universities.

The rankings, assembled by Viswanath Venkatesh of University of Arkansas, are based on publications in the top four MIS journals over the last decade from the Association for Information Systems Senior Scholars' Basket of Journals. These journals include *MIS Quarterly*, *Information Systems Research*, *Journal of Management Information Systems* and *Journal of the Association for Information Systems*.

The Texas Tech faculty, part of the Area of Information Systems and Quantified Science (ISQS), is placed ahead of many highly recognized MIS programs in business across the world.

"This achievement is an international recognition of the high-quality scholarship generated by our MIS faculty," said Lance Nail, dean and professor of finance in the Rawls College of Business. "For Rawls faculty to rank ahead of such distinguished programs as Northwestern, Wisconsin, SMU, Texas A&M, BYU, Purdue, and Virginia Tech is a tribute to their work as thought leaders in their field."

There currently are 14 MIS faculty members in the ISQS department whose research includes a variety of interests such as systems development, electronic commerce, database modeling and information requirements determination.

For the complete rankings list, please click [here](#).

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**CONTACT: Glenn Browne, area coordinator, Information Systems & Quantitative Sciences, Rawls College of Business, Texas Tech University, (806) 834-0969, or [glenn.browne@ttu.edu](mailto:glenn.browne@ttu.edu).**



TEXAS TECH UNIVERSITY

# Advisory

## FOR IMMEDIATE RELEASE

DATE: Sept. 12, 2012

CONTACT: Celeste Villarreal, [celeste.villarreal@ttu.edu](mailto:celeste.villarreal@ttu.edu)  
(806) 742-3990, ext. 249

### **Texas Tech University Law Hosts 7th Court of Appeals**

- WHAT:** The Texas Tech University School of Law will host the Texas 7<sup>th</sup> Court of Appeals.
- WHEN:** 10 a.m. Friday (Sept. 14)
- WHERE:** Donald M. Hunt Courtroom, School of Law, 1802 Hartford Ave.
- EVENT:** The Court, which usually presides in Amarillo, will provide an opportunity for law students and the public to view the high court in action.

The 7th Court of Appeals is composed of a chief justice and three justices. The court has intermediate appellate jurisdiction in both civil and criminal cases appealed from lower courts in 46 counties in Texas; in civil cases where judgment rendered exceeds \$100, exclusive of costs; other civil proceedings as provided by law; and in criminal cases except in post-conviction writs of habeas corpus and where the death penalty has been imposed.

Four cases are scheduled to be heard on Sept. 14, starting with docket call at 10 a.m., breaking for lunch, and resuming arguments at 1:30 p.m.

For more information on Texas Tech University School of Law and the 7<sup>th</sup> Court of Appeals, please visit [www.law.ttu.edu](http://www.law.ttu.edu) and [www.7thcoa.courts.state.tx.us](http://www.7thcoa.courts.state.tx.us).

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**CONTACT: Celeste Villarreal, communications coordinator, School of Law,**  
(806) 742-3990 ext. 249, or [celeste.villarreal@ttu.edu](mailto:celeste.villarreal@ttu.edu).





# News Release

## FOR IMMEDIATE RELEASE

**DATE:** Wednesday, September 12, 2012

**CONTACT:** Jaryn Jones, [jaryn.jones@ttu.edu](mailto:jaryn.jones@ttu.edu)

### **Advisory Council Named for 16th Texas Tech University President Search**

Texas Tech University System Chancellor Kent Hance today (September 12) named an advisory council to assist in selecting the next president of Texas Tech University.

“The advisory council will serve as a valuable resource to our search process,” Hance said. “This group of individuals will offer a variety of perspectives as we seek to find the ideal candidate for the next president of Texas Tech University.”

The 26-member council is chaired by Nancy Neal, member of the Board of Regents and a 1985 graduate of Texas Tech University Health Sciences Center. Former Regent Scott Dueser will serve as the vice chairman.

Neal said the advisory council serves as a larger representation of the university and includes representatives from several Texas Tech constituencies including faculty, administration, staff, students and community members.

“As Texas Tech continues to grow, it is imperative that we identify a leader who will drive our forward progress,” Neal said. “We are seeking a large and diverse pool of applicants to ensure we find the best possible candidate for the next president. The advisory council will assist Chancellor Hance and the search committee in identifying individuals that relate to all members of the Texas Tech family.”

The council will also help with initial screenings and provide updates on the progress of the search to their respective constituency groups. Candidate recommendations will be forwarded on to the chancellor. The final selection will be made by the chancellor, who will make the appointment with the prior approval of the Board of Regents.

Members of the advisory council include:

**Nancy Neal**, member, Board of Regents, Texas Tech University System, Lubbock

**Scott Dueser**, former chairman, Board of Regents, Texas Tech University System; president and CEO, First Financial Bankshares, Inc., Abilene



## TEXAS TECH UNIVERSITY

**Jodey Arrington**, Vice Chancellor for Research, Commercialization and Federal Relations, Texas Tech University System

**Stephen Bayne**, associate professor, Electrical and Computer Engineering, Edward D. Whitacre Jr. College of Engineering, Texas Tech University

**Loretta J. Bradley, Ph.D.**, coordinator, Counselor Education; Horn Professor, College of Education, Texas Tech University

**Mindy Brashears**, professor, Animal and Food Sciences, College of Agricultural Sciences and Natural Resources; director, International Center for Food Industry Excellence, Texas Tech University

**Dana Craig**, member, Chancellor's Council Advisory Committee; Texas Tech University alumnus, Lubbock

**Bill Dean, Ph.D.**, executive vice president and CEO, Texas Tech Alumni Association; associate professor, College of Media and Communication, Texas Tech University

**Carol D. Edwards, Ph.D.**, dean, College of Visual and Performing Arts, Texas Tech University

**Tyler Enos**, senior finance/pre-med major, Rawls College of Business; president, President's Select, Texas Tech University

**Jeff Hays, J.D.**, president, Staff Senate; attorney at law, Student Legal Services, Texas Tech University

**Cassandra L. Henry**, member, National Board of Directors, Texas Tech Alumni Association, Texas Tech alumnus, Lubbock

**Mickey Long**, vice chairman, Board of Regents, Texas Tech University System; president, Westex Well Service, LP, Midland

**Terry McInturff**, director, Energy Commerce Program, Rawls College of Business, Texas Tech University

**Brian Newby, J.D.**, former vice chairman, Board of Regents, Texas Tech University System; counsel, Cantey & Hanger LLP; Fort Worth

**Kelly Overly, Ed.D.**, Vice Chancellor for Institutional Advancement, Texas Tech University System

**Dale Redman**, member, Texas Tech Foundation Inc.; Texas Tech University Alumnus, Midland

Office of Communications and Marketing



**Raul Ruiz, J.D.**, assistant director, Institutional Diversity, Equity and Community Engagement, Texas Tech University

**Linda Rutherford**, member, National Board of Directors, Texas Tech Alumni Association; vice president, Communications and Strategic Outreach, Southwest Airlines; Texas Tech Alumnus, Carrollton

**Al Sacco Jr., Ph.D.**, dean, Edward D. Whitacre Jr. College of Engineering, Texas Tech University

**Brian Shannon, J.D.**, faculty athletics representative, NCAA and Big XII Conference; Charles "Tex" Thornton Professor of Law, Texas Tech University

**John Steinmetz**, member, Board of Regents, Texas Tech University System; president, Lubbock Market, Vista Bank, Lubbock

**Suzanne Taylor**, student regent, Board of Regents, Texas Tech University System; 3rd year law student and former student government president, Texas Tech University

**Betsy Triplett-Hurt**, former chair, Texas Tech Foundation Inc.; Texas Tech University alumnus, Odessa

**Bobby Waddle**, member, National Board of Directors, Texas Tech Alumni Association; Texas Tech University alumnus, DeSoto

**Aliza Wong, Ph.D.**, member, Faculty Senate, associate chair and associate professor, Department of History, College of Arts and Sciences, Texas Tech University

The advisory council will work in conjunction with the 17-member presidential search committee. Daniel Nathan, faculty senate president, was added to the search committee as a voting member. Nathan serves as an associate professor and the director of graduate studies in the Texas Tech University Department of Philosophy.

Dr. Lawrence Schovanec, who has served as dean of the College of Arts & Sciences since 2010, was recently named interim president by the chancellor and will assume the duties of president until a replacement is named. AGB Search has been retained to assist with the search committee.

**CONTACT: Robert Giovannetti, associate vice chancellor, Office of Communications & Marketing, Texas Tech University System, (806) 742-0057, robert.giovannetti@ttu.edu**



# News Release

## FOR IMMEDIATE RELEASE

DATE: Sept. 12, 2012

CONTACT: Lindsay Bradshaw, [lindsay.bradshaw@ttu.edu](mailto:lindsay.bradshaw@ttu.edu)  
(806)742-2136

### **Earth, Life & System Symposium Agenda Announced for September 2012**

The agenda has been announced for the Earth, Life & System Symposium, which will be held Sept. 13-14 at McKenzie-Merket Alumni Center on the Texas Tech University campus.

The two-day event covers environment and evolution, and is held in honor of Lynn Margulis. Margulis was distinguished university professor in the Department of Geosciences at the University of Massachusetts, Amherst.

#### Sept. 13

- 8:45 - 10:15 a.m. – “Endoprebiotic: Encapsulation and Merger of Nucleic Acids and Proteins in the Origin of Life” by Sankar Chatterjee, Horn Professor in the department of Geosciences and curator of paleontology at Texas Tech
- 10:30 a.m. - noon – “Unsettling, even perhaps a bit sinister”: The Implications of Waddington’s ‘World Egg’ for Feminist New Materialism” by Susian Squier, Julia Brill Professor of women’s studies and english at Pennsylvania State University
- 1 - 2:30 p.m. – “Carl Woese and Lynn Margulis on Biological Kingdoms and Domains” by Jan Sapp, professor of biology and history at York University
- 2:45 - 4:15 p.m. – “Gaia and the History of the Biosphere Concept” by J. Baird Callicott, University Distinguished Research Professor of philosophy and religion studies at the University of North Texas
- 4:30 - 6 p.m. – “The World According to Margulis: Attempts at Philosophical Summation” by Dorion Sagan, writer
- 6 - 7:30 p.m. – Public reception at McKenzie-Merket Alumni Center Courtyard

#### Sept. 14

- 8:45 - 10:15 a.m. – “The Planetary Imagination from Dune to Gaia” by Bruce Clarke, Horn Professor of literature and science at Texas Tech
- 10:30 a.m. - noon – “Symbiogenesis and other Non-Darwinian Processes in Evolution” by James A. Shapiro, professor of biochemistry and molecular biophysics at the University of Chicago
- 1 - 2:30 p.m. – “NASA’s Exobiology Program as Incubator for the Serial Endosymbiosis and Gaia Theories, 1964-1982”
- 2:45 - 4:15 p.m. – “Sustainable Development: Alternative Pathways in Developmental Systems Theory” by Susan Oyama, professor emeriti of psychology at John Jay College and the Graduate Center, City University of New York

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TEXAS TECH UNIVERSITY

4:30 - 6 p.m. – “Coming to Terms with Global Change: Technology is Not Enough”  
by Peter Westbroek, emeritus professor of geophysics at Leiden University and  
Royal Netherlands Academy of Sciences and Arts

This symposium is sponsored by the College of Arts and Sciences, Office of the Vice President for Research, the Transdisciplinary Academy, Center for the Integration of Science Education and Research, the Haragan Lecture Series, and Sigma Xi at Texas Tech.

**CONTACT: Bruce Clarke, Paul Whitfield Horn Professor of Literature and Science, Texas Tech University, (806)742-2501, [bruce.clarke@ttu.edu](mailto:bruce.clarke@ttu.edu).**



# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Sept. 13, 2012

CONTACT: Sally Logue Post, [sally.post@ttu.edu](mailto:sally.post@ttu.edu)  
(806) 742-3905

### **Recipients of Internal Competitive Funding Opportunity Award Announced**

Texas Tech University's second internal competitive funding opportunity funded 52 faculty members to advance scholarship in the Creative Arts, Humanities and Social Sciences.

"This year's award recipients represent the excellent faculty we have at Texas Tech," said interim president Lawrence Schovanec. "I'm pleased that we are able to fund an internal competition to help faculty in areas that do not traditionally have access to external funding."

This year, 82 proposals were submitted and a total of \$599,994 was awarded. Last year, \$441,506 was awarded to 40 faculty members. Applications received written reviews and were further subjected to panel discussions. Each proposal submitted was evaluated using specific criteria for each of four award levels. All applicants will receive feedback from the reviews. Four types of awards were funded:

- Level 1, up to \$3,000 – 6 proposals funded
- Level 2, up to \$10,000 – 27 proposals funded
- Level 3, up to \$20,000 – 17 proposals funded
- Level 4, up to \$40,000 – 2 proposals funded.

"Texas Tech has outstanding faculty in all areas," said provost Bob Smith. "We intend for these awards to help our faculty in the creative arts, humanities and social sciences expand their horizons. These funds should be transformational and we hope that faculty members foster collaborations within and outside of their disciplines."

The funds can be used in many ways including purchasing equipment or computers, traveling to conferences, or for collaboration, travel for presentations, to support applications for distinguished faculty award opportunities, early scholarship development, new areas of work, and supporting graduate students or undergraduate research efforts.

"Texas Tech honors creative activity and scholarship," said Michael San Francisco, interim vice president for research. "The proposals we received this year were excellent. These faculty members represent the vast and varied scholarship and creative activity at Texas Tech. We are pleased to provide an opportunity for our faculty in the creative arts, humanities and social sciences to expand and enhance their work."

The competition was overseen by a steering committee comprising Michael San Francisco, chair; Brian Steel, associate dean in the College of Visual and Performing Arts; David Larmour, Horn professor in the Department of Classical and Modern Languages and Literatures; Aliza Wong, associate professor of history and Faculty Senate research committee chair; and Laura Beard, professor and assistant dean in the College of Arts and Sciences.

The list of winners and their topics are available at <http://www.depts.ttu.edu/vpr/award-ops/CAHSScompetition.php>.

Find Texas Tech news, experts and story ideas at [www.media.ttu.edu](http://www.media.ttu.edu).

**CONTACT: Michael San Francisco, interim vice president for research, Office of the Vice President for Research, (806) 742-3905 or [michael.sanfrancisco@ttu.edu](mailto:michael.sanfrancisco@ttu.edu).**



TEXAS TECH UNIVERSITY

# Advisory

## FOR IMMEDIATE RELEASE

DATE: Sept. 13, 2012

CONTACT: Sydney O'Drobinak, [Sydney.odrobinak@ttu.edu](mailto:Sydney.odrobinak@ttu.edu)  
(806) 742-2136

### Discovery Channel Star Visits Texas Tech

- WHAT: Texas Tech University Activities Board Presents: Reed Timmer
- WHEN: 8 p.m. today (Sept. 13)
- WHERE: Allen Theater in the Student Union Building
- EVENT: Reed Timmer, lead storm chaser on Discovery Channel's "Storm Chasers" series and meteorologist, will talk to Texas Tech students about his stories and discoveries he has had through his storm chasing career. Timmer has captured over 200 tornadoes on film.

The event is free to all students with a valid student I.D., and \$12 for the general public. Tickets can be purchased at the east info desk at the Student Union Building.

For more information on Timmer, please click [here](#).

Find Texas Tech news, experts and story ideas at [www.media.ttu.edu](http://www.media.ttu.edu) and on Twitter @TexasTechMedia.

**CONTACT: Austin Reiter, coordinator for night life, Texas Tech Activities Board, Texas Tech University, (806) 742-4708, or [austin.reiter@ttu.edu](mailto:austin.reiter@ttu.edu).**





# News Release

## FOR IMMEDIATE RELEASE

DATE: Sept. 13, 2012

CONTACT: Callie Jones, [callie.jones@ttu.edu](mailto:callie.jones@ttu.edu)  
(806) 742-2136

### **Lubbock High School Senior Honored as First Admitted Student to Texas Tech** Christopher Hardin was awarded a Presidential Scholarship in a surprise presentation.

Christopher Hardin, a senior at Lubbock High School, was honored today as the first student to gain acceptance to Texas Tech University.

In a surprise presentation at Lubbock High School, Texas Tech Interim President Lawrence Schovanec awarded Hardin with an accepted students' packet and an oversized check, representing a Presidential Scholarship worth \$24,000 (\$6,000 per year for 4 years). He is the son of James and Jan Hardin of Lubbock.

"Now let me tell you why you are here today," Schovanec announced to the senior class at Lubbock High School. "Chris will be the first official admit in next year's class at Texas Tech."

During the presentation, Schovanec recognized Lubbock ISD and Lubbock High School for preparing students for college, and offered the senior class a case for pursuing an education at Texas Tech University.

"You represent the type of students that we value at Texas Tech—the type of students that are a priority," Schovanec said. "Your preparation is excellent and you will be in very good condition to go to any university you choose."

Lubbock High School Principal Doug Young, affirmed a strong relationship between Lubbock ISD and Texas Tech University.

"We here at Lubbock ISD and Lubbock High enjoy a fantastic partnership with Texas Tech University," Young said. "We're extremely happy to enjoy this partnership with Texas Tech on many different levels. The resources that they provide to our district and our school are phenomenal."

According to Jamie Hansard, director of recruitment and marketing for Undergraduate Admissions, Hardin received admittance based on his academic credentials and early application.

To receive a Presidential Scholarship worth \$24,000, students must have a score of at least 1400 on the SAT or 32 on the ACT; and the student must be in the top 10 percent of

the senior class. Hardin was among the first group of students to supply Undergraduate Admissions with his application and required materials.

“We are thrilled that the first admitted student is from the Lubbock community,” Hansard said. “This is a great opportunity to celebrate local students and recognize academic achievement.”

Following the ceremony, Hardin and his parents expressed their happiness and gratitude for the recognition.

“It feels really good and I didn’t expect this at all,” Hardin said. “It will definitely weigh heavily in my decision about where I will go to school next year.”

Hardin, who wants to pursue a career in medicine, said his older brother currently is in the College of Visual and Performing Arts and “loves it.”

“We are extremely proud; he is a wonderful son,” James Hardin said. “We would be very pleased to have two kids at Texas Tech.”

Find Texas Tech news, experts and story ideas at [www.media.ttu.edu](http://www.media.ttu.edu).

**CONTACT: Jamie Hansard, director of recruitment & marketing, Office of Undergraduate Admissions, Texas Tech University, (806) 834-3603, or [jamie.hansard@ttu.edu](mailto:jamie.hansard@ttu.edu).**



TEXAS TECH UNIVERSITY

# Advisory

## **FOR IMMEDIATE RELEASE**

DATE: Sept. 13, 2012

CONTACT: Callie Jones, [callie.jones@ttu.edu](mailto:callie.jones@ttu.edu)  
(806) 742-2136

### **Student Convocation Moved to United Spirit Arena**

Texas Tech University's New Student Convocation, originally scheduled for 6:30 p.m. at Memorial Circle today (Sept. 13) will move to the United Spirit Arena. The start time will remain unchanged.

Parking is available in lot C-11, north of the arena. Media personnel may enter at the north event staff entrance.

Audience seating will be on the west side. The entire basketball court will be used for staging.

New Student Convocation is an official welcome to the Texas Tech community. The event will feature performances highlighting Texas Tech students and traditions, and will reveal what it means to be a Red Raider. Chancellor Kent Hance, Interim President Lawrence Schovanec and other university administrators and guests will make remarks during the ceremony.

**CONTACT: Amy Murphy or Tara Miller, Center for Campus Life, Texas Tech University, (806) 742-5433, or [tara.miller@ttu.edu](mailto:tara.miller@ttu.edu).**



# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Sept. 13, 2012

CONTACT: Karin Slyker, [karin.slyker@ttu.edu](mailto:karin.slyker@ttu.edu)  
(806) 742-2136

### **Texas Tech Researcher Wins NIH New Innovator Award to Study Oral Vaccine Delivery**

A Texas Tech University chemical engineering researcher received a five year, \$1.5 million grant in direct cost from the National Institutes of Health (NIH) to study an innovative oral vaccine delivery platform.

Harvinder Gill, an assistant professor of chemical engineering, is one of 51 recipients of the NIH Director's New Innovator Award, and will use the funding to study the use of pollen grains for oral vaccine delivery.

"Pollen grains have a tough outer shell that can withstand the harsh acid and enzyme-rich environment in the stomach associated with the digestion process," Gill said. "We can remove the plant material inside the pollens and load vaccine into the empty shell for delivery through the stomach to the intestine and into the body, much like a Trojan horse."

Currently a vaccine is typically given by a health care professional through intramuscular injection, which can be expensive, painful, and has an element of risk. A vaccine given orally can be painless, child-friendly, self-administrable and increases mucosal immunity in areas like the intestines and lungs, so that the bacteria or virus can be neutralized even before it can infect the body, Gill said.

Risk of pollen allergies is mitigated in this delivery system, because not only is the pollen shell made of a natural polymer that is non-allergenic, but also the plant proteins that cause allergies are removed during the pollen-cleaning process.

The pollen grain-based oral vaccination approach has safely stimulated a successful immune response in mice. The NIH grant will allow Gill to continue development of this system and bring it closer to human use by fully understanding how the pollens help to stimulate a strong immune response and by assessing their potential to induce mucosal immune responses.

Gill received his Bachelor of Engineering in Chemical Engineering with honors from Panjab University, India. He then worked in the chemical and petroleum industry for seven years. Subsequently he obtained his doctoral degree in Bioengineering from Georgia Institute of Technology and his postdoctoral training in influenza vaccines in the Department of Microbiology and Immunology at Emory University. He joined Texas Tech as an Assistant Professor in the Department of Chemical Engineering in 2009. This is his third NIH grant. He also has received numerous other honors and awards.

The NIH Director's New Innovator Award initiative, established in 2007, addresses two important goals: stimulating highly innovative research and supporting promising new investigators. The award supports exceptionally creative new investigators who propose projects that have the potential for unusually high impact. It recognizes researchers at the start of their career, when they may not yet have the preliminary data required to receive traditional NIH funding.

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**CONTACT: Jeff Sammons, director of marketing, Whitacre College of Engineering, Texas Tech University, (806) 742-3451, or [jeff.sammons@ttu.edu](mailto:jeff.sammons@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Sept. 14, 2012

CONTACT: Callie Jones, [callie.jones@ttu.edu](mailto:callie.jones@ttu.edu)  
(806) 742- 2136

### **Texas Tech University IT Division Helps USA Chess Team**

The American chess team recently completed a chess Olympiad in Istanbul, Turkey, with the help from a bank of computers more than 6,000 miles away at Texas Tech University in Lubbock.

Texas Tech High Performance Computing Center (HPCC), headed by Philip Smith, provided remote access for the U.S. team. HPCC Associate Director James Abbott and Analyst Huijun Zhu provided assistance to the team.

“It was the first time in history that an American team was helped by a bank of super-computers,” said Al Lawrence, director of the Chess Program at Texas Tech.

While the use of computers to aid playing during a game is against regulations, computers can be used for research and evaluation of anticipated positions in preparation for match-ups. Top players typically travel with their own laptops, but super-computers offer much greater analyzing power, according to Lawrence.

“The computer connection to Lubbock allowed us to analyze some critical positions much more deeply,” said John Donaldson, captain of the American chess team and holder of the title of international master.

The U.S. playing members each hold the highest title in chess, international grandmaster. Grandmaster Alex Onischuk, who played third board on the four-person squad, is coming to Texas Tech to become head coach of the chess program.

The chess Olympiad, which concluded Sept. 9, is held every two years in cities around the world. It is open to teams from any nation that is a member of the World Chess Federation.

The USA finished fifth among the 150 competing nations. Armenia took the gold medal. The U.S. team’s performance guaranteed it a spot in the 10-player invitational World Team Championship to be held later this year.

Find Texas Tech news, experts and story ideas at [www.media.ttu.edu](http://www.media.ttu.edu) or on Twitter @TexasTechMedia.

**CONTACT: Al Lawrence, director, Texas Tech University Chess Program, (806) 834-0997, or [al.lawrence@ttu.edu](mailto:al.lawrence@ttu.edu).**



TEXAS TECH UNIVERSITY

# Advisory

## FOR IMMEDIATE RELEASE

DATE: Sept. 14, 2012

CONTACT: Callie Jones, [callie.jones@ttu.edu](mailto:callie.jones@ttu.edu)  
(806) 742-2136

### **Texas Tech University Celebrates El Grito**

A community gathering will celebrate 202 years of Mexico's independence.

- WHAT: El Grito: La Independencia de Mexico
- WHEN: 10 p.m. Saturday (Sept. 15)
- WHERE: North Plaza at the Student Union Building
- EVENT: The Cross-Cultural Academic Advancement Center at Texas Tech University will host El Grito to bring students, faculty and the community together to celebrate 202 years of Mexico's independence.

The event, designed as a cultural learning experience, will feature performances by mariachis and the ballet folkloric Nuestra Herencia. Live TV streaming from Mexico's celebration will be played and the traditional Mexican dish pozole will be served to attendees. The event is free.

For more information on El Grito and other multicultural events visit the Cross Cultural Academic Advancement Center on the [web](#) and on Facebook and follow on Twitter [@TTU\\_CCAAC](#).

Find Texas Tech news, experts and story ideas at [www.media.ttu.edu](http://www.media.ttu.edu) and on Twitter [@TexasTechMedia](#).

**CONTACT: Martha Mouret-Sanders, assistant director, Cross-Cultural Academic Advancement Center, Texas Tech University, (806) 742-8681, or [Martha.mouret-sanders@ttu.edu](mailto:Martha.mouret-sanders@ttu.edu).**





# News Release

## **FOR IMMEDIATE RELEASE**

DATE: September 14, 2012

CONTACT: Chris Cook, [chris.cook@ttu.edu](mailto:chris.cook@ttu.edu)  
(806) 742-2136

### **Texas Tech Sets Another Enrollment Record**

Texas Tech University established record enrollment figures for the fourth-straight fall semester as 32,611 students are on campus for classes.

"More and more students from across the state and nation are choosing Texas Tech as the place to pursue their dreams in higher education," said Kent Hance, chancellor of the Texas Tech University System. "As enrollment continues to grow at Texas Tech, we remain focused on raising the academic quality of our student body, and it is rewarding to see this reflected in the improved test scores of our new freshman class."

Providing a boost to the number are more than 4,700 first-time students enrolled at the university this fall, the second-most in school history, while undergraduate enrollment set a new standard with 26,583 students. Even with the increased number of first-time students, the average SAT scores improved significantly, which reflects better college readiness and the university's commitment to admitting top high school students.

"Once again, a record number of students are attending Texas Tech University for their education," said Lawrence Schovanec, interim president at Texas Tech. "As someone who's been here for many years, I am proud to see our continued growth in enrollment and quality."

Texas Tech's enrollment, on the rise over the last decade with a 27 percent growth, places the school on course to reach an institutional goal of 40,000 by 2020. Additionally, more than 65 percent of the student body is from 300 miles away or further.

In addition, Texas Tech's graduation rates are higher than ever. Despite conferring a record 7,009 degrees during the 2011-12 academic year, an increase of 639 from the previous year, the university still reached the new enrollment benchmark after graduating its largest class.

"We have recruited the very best and brightest students from around the state and the country," Schovanec said. "Texas Tech University is proud to welcome these new students and welcome back all returning students. We are looking forward to a great year."

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# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Sept. 14, 2012

CONTACT: Lindsay Bradshaw, [lindsay.bradshaw@ttu.edu](mailto:lindsay.bradshaw@ttu.edu)  
(806)742-2136

### **Texas Tech Presents Grand Holtkamp Organ Rededication Concert**

Texas Tech University's School of Music will host James David Christie of Oberlin Conservatory in a concert at 3p.m. on Sept. 23 in Hemmle Recital Hall to celebrate the renovation of the Grand Holtkamp Organ.

Christie will perform with the University Symphony Orchestra and Combined Choirs, conducted by Andrew George and Richard Bjella.

The program will include "Church Windows," "Four Symphonic Impressions" by Ottorino Respighi, and other works that will include the organ.

This celebration culminates an endeavor that began in the fall of 2011, when the Holtkamp was found to be in need of serious renovation and expansion of its capabilities, without which it could have been rendered completely unplayable. The Holtkamp pipe organ had been without a complete overhaul since its installation and dedication in February 1977.

Director William Ballenger and the School of Music Executive Committee, charged with the task of raising \$350,000 for the renovations, came up with the idea of amateur-athlete Ballenger running for pledges. Thanks to a very generous challenge grant from the CH Foundation, Ballenger had to raise only \$175,000. After seven months, 1,000 miles, and the help of supporters with large and small donations, the challenge was met.

The organ was installed when Hemmle Recital Hall was built. American organ builder Walter Holtkamp originally built the instrument for a recital hall at Oberlin College's Oberlin Conservatory of Music. This grand instrument was then acquired by Texas Tech through a generous gift from Tommye A. Moss of Odessa and has served the music community for more than 33 years.

Fritz Noack, of Noack Organ, was secured to undertake this tremendous challenge and spent the summer carrying out the renovations. Noack has been building organs since he opened his shop in 1960 in Lawrence, Mass., after training in Hamburg, Germany.



Christie is internationally acclaimed as one of the finest organists of his generation. He performed around the world with symphony orchestras and period instrument ensembles as well as in solo recitals. He was the 1979 First Prize winner of the Bruges International Organ Competition and was the first American ever to win the award in the prestigious competition. He also was the first person in the competition's 18-year history to win both the First Prize and the Prize of the Audience. Christie has served as organist of the Boston Symphony Orchestra since 1978 and has performed and recorded with the major orchestras throughout the world.

**CONTACT: Liza Muse, senior specialist, Texas Tech University (806) 742-2270, or [liza.muse@ttu.edu](mailto:liza.muse@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Sept. 17, 2012

CONTACT: Celeste Villarreal, [celeste.villarreal@ttu.edu](mailto:celeste.villarreal@ttu.edu)  
(806) 742-3990, ext. 249 or (512) 968-6957

### **Texas Tech Law Begins Externship Training in Metroplex**

This fall a select group of third-year Texas Tech University School of Law students are earning full-time academic credit while living and working as externs in Dallas/Fort Worth. This innovative new program provides a unique educational opportunity in one of Texas' most important legal markets.

Fifteen students (seven in the fall and eight in the spring) will work in public interest and government law practices, including the metroplex offices of the Environmental Protection Agency, the Federal Public Defender's Office for the Northern District of Texas, and the Dallas and Fort Worth Courts of Appeals, among others.

Students will work at their respective placements for approximately 30 hours per week, learning practical skills and connecting to their future legal community. In addition to working as externs, the students also attend classes offered by Texas Tech Law professors who live in Dallas, including coursework in white collar crime and arbitration.

The students also will participate in an alumni contact program to expand their professional networks. This program requires each student to attend a bar association event or social function with eight different D/FW alumni during the semester.

In August the first group of Texas Tech Law D/FW students participated in an intensive three-day externship "boot camp" designed to prepare them for a semester in attorney-supervised placement. Area law firms donated space for the meetings, and multiple panels of judges and attorneys from both Dallas and Fort Worth addressed the students on a variety of topics. After a hard day's work in boot camp, the students had the opportunity to experience some interesting area attractions, including The Ballpark at Arlington and a tour of Cowboy Stadium.

Dean Darby Dickerson hosted an alumni reception in Dallas where the externship students mingled and networked with alums participating in the alumni contact program. Attorneys and judges, with practices ranging from commercial litigation to criminal defense, came together at the reception to support the launch of the D/FW program and celebrate Texas Tech's first class of externship students.

Find more information about Texas Tech University School of Law at [www.law.ttu.edu](http://www.law.ttu.edu).

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Office of Communications and Marketing

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**Contact: Celeste Villarreal, communications coordinator, Texas Tech School of Law,**  
(806) 742-3990 ext. 249, or [celeste.villarreal@ttu.edu](mailto:celeste.villarreal@ttu.edu).



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Sept. 18, 2012

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

### **Texas Tech Business Students Team up with IBM, UK for Smart Projects**

Corporate giant IBM is working to help make a Smarter Planet. To that end, IBM is partnering with Texas Tech University and other universities worldwide to find out what consumers want and how they want it, to make processes and purchasing “smarter.”

For the past two spring semesters, teams of Texas Tech Rawls College of Business MBA students have worked with teams from the University of Hertfordshire (UH), UK, to gather information for the technology company, present research findings and give the students international business experience.

“Students get hands-on experience with a real business problem, not an established problem, but the exploration of new opportunities,” said Mayukh Dass, assistant professor of marketing and the supervisor of the Texas Tech project. “Here’s an opportunity – a new idea, new technique – think ‘how can you involve consumers in this?’ They also get international exposure, which I think is the biggest element of the project. We are dealing with a multinational company, so we deal with people from all over the world.”

The graduates most often find positions in marketing research, management and customer management. Some of last spring’s team members started careers at Chrysler, American Express and Hershey’s.

#### **Choosing the team**

Dass said he tries to choose a very balanced team, including students from disciplines such as information systems and quantitative sciences (ISQS), marketing and management. The students, who participate in the project in their final semester, are chosen from an application and interview process each fall, and Dass said that process for the 2013 MBA grads will begin soon. Students who are chosen are each granted a \$1,000 Rawls Scholarships from the MBA office. Dass said the scholarship covers the travel to and from London.

“When our students go there, we pay for their travel and UH pays lodging and food,” Dass said. “When they travel to the United States, they pay to get here, and we provide lodging and food. So the scholarship basically covers the price of the airline ticket.”

#### **Supplying smarter energy**

The 2011 teams tackled the Smart Energy Project, which studied the impact of residential micro-generation systems (such as solar-powered technologies, ground/air source heat pumps, solar water heating and electricity and micro turbines) on the public's understanding and adoption of green initiatives and technologies. The Texas Tech MBA team studied the market behavior in the U.S. and the UH team studied the U.K. market.

Dass said IBM wanted to better understand the consumers', as well as suppliers', level of awareness toward energy efficiency to be able to provide them with technologies that can change their consumption attitudes and behaviors. They must be able to identify the motivations which will encourage consumers to adopt energy efficient solutions.

The team travelled to London to discuss the particulars of the project and came up with a basic outline to identify the process by which consumers in the U.K. and the U.S. find out about energy-saving initiatives and how they evaluate the costs and benefits of micro-generation systems for their homes; complete consumer surveys with both customers and suppliers to evaluate the awareness, understanding, values, attitudes and behaviors towards purchasing micro-generation systems; and make recommendations about the existing processes to drive up future demand for micro-generation systems.

"One of the biggest challenges with this particular project was, even in our own country, energy rules differ from state to state," Dass said. "What works for Texas may not work for New Mexico or Oklahoma. It was a great learning experience for the students."

The project culminated in presenting the results to IBM in Dallas, with the U.K. team attending via Skype. A complete overview of the project, surveys, suppliers and outcomes is available [here](#).

### **Selling smarter retailing**

Spring 2012 found a new team working on the Smart Retailer project. According to the project synopsis, today consumers are more enlightened and empowered than ever, placing greater demands on retailers to "get it right" or lose their loyalty and business.

Driving consumer behavior today are new technologies that allow access to huge amounts of information about retailers, brands, offers and product recommendations from peers. Shoppers – especially younger Generation Y consumers (ages 20-30) –also are increasingly using social media and alternative channels to communicate with and about their retailers.

The teams were asked to develop an information-gathering and purchasing model which showed how Gen Y consumers accessed information, recommendations, offers and ultimately purchases for the product/service category of vacations and travel.

"The students studied how consumers book trips, how they decide where to go, the whole decision process they go through – who influences them the most and how they are influenced by social networks," Dass said.





## TEXAS TECH UNIVERSITY

“The structure was similar to the previous project – surveys, focus groups, suppliers – travel agents to see what they think, since there are many existing platforms to book travel that put a lot of pressure on travel agents. What is the role of a travel agent, or is there one any more, in this whole process?”

The UH team came to the U.S. in January to discuss the details with IBM and develop a plan. The Texas Tech team travelled to London at end of May to present the results to IBM, so the full team got to travel together. The complete Smart Retailer project report is available [here](#).

In the spring when the Rawls College had its year-end MBA banquet, students were asked what the highlight of their years in the school was. Students who had participated in the IBM Smart Planet program said, without a doubt, taking part in the Smarter Planet program was indeed, the best part of their MBA experience.

Dass joined the Rawls College marketing faculty in 2008, after completing his doctoral program at the University of Georgia. He holds master's of science degrees in artificial intelligence and in statistics from the University of Georgia, and a Bachelor of Engineering in Electronics and Power from the Nagpur University, India. His research work has been published in *Computers and Electronics in Agriculture*, *Environmental Modeling and Software*, *International Journal of Computational Intelligence Research*, *International Journal of Forecasting*, *International Journal of Production Economics*, *International Journal of Retail and Distribution Management*, *Organizational Research Methods*, *Journal of Business & Economic Research*, *Journal of Brand Management*, *Journal of Electronic Commerce Research*, *Journal of Financial Counseling and Planning*, *Journal of Marketing Management*, *Journal of Probability and Statistics*, *Services Business: An International Journal*, *Statistical Science*.

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CONTACT: Mayukh Dass, assistant professor, Marketing, Rawls College of Business, (806) 834-1924, or [Mayukh.dass@ttu.edu](mailto:Mayukh.dass@ttu.edu).





**TEXAS TECH**  
UNIVERSITY.

# Advisory

FOR IMMEDIATE RELEASE

DATE: Sept. 18, 2012

CONTACT: Elizabeth Capps, [elizabeth.capps@ttu.edu](mailto:elizabeth.capps@ttu.edu)  
(806) 742-3451 ext. 241 (work)  
(806) 928-7672 (cell)

## **Texas Tech Engineering College Hosts Job Fair**

**WHAT:** Texas Tech University Whitacre College of Engineering Job Fair

**WHEN:** 10 a.m. - 4 p.m. Wednesday (Sept. 19)

**WHERE:** Lubbock Memorial Civic Center

**EVENT:** More than 2,500 Texas Tech engineering students are expected to take advantage of the opportunity to meet and mingle with 165 companies and employment recruiters from Lubbock, the State of Texas and across the United States.

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

For more information, visit [www.coe.ttu.edu/careers](http://www.coe.ttu.edu/careers)

**CONTACT:** **Shelli Crockett, director of the Engineering Opportunities Center, Whitacre College of Engineering, Texas Tech University,**  
(806) 742-3451 (work), (806) 470-4164 (cell) or [shelli.crockett@ttu.edu](mailto:shelli.crockett@ttu.edu) .



# News Release

**FOR IMMEDIATE RELEASE**

DATE: Sept. 18, 2012

CONTACT: Jaryn Jones, [jaryn.jones@ttu.edu](mailto:jaryn.jones@ttu.edu)

## **Website Launched to Aid Texas Tech University President Search**

Officials at the Texas Tech University System and members of the Search Committee for the next president of Texas Tech University unveiled today (Sept. 18) a new website to attract and identify top candidates for the position.

The new website, [www.texastech.edu/ttupresidentsearch](http://www.texastech.edu/ttupresidentsearch), has been launched to provide information about the position and seek nominations from the public.

Jerry Turner, chairman of the presidential search committee, said the site will be used to promote the search and garner top candidates.

"To find the best of the best, we must have a large pool of strong candidates," Turner said. "We hope the site will encourage nominations from the public and help to ensure the search committee casts a wide net in its efforts to identify candidates for the next president."

Applications will be accepted until the position is filled. However, applications must be submitted by Nov. 21 to assure full consideration by the search committee.

The website also includes a position description, news releases on activities related to the search, names of members of the search committee and advisory council, contact information for the search consultant, Robert Lawless, and information about Texas Tech.

The new president at Texas Tech University will succeed Guy Bailey, who was recently named president of the University of Alabama. Lawrence Schovanec, who previously served as dean of the College of Arts & Sciences, was recently named interim president by the chancellor and will assume the duties of president until a replacement is named.

**CONTACT: Robert Giovannetti, associate vice chancellor, Office of Communications & Marketing, Texas Tech University System, (806) 742-0057, or [robert.giovannetti@ttu.edu](mailto:robert.giovannetti@ttu.edu).**



TEXAS TECH UNIVERSITY

# Advisory

## FOR IMMEDIATE RELEASE

DATE: Sept. 19, 2012

CONTACT: Callie Jones, [callie.jones@ttu.edu](mailto:callie.jones@ttu.edu)  
(806) 742-2136

### **Award-Winning Author to Speak at the International Cultural Center**

Carlos Eire will speak on "The Immigrant Experience."

- WHAT:** Carlos Eire (pronounced AIR), winner of the National Book Award for "Waiting for Snow in Havana: Confessions of a Cuban Boy," will deliver a public talk on the immigrant experience.
- WHEN:** 5:30 p.m. Thursday (Sept. 20)
- WHERE:** International Cultural Center Auditorium
- EVENT:** Cuban refugee Carlos Eire will speak on Thursday about his life and the immigrant experience. A book signing will follow.

In 1962, 11-year-old Eire was one of 14,000 unaccompanied children airlifted out of Cuba by Operation Peter Pan to the United States. His life until then is the subject of the 2003 National Book Award winner "Waiting for Snow in Havana: Confessions of a Cuban Boy" – a memoir of growing up in a privileged Havana household – and of being exiled from his own childhood by the Cuban revolution. His next book, "Learning to Die in Miami: Confessions of a Refugee Boy," picks up where the first book left off.

Eire is the T. Lawrason Riggs Professor of History and Religious Studies at Yale University. His talk is free and open to the public.

Eire's bio is available [here](#).

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**CONTACT: Jane Bell, director, International Cultural Center, Texas Tech University, (806) 742-2974, or [jane.bell@ttu.edu](mailto:jane.bell@ttu.edu).**



# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Sept. 19, 2012

CONTACT: Celeste Villarreal, [celeste.villarreal@ttu.edu](mailto:celeste.villarreal@ttu.edu)  
(806) 742-3990, ext. 249

### **Texas Tech Law Professor Elected President of Faculty Athletics Representatives Board**

Brian Shannon, the Charles B. "Tex" Thornton Professor of Law at Texas Tech University School of Law, has been elected to serve as president of the 1A Faculty Athletics Representatives (1A FAR) association. His two-year term as president takes effect beginning Sept. 23 at the organization's annual meeting in Dallas.

The 1A FAR is an organization of faculty athletics representatives at NCAA Division I institutions in the Football Bowl Subdivision (FBS), formerly known as Division 1A.

Shannon has served as the faculty athletics representative at Texas Tech University for the last four years and has been serving as the Big 12 Conference's representative to the 1A FAR board for the last year. In addition, in April, the NCAA appointed Shannon to fill a vacancy on the Rules Working Group, which was created by NCAA President Mark Emmert in 2011 to review and amend the NCAA Division I Manual to reduce the volume of inconsequential and unenforceable rules that fail to support the enduring values of the organization.

"This is a tremendous honor for Brian and reflective of his dedication to maintaining a strong, collaborative relationship between academics and athletics," said Texas Tech Interim President Lawrence Schovanec. "In his position as a law professor and as the university's Faculty Athletics Representative to the NCAA and the Big 12 Conference, Brian has an unwavering commitment to the athletics program at Texas Tech. I have no doubt he will reflect that commitment as president of the board."

"We are fortunate to have the leadership of Professor Shannon," said Texas Tech Director of Athletics Kirby Hocutt. "I appreciate that he recognizes and is committed to the role that intercollegiate athletics plays in higher education. There is not a more qualified individual to lead the Division IA Faculty Athletics Representatives board than Brian Shannon."

"I am pleased and honored to serve as president of the 1A FAR and to be in position to continue the important work established by my distinguished colleagues. The harmony between academics and athletics must be carefully preserved for the benefit of our student-athletes and our institutions as a whole," Shannon said. "I must also tip my hat to the inspired and tireless leadership of my predecessor, Professor Jo Potuto from Nebraska, whose efforts have consistently assured that the faculty voice is heard on all important matters being addressed by the NCAA."

According to the 1A FAR website, the mission of the 1A FAR is to advocate for effective interaction and academic and fiscal balance between an institution's academic mission and its intercollegiate athletics program. The organization addresses issues unique to Division 1A institutions, which requires a careful balancing of academic versus athletic interests, along with maintaining a focus on matters pertaining to student-athlete welfare.

In addition to his service as the Texas Tech FAR, Shannon has been a popular classroom teacher at Texas Tech Law since 1988. He also is a board appointee for StarCare Specialty Health System (formerly known as Lubbock Regional Mental Health & Mental Retardation Center), where he has served for more than 20 years and is a past chair. Shannon is an elected member of the American Law Institute and was the 2008-09 president of the Lubbock Area Bar Association. In past years, he served on the boards of Advocacy, Inc. (now Disability Rights Texas), NAMI-Texas, and the Texas Council of Community Centers. He also is a past chair of the State Bar of Texas Disability Issues Committee and a former Council member of the State Bar ADR Section. Gov. Rick Perry appointed him to four terms on the Texas Governor's Committee on People with Disabilities from 2003-11.

Find more information about Texas Tech University School of Law at [www.law.ttu.edu](http://www.law.ttu.edu).

Find Texas Tech news, experts and story ideas at [www.media.ttu.edu](http://www.media.ttu.edu) and on Twitter @TexasTechMedia.

**Contact: Celeste Villarreal, communications coordinator, Texas Tech School of Law, (806) 742-3990 ext. 249, or [celeste.villarreal@ttu.edu](mailto:celeste.villarreal@ttu.edu).**



# News Release

## FOR IMMEDIATE RELEASE

DATE: Sept. 20, 2012

CONTACT: Callie Jones, [callie.jones@ttu.edu](mailto:callie.jones@ttu.edu)  
(806) 742-2136

### **Texas Tech Receives Top Marks from The Education Trust**

Texas Tech is a leading university for Hispanic, African-American students.

Texas Tech University is a model for other universities to follow due to high degree attainment by Hispanic and African-American students, according to a recent study by The Education Trust.

In a summary of the findings, Texas Tech is one of only four universities mentioned. The others are Virginia Commonwealth University, Stony Brook University, and the University of Southern California.

Interim President Lawrence Schovanec said that the study reveals Texas Tech's commitment to educational inclusion.

"One of our priorities as university administrators and faculty at institutions of higher learning is to provide educational opportunities," Schovanec said. "Education is an essential piece to our future goals and endeavors as a society, as is enhancing learning opportunities for all those seeking higher education."

The study's findings are documented in two briefs, "Advancing to Completion: Increasing degree attainment by improving graduation rates and closing gaps for Hispanic students" and "Advancing to Completion: Increasing degree attainment by improving graduation rates and closing gaps for African-American students." The study is based on results from College Results Online and includes data from 2004-2010. In that time, Texas Tech has managed to raise graduation rates for Hispanic and African-American students by more than 18 percentage points.

Moreover, Texas Tech is featured as a case study in the Hispanic report, which describes how the university has significantly increased its graduation rates among Hispanic students.

The report states that Texas Tech did a significant job of closing the gap between completion rates for Hispanic and white students, and therefore ranks among the "Top Gap Closers." Nationally, the graduation gap between Hispanic and white students is more than 14 percent, which is only about a 1.4 percent improvement from 2004-2010. Between 2004 and 2010, the Hispanic population at Texas Tech has grown by more than 30 percent. In 2004, almost 16 percentage points separated graduation rates between

Hispanic and white students. In 2010, only 4 percentage points separated the difference in graduation rates for Hispanic students and white students.

Texas Tech was ranked 21<sup>st</sup> among the “Top 25 Gainers in Hispanic Student Graduation Rates among Public Institutions, 2004-2010,” and 18<sup>th</sup> among “Top 25 Graduation-Rate Gap-Closers among Public Institutions, 2004-2010.”

Texas Tech also fared well with its African-American student population as well, ranking ninth in the “Top 25 Gainers in Black Student Graduation Rates among Public Institutions, 2004-2010,” increasing its graduation rate by more than 18 percentage points.

Juan Muñoz, vice president for institutional diversity, equity, community engagement, and vice provost for undergraduate education and student affairs, is cited throughout the study and attributes Texas Tech’s success to efforts on behalf of the university to create a climate that supports efforts and initiatives to advance equity and excellence at Texas Tech.

“This recent affirmation by The Education Trust which recognizes the result of diversity and inclusion efforts at Texas Tech is most welcomed, but not entirely surprising,” said Muñoz. “As an emerging national research university, Texas Tech is proud to serve as a national model of educational equity and academic excellence. Through a deliberate and strategic leveraging of organizational assets, Texas Tech has achieved unprecedented student diversity and success. This recognition underscores our school’s motto, that regardless of one’s background, from here it’s possible.”

Mary Nguyen, higher education research and policy analyst at The Education Trust, commended the universities cited in the summary of the findings.

“These institutions are increasing their success rates among students of color without becoming more exclusive and serving fewer of these students,” Nguyen said.

The Education Trust is a research and advocacy organization that promotes high academic achievement for all students at all levels.

Find Texas Tech news, experts and story ideas at [www.media.ttu.edu](http://www.media.ttu.edu) and on Twitter @TexasTechMedia.

**CONTACT: Chris Cook, managing director, Office of Communications and Marketing, Texas Tech University, (806) 742-2136, or [chris.cook@ttu.edu](mailto:chris.cook@ttu.edu).**





# News Release

## FOR IMMEDIATE RELEASE

DATE: Sept. 21, 2012

CONTACT: Callie Jones, [callie.jones@ttu.edu](mailto:callie.jones@ttu.edu)  
(806) 742-2136

### **Texas Tech Selects Congressional Interns for Fall 2012**

Texas Tech University has named 18 students to serve as congressional interns during the fall semester.

Students participating in the program observe government functions from an inside point-of-view and play an important role in the offices of various senators and representatives. The Office of the President at Texas Tech coordinates the internship program and provides scholarships for the students.

“For me, this internship is all about gaining an understanding of law and government and establishing an idea for what I want to do in the future,” said Maggie Jordan, who is serving in U.S. Rep. Gene Green’s Washington, D.C. office. “I have had an amazing experience so far and it’s only been a few weeks.”

Megan Packer, who is serving in Congressman Sam Johnson’s office, said she is excited to watch the election in the front row of the nation’s capital.

“Having the opportunity to work on Capitol Hill, especially during such an important election, is a once-in-a-lifetime-opportunity,” she said.

Texas Tech interns are selected through an extensive interview process and have the opportunity to intern at either the federal or state level.

Fall 2012 D.C. interns include:

- Aaron Carver, a sophomore chemical engineering major from Mansfield, works in the office of U.S. Rep. Joe Barton.
- Lyle Danley, a junior university studies major from Tularosa, N.M., works in the office of U.S. Rep. Michael Burgess.
- Cody Dieterich, a junior political science and broadcast journalism major from Colorado Springs, Colo., works in the office of U.S. Rep. Lamar Smith.
- Greg Friedman, a senior marketing and management major from Flower Mound, works in the office of U.S. Rep. Michael McCaul.
- Paige Headrick, a junior public relations major from Arlington, works in the office of U.S. Rep. Ted Poe.
- Maggie Jordan, a junior environment and humanities major from Lubbock, works in the office of U.S. Rep. Gene Green.



- Scott LeJune, a graduate student in financial planning from Austin, works in the office of U.S. Sen. John Cornyn.
- Tara McGee, a senior political science major from Sugarland, works in the office of U.S. Rep. Pete Olson.
- Brian Owen, a senior finance major from Frisco, works in the office of U.S. Rep. Kay Granger.
- Megan Packer, a senior business management and marketing major from Keller, works in the office of U.S. Rep. Sam Johnson.
- Katie Peters, a graduate student in accounting from Amarillo, works in the office of U.S. Rep. John Culberson.
- Melanie Pittman, a junior political science major from Santa Fe, works in the office of U.S. Rep. John Carter.
- Lindsey Shipp, a senior public relations major from Gilmer, works in the office of U.S. Rep. Randy Neugebauer.
- Kacy Spearman, a junior public relations major from Lubbock, works in the office of U.S. Rep. Randy Neugebauer.
- Abby Waldron, a junior public relations major from Richardson, works in the office of U.S. Sen. Kay Bailey Hutchison.
- Deontae Wherry, a senior political science major from Dallas, works in the office of U.S. Rep. Sheila Jackson Lee.

Fall 2012 Lubbock interns include:

- Timothy Davis, a senior political science and history major from San Antonio, works in the office of U.S. Sen. John Cornyn.
- Holly Voth, a senior psychology major from El Paso, works in the office of U.S. Sen. John Cornyn.

More information on the Congressional Intern program and the Fall 2012 interns is available at <http://www.depts.ttu.edu/ttuintern/>.

Find Texas Tech news, experts and story ideas at [www.media.ttu.edu](http://www.media.ttu.edu) and on Twitter @TexasTechMedia.

**CONTACT: Jenna D. Jones, Government & Public Service Internship Program, Office of the President, Texas Tech University, (806) 742-2121, or [jenna.jones@ttu.edu](mailto:jenna.jones@ttu.edu).**



# Advisory

## FOR IMMEDIATE RELEASE

DATE: Sept. 21, 2012

CONTACT: Callie Jones, [callie.jones@ttu.edu](mailto:callie.jones@ttu.edu)  
(806) 742-2136

### 11<sup>th</sup> “Get Smart! Play Chess!” Fall Scholastic Chess Championship

- WHAT:** The Texas Tech Chess Program and the Knight Raiders will host a four-round Swiss System tournament for kids in kindergarten through 12<sup>th</sup> grade.
- WHEN:** Saturday Sept. 29
- WHERE:** Estacado High School, 1504 E. Itasca Ave.
- EVENT:** The championship will consist of individual- and team-rated, and unrated sections.

Games are played in six sections: unrated sections include primary (K-3), elementary (K-5), middle school (K-8) and high school (K-12). Two rated championship sections will include K-5 and K-12. There is total of 30 minutes maximum per player per game.

Registration and check-in will be on-site from 8:30 – 10 a.m. Rounds will begin at 10:30 a.m. Early registration is \$15 if received by Sept. 26 and \$20 on site. No USCF membership is required except in the rated championship sections. Membership can be obtained at [www.uschess.org](http://www.uschess.org) or on site until 10 a.m.

Trophies will be awarded to the top three individual finishers and school teams in each section.

Chess boards and sets will be provided.

A registration form can be found [here](#).

Find Texas Tech news, experts and story ideas at [www.media.ttu.edu](http://www.media.ttu.edu) and on Twitter @TexasTechMedia.

**CONTACT: Alfonso Almeida, outreach coordinator, Texas Tech Chess Program, Texas Tech University, (806) 742-2011, or [alfonso.almeida@ttu.edu](mailto:alfonso.almeida@ttu.edu).**



TEXAS TECH UNIVERSITY

# Advisory

## FOR IMMEDIATE RELEASE

DATE: Sept. 21, 2012

CONTACT: Sydney O'Drobinak, [Sydney.odrobinak@ttu.edu](mailto:Sydney.odrobinak@ttu.edu)  
(806) 742-2413

### **Texas Tech Runs for a Cause**

WHAT: Tech 5K Run

WHEN: 8:30 – 11 a.m. Sept. 29

WHERE: Texas Tech Student Recreation Center

EVENT: Texas Tech Activities Board is hosting a 5K charity run for students, faculty, staff and the Lubbock community. All proceeds will benefit the Ronald McDonald House Charities of the Southwest.

To register or make a donation, please click [here](#).

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**CONTACT: Tyler Ray, coordinator of outreach, Tech Activities Board, Texas Tech University, (806) 742-4708, or [tyler.ray@ttu.edu](mailto:tyler.ray@ttu.edu).**



# News Release

## FOR IMMEDIATE RELEASE

DATE: Sept. 21, 2012

CONTACT: Karin Slyker, [karin.slyker@ttu.edu](mailto:karin.slyker@ttu.edu)  
(806) 742-2136

### **Expert: The Jetsons Still Orbiting 50 Years Later** Cartoon family still the pop-culture icons of the future.

#### **Pitch** □ □

This Sunday marks 50 years since the world first met George Jetson, his boy Elroy, daughter Judy, and Jane his wife. It was the first television show to be broadcast in color on the ABC network.

The Jetsons aired for only one season in its original run (1962-1963), and still managed to set a high bar for contemporary life one-hundred years since its inception (2062).

Even halfway there, Texas Tech's pop culture expert says the novelty of the futuristic cartoon is still relevant today.

#### **Expert** □

Rob Weiner, associate librarian and pop culture expert, Texas Tech University Library, (806) 742-2238 ext. 282, (806) 780-8775 mobile, or [rob.weiner@ttu.edu](mailto:rob.weiner@ttu.edu).

#### **Talking Points** □ □

- The Jetsons as a point of reference for life in the future
- Jetson-style gadgets vs. 2012: From the aerocar with bubble exhaust and intergalactic fashion, to video phones and robots cleaning house
- Why The Jetsons matter in pop-culture

#### **Quotes** □ □

- "The Jetsons mean more to us now in terms of innovation. It showed us a possible future that resonates more today, than when the show originally aired."
- "The show still stands up today. The writing is crisp and fun, and the animation is clean."
- "The Jetsons were the space-age counterpart to The Flintstones, both by Hanna-Barbera."
- "Even though the show only ran one season, there was a enough interest to produce an animated feature film in 1990. And while the film was not a groundbreaking piece of cinema, it was enjoyable and worth a second look, as is the original series."



TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Sept. 24, 2012

CONTACT: Celeste Villarreal, [celeste.villarreal@ttu.edu](mailto:celeste.villarreal@ttu.edu)  
(806) 742-3990, ext. 249 or (512) 968-6957

### Texas Tech Law School Celebrates 45 Years of Excellence

On Sept. 25, Texas Tech University School of Law marks the 45<sup>th</sup> anniversary of its first day of classes. After a hard-won fight at the Texas Legislature led by the Hon. Alvin R. Allison, former Texas House Representative and Texas Tech University graduate, the doors of Texas Tech Law opened in 1967 with 72 students and Dean Richard Amandes at the helm.

The law school started humbly but quickly flourished under Amandes' leadership, who increased enrollment to 450 by the time he stepped down in 1977. Today the law school student body totals 692 and is developing many innovative programs, such as the regional externship program, under the guidance of Dean Darby Dickerson.

"Texas Tech University School of Law has developed into a school known for its commitment to training lawyers who are exemplary practitioners and who give back generously to the profession and their communities," Dickerson said. "We continue to build on that foundation with a faculty that is passionate about teaching and advancing knowledge, and students who truly want to make a difference in this world."

During the years, the law school has grown physically and in terms of programs, with highlights including the 2008 opening of the Mark and Becky Lanier Professional Development Center and nationally recognized programs in advocacy, law and science, military law and health law. Texas Tech Law has garnered 28 national advocacy titles and has been ranked as a Top 20 Best Value Law School by The National Jurist in all five best-value ranking issues.



More information about Texas Tech University School of Law may be found at [www.law.ttu.edu](http://www.law.ttu.edu).

Office of Communications and Marketing

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**Contact: Celeste Villarreal, communications coordinator, Texas Tech School of Law,** (806) 742-3990 ext. 249, or [celeste.villarreal@ttu.edu](mailto:celeste.villarreal@ttu.edu).



# News Release

## FOR IMMEDIATE RELEASE

DATE: Sept. 25, 2012

CONTACT: Norman Martin; [norman.martin@ttu.edu](mailto:norman.martin@ttu.edu)  
(806) 742-2808

### **Texas Tech Women's Rodeo Team Takes First at ENMU**

Defending national champions win at Portales.

Braced by a strong showing in barrel racing, Texas Tech University's Rodeo Team launched its fall season with the women's team winning first place overall at the Eastern New Mexico University Rodeo in Portales. The women overpowered several teams from the National Collegiate Rodeo Association's Southwest Region to take the top spot.

"I'm pleased with how well we performed in Portales," said Texas Tech rodeo coach Chris Guay.

Riding her mare "Frenchy," Taylor Langdon, a senior exercise sports major from Aubrey, started where she left off last season by dominating the barrel racing competition. She placed first in go-round one; second in the finals and won the overall title. Other prominent women's performances included:

- Barrel Racing: Carley Richardson, a senior animal science major from Pampa. Third in go-round one; third in the finals; reserve championship overall
- Barrel Racing: Kirsten Stubbs, a senior agriculture and applied economics major from Eldorado. Seventh in go-round one; fourth in the finals; fifth overall
- Goat Tying: Traci Bailey, a junior agriculture education major from Payson, Utah. Third in go-round one; second in the finals; second overall
- Breakaway Calf Roping: Chelsea Brown, a senior mathematics major from Big Sandy, Mont. Eighth in go-round one; first in the finals; first overall (tie)

Separately, the Texas Tech men's rodeo team performed well in go-round one with saddle bronc riders Treyson Antonick, a sophomore pre-vet major from Henderson, placing third (tie); and Zach Peterson, an agribusiness major from Afton, Iowa, taking eighth. Both the men's and women's teams compete next at the Sul Ross University Rodeo in Alpine, Sept. 29-30.

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**CONTACT: Chris Guay, rodeo coach, Department of Animal and Food Sciences, Texas Tech University, (806) 742-2805 ext. 256, or [chris.guay@ttu.edu](mailto:chris.guay@ttu.edu).**



TEXAS TECH UNIVERSITY

# Advisory

## FOR IMMEDIATE RELEASE

DATE: Sept. 25, 2012

CONTACT: Sydney O'Drobinak, [Sydney.odrobinak@ttu.edu](mailto:Sydney.odrobinak@ttu.edu)  
(806) 742-2136

### **National Aviation Hall of Fame Recipient to Speak at Texas Tech**

- WHAT:** The Vietnam Center and Archive Guest Lecture Series with Dick Rutan
- WHEN:** 8 p.m., Thursday (Sept. 27)
- WHERE:** Lanier Auditorium, Texas Tech University School of Law, 18<sup>th</sup> Street and Indiana Avenue.
- EVENT:** Dick Rutan served in the Air Force in Vietnam and flew more than 325 combat missions. In 1986, after his time in the military, he was the first person to fly nonstop around the globe without refueling. He received the Presidential Citizen's Medal of Honor, and his plane "Voyager" hangs in the Smithsonian's Air and Space Museum.

Rutan earned many honors, broke many world records, and has been inducted into the National Aviation Hall of Fame.

This is the first event in the series of five distinguished speakers hosted by The Vietnam Center and Archive. It is part of an effort to enrich the study of the Vietnam War's lasting influence on American politics, society and culture and on contemporary issues in Southeast Asia.

Admission is free and open to the public.

For more information on the lecture series, please click [here](#).

Find Texas Tech news, experts and story ideas at [www.media.ttu.edu](http://www.media.ttu.edu) and on Twitter @TexasTechMedia.

**CONTACT: Mary Saffell, associate director, The Vietnam Center and Archive, Texas Tech University, (806) 742-9010, or [mary.saffell@ttu.edu](mailto:mary.saffell@ttu.edu).**





# News Release

## FOR IMMEDIATE RELEASE

DATE: Sept. 25, 2012

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

### **Texas Tech Professor's New Book Holds Mirror to Past U.S.-Mexican Border Violence and Modern Similarities to Show What Doesn't Work**

Headlines blare statistics on undocumented immigration, violence and racial antagonism on both sides of the boundary line as tensions and violence increase on the U.S.'s southern border with Mexico.

But to Texas Tech University assistant professor Miguel Levario, it's just a matter of history repeating itself. Focusing on El Paso and the surrounding area, Levario's new book, "Militarizing the Border: When Mexicans Became the Enemy," examines the history of the relationships between law enforcement, military, civil and political institutions as well as local communities.

"My book uses a case study approach to the development of authority structure along the border that includes the U.S. military, National Guard, Texas Rangers and vigilantes and their affect on ethnic relations along the border," Levario said. "This study moves the discussion of race and violence further by demonstrating that ethnic Mexicans emerged as an 'enemy other' due to the expansion of militarization along the U.S.-Mexico border. In addition, the book provides a historical precedent to some of today's pressing issues of border security, immigration and assimilation dominating the political landscape today."

Current tensions and controversy over immigration and law enforcement issues on the U.S.-Mexico border are only the latest evidence of a long-standing atmosphere of uncertainty and mistrust plaguing this region. Levario's book also highlights a binational focus that brings to light other U.S.-Mexico border zones in the late 19<sup>th</sup> and 20<sup>th</sup> centuries.

Between 1895 and 1940, West Texas experienced intense militarization efforts by local, state and federal authorities responding to both local and international circumstances. El Paso's "Mexicanization" in the early decades of the 20th century contributed to strong racial tensions between the region's Anglo population and newly arrived Mexicans. Anglos and Mexicans alike turned to violence in order to deal with a racial situation rapidly spinning out of control.

"The book highlights how some of today's ideas regarding border enforcement and immigration control were implemented in the past and failed," he said. "Moreover, they further antagonized ethnic Mexicans (both American citizens and newly arrived

migrants) in the United States because of the vitriolic rhetoric and actions made by American authorities and civilians.”

This evaluation of early U.S. border militarization and its effect on racial and social relations among Anglos, Mexicans and American Latinos will offer scholars, policymakers and community leaders a better understanding of current policy...and its potential failure.

“I try to use a case-study approach and historical analysis that underscores the human experience during larger events,” Levario said. “For example, within the context of the Mexican Revolution, the book highlights how the threat and occurrence of ‘spillover’ violence affected everyday ethnic Mexicans in the United States and their subsequent antagonization despite their innocence or guilt. In other words, when centers of power such as Washington, D.C., or Mexico City impose policy, it affects the people directly associated with its implementation.

“ ‘Militarizing the Border’ explores this question with great detail to understand how official and civilian authority interpret their rights and power and administer justice to an identified enemy of the state, which in this case are ethnic Mexicans.”

To receive a copy of the book, contact [holli.estridge@tamu.edu](mailto:holli.estridge@tamu.edu).

Find Texas Tech news, experts and story ideas at [www.media.ttu.edu](http://www.media.ttu.edu) and on Twitter @TexasTechMedia.

**CONTACT: Miguel A. Levario, assistant professor of history, Texas Tech University, (806) 281-8343, or [miguel.levario@ttu.edu](mailto:miguel.levario@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Sept. 26, 2012

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

### **Nailing Down the Future of the Rawls College of Business**

New dean, Lance Nail, is leading the college into the future.

Texas Tech's new dean of the Rawls College of Business, a finance guy by trade and training, may be trying his hand at marketing and slogan writing. His vision for the Rawls College of Business can be summed up in his tagline redo of Texas Tech's "From here, it's possible."

"From here, it's more than possible, it's expected," Nail said. "It's not only possible to be a success wherever you go with a Texas Tech degree, or a degree from Rawls, it's expected that you'll be a success."

Nail arrived on campus Aug. 15 from the University of Southern Mississippi (USM), where he was dean of the USM College of Business for four years.

### **Seeking national recognition**

His big goal, among many, is to have the rest of the country recognize what a hidden gem Texas Tech has in the Rawls College of Business, because he said that certainly is what it was to him.

"The caliber of the faculty was unknown to me, and I was a sitting dean at another institution. I had no idea how good the faculty was here," Nail said. "So for me, the overarching goal is to make people realize what a special place this is – what a great teaching and learning environment we have for our students."

Nail points to recent U.S. News Best Colleges/Business peer review rankings as evidence of the college's evolution.

"We have improved in the peer rankings mainly because of the new building," Nail said. "I believe that in three years the college will be ranked significantly higher."

"We need to do more to get the word out about our enormously talented faculty and their nationally recognized research," Nail said. "That's what we need to share with the other business school deans and that's what will improve our peer-review rankings."

One of Nail's new initiatives is to create a Rawls research publication that will focus on the faculty and their research to go bi-annually to all of the Association to Advance Collegiate Schools of Business (AACSB) institutions. The AACSB accredits fewer than

700 colleges of business internationally, including the Rawls College. Nail said the vast majority of institutions are not approved by that accrediting body.

Another aim of Nail's is to build trust and respect among all the stakeholders in the college – something he said his team did very well at Southern Mississippi, “because if you don't have the trust and respect of everyone who's involved, you won't go anywhere.”

### **Redefining “Tech” in Texas Tech**

With technology and business operations always evolving, Nail said it's important the Rawls College keeps up with the changes. The college has the state-of-the-art facilities and cutting edge technology for full global reach and nontraditional formats, and they are expanding study abroad programs with a greater emphasis to the students on their importance.

“We not only want to remain relevant, but we want to be a leader in business education,” he said. “When you consider that we have ‘Tech’ in the title of our university, we need to be technological in what we do. I think that's what our stakeholders expect of us.”

Nail knows that technology can enhance productivity and convenience for students and faculty.

“Digital badges of competency and proficiency will replace or supplement components of an institution's business degree plan and online and nontraditional delivery will continue to grow,” Nail said.

Massive open online courses, or MOOCs, are classes taught online to a large number of students with little involvement by professors. Typically, students watch short video lectures and complete assignments graded by machines or other students, allowing one professor to support a class with hundreds or thousands of participants, according to the Chronicle of Higher Education.

### **Business skills vs. business knowledge**

Nail cited Harvard Business School professor David Garvin, who found that employers feel the MBA is too centered on knowledge-based learning without enough emphasis on business skills such as communications, collaboration and conflict resolution.

Additionally, Nail said, surveys of business deans reveal similar employer dissatisfaction with the undergraduate business degree as evidenced by communications and critical reasoning skills that are not as strong as expected and too few “practical” business skills.

“Compared to many other business colleges, we are in the envious position of being part of a comprehensive research university,” Nail said. “Not only are the Rawls faculty extremely gifted scholars who are excellent teachers and mentors, but they are surrounded by the same in other colleges. Texas Tech is a rich environment for collaboration and multidisciplinary programs.

“Experiential, collaborative, project-based and solutions-based learning will become requirements of successful business curricula. My hope is we’ll find ways to leverage what we’re doing across campus – behavioral sciences, marketing, management, consumer behavior, consumer psychology – more of a multidisciplinary approach to how we’re conducting research and hopefully we make everyone better.”

Nail believes the business curriculum will become more attractive as a joint degree or supplemental certificate program, global business will be taught by an international consortia of faculty, the AACSB will be more proactive in promoting the rigorous standards for accreditation and that business skills will be valued more greatly – and maybe equally with business knowledge.

### **Ethical business is not an oxymoron**

Ethics training and dialogue is something Nail emphasizes greatly. “We are adding extracurricular programming in ethical business conduct and sustainable business practice so that Rawls students are more fully aware of the ethical dilemmas they will face in life – personally and professionally,” Nail said.

At USM the business college had an ethics week, during which speakers with different backgrounds would come and share their experiences regarding ethics. “We brought in Cynthia Cooper who was the whistle-blower in the WorldCom fraud case; she was the one who reported the fraud. She talked about how difficult it was to do the right thing because everybody around her was doing the wrong thing.”

Looking at the long list of goals and dreams and expectations Nail has for the college, one might wonder why he decided to take on those many challenges.

“This place is electric,” Nail said, “with the enthusiasm, the energy, the growth, the excitement! As I met the faculty, the staff and the students, everybody was just happy to be here. They’re all pushing in the same direction and all want to achieve more. It’s just an exciting place to be.”



# News Release

## FOR IMMEDIATE RELEASE

DATE: Sept. 26, 2012

CONTACT: Callie Jones, [callie.jones@ttu.edu](mailto:callie.jones@ttu.edu)  
(806) 742-2136

### **Texas Tech Announces Homecoming 2012 Schedule of Events**

Texas Tech University's homecoming, "Texas: Don't Wreck with Tech" features a weeklong celebration of spirit and tradition beginning Oct. 8. The week culminates with the homecoming football game versus new conference rival, West Virginia.

Student organizations compete in many of the events throughout the week, including the Spirit Board and Spirit Banner competitions, S.O. Sing, and the parade float contest. Homecoming king and queen will be announced during halftime of Saturday's football game.

The week's schedule of events follows:

#### **All Week**

- **Spirit Board Competition**  
Broadway Ave. & University Ave.  
Student organizations' spirit boards will be displayed at the Broadway entrance to campus.
- **Spirit Banner Competition**  
Student Union Building (SUB)  
Spirit Banners made by Tech's student organizations will be on display at the SUB.

#### **Monday, Oct. 8**

- **Homecoming Kickoff**  
SUB North Plaza, noon  
Kickoff will feature guest speaker Kirby Hocutt and will announce the homecoming queen and king candidates.
- **Line Dance Flash Mob**  
SUB West Plaza, immediately following homecoming kickoff  
A line dance flash mob will occur in the Free Speech Area outside of the SUB.

#### **Tuesday, Oct. 9**

- **Cactus Creations**  
SUB West Basement, 11 a.m. – 2 p.m.  
Students can plant their own cactus for home or dorm decoration with a valid student ID.



- **Campus-Wide Scavenger Hunt**  
Memorial Circle, 4 p.m.  
Students may participate in a photo scavenger hunt featuring significant items around campus.

### **Wednesday, Oct. 10**

- **Custom Leather Bracelets**  
SUB North Plaza, 10 a.m. – 3 p.m.  
Students can create custom leather bracelets (with a valid student ID).
- **S.O. Sing**  
United Spirit Arena, 8 p.m.  
Student organizations will contend in a dance-and-sing competition.

### **Thursday, Oct. 11**

- **Tamale Fest**  
Urbanovsky Park, 11 a.m. – 2 p.m.  
Sponsored by Campus Crusade for Christ (CRU)
- **Techsan Memorial**  
Memorial Circle, 5:30 p.m.  
Chancellor Kent Hance and Interim President Lawrence Schovanec will join with other university officials in remembrance of Texas Tech students, alumni, faculty and staff who have passed away in the last year.

### **Friday, Oct. 12**

- **Rowdy Raider Rally**  
SUB North Plaza, noon  
The top 10 homecoming king and queen candidates will be available for a meet-and-greet.
- **Presidential Lecture and Performance Series**  
President's Reading Program Author: Timothy Egan  
SUB Allen Theatre, 7 p.m.  
Speaker presentation followed by a book signing.
- **Homecoming March, Pep Rally and Bonfire**  
Urbanovsky Park, 9 p.m.  
The homecoming pep rally and bonfire will begin with the inaugural homecoming march, as the Goin' Band from Raiderland and spirit squads will march along 18th Street to Urbanovsky Park. The pep rally and bonfire will feature performances by the spirit squads and band, Raider Red, the Masked Rider and guest speakers.

### **Saturday, Oct. 13**

- **Homecoming Parade**  
Texas Tech Broadway Entrance, 10 a.m.  
The parade is a chance for the student organizations and community businesses to join together in a celebration of Red Raider spirit. The route begins at the First Baptist Church on Broadway and ends at the education building. ([Parade Route](#))



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- **Raidergate**  
R-1 Parking Lot, Starts four hours prior to kickoff

For more information about this year's homecoming, please visit  
<http://www.depts.ttu.edu/sub/StudentActivities/Homecoming/>.

Find Texas Tech news, experts and story ideas at [www.media.ttu.edu](http://www.media.ttu.edu) and on Twitter  
@TexasTechMedia.

**CONTACT: Jon Mark Bernal, associate director, Student Union & Activities, Texas Tech University, (806) 742-4708, or [jm.bernal@ttu.edu](mailto:jm.bernal@ttu.edu).**





# News Release

**FOR IMMEDIATE RELEASE**

**DATE:** Sept. 26, 2012

**CONTACT:** Patrick Gonzales, [patrick.gonzales@ttu.edu](mailto:patrick.gonzales@ttu.edu)  
(806) 742-2136

**Texas Tech Again Named Military Friendly School  
This is the fourth straight year the university has received the honor.**

Texas Tech University was named today (Sept. 17) to the 2013 list of Military Friendly Schools® by G.I. Jobs Magazine. The list honors the top 15 percent of colleges, universities and trade schools nationwide that are doing the most to embrace America's military service members, veterans and spouses as students and ensure their success on campus.

This is the fourth year the university has received this designation.

"Texas Tech is proud to be recognized for a fourth consecutive year as a military friendly campus," said Juan Munoz, senior vice president for Institutional Diversity, Equity, and Community Engagement. "The number of veterans and military dependents continues to increase at our university because of its pervasive patriotism and world class education. Students that have represented our country in uniformed service, and their family members attending the university, clearly understand that the quality of education they receive at Texas Tech will prepare them for the next stage of their professional lives. As current Texas Tech students they obviously believe, that 'From here, it's possible.'"

Texas Tech hosts a veteran specific website, a VA office and the Military and Veterans Programs (MVP) unit within the Division of Diversity, Equity and Community Engagement.

"It is a great honor to be selected as one of the top military friendly campuses in the nation," said Ryan Van Dusen, assistant director of the Military and Veterans Programs. "The students, faculty and staff of Texas Tech University go above and beyond to ensure that military, veterans and their families have an outstanding student experience."

Now in its fourth year, the 2013 list of Military Friendly Schools® was compiled through extensive research and a data-driven survey of more than 12,000 VA- approved schools nationwide. The survey tabulation process, methodology and weightings that comprise the list were independently verified by Ernst and Young

LLP. Each year schools taking the survey are held to a higher standard than the previous year via improved methodology, criteria and weightings developed with the assistance of an



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Academic Advisory Board (AAB) consisting of educators from schools across the country. A full list of board members can be found at [www.militaryfriendlyschoools.com/board](http://www.militaryfriendlyschoools.com/board).

Of the schools polled, only 1,739 were designated Military Friendly Schools ®.

Find Texas Tech news, experts and story ideas at [www.media.ttu.edu](http://www.media.ttu.edu) and on Twitter @TexasTechMedia.

**CONTACT: Ryan Van Dusen, assistant director, Military and Veterans Program, Texas Tech University, (806) 742-6877, or [ryan.van-dusen@ttu.edu](mailto:ryan.van-dusen@ttu.edu).**



# News Release

## FOR IMMEDIATE RELEASE

DATE: Sept. 28, 2012

CONTACT: Karin Slyker, [karin.slyker@ttu.edu](mailto:karin.slyker@ttu.edu)  
(806) 742-2136

### **Texas Tech College of Human Sciences Students Win Design Competition**

A Texas Tech University student-design team won the 2012 Nurture Collegiate Healthcare Design Competition. The theme this year was Supporting Mobile Work in Healthcare.

The team's project, "Innovative Design for Cancer Centers through the Use of 'Care Control Stations' (CCS)," did an outstanding job of supporting mobile workers and solving the challenges they face, the judges said.

The team suggested that a CCS replace what is commonly referred to as a nurses' station, and should consist of three different zones with varying levels of collaboration, privacy and access to technology.

They hypothesized that the incorporation of CCS into existing space would enhance staff collaboration, and improved work flow and mobility throughout the space. The students also suggested that the implementation of technology would enhance staff and patient communication.

Innovative components would include rotating wall partitions that offer private or semi-private work areas with mobile technology, and smart and flexi-glass displays to aid collaboration while searching for information and accessing patient records.

"The thought process was impressive and the design concepts link well to problem statements," said Elise Valoe, judge and health care researcher at Nurture by Steelcase.

The winning team included students Rehab Aburas, Haitham El-Hammali, Islam Obeidat, Duy Pham, Diana Sabouni and their academic advisor Debajyoti Pati.

Each participant is invited to attend the 2012 HealthCare Design Conference Nov. 3-6 in Phoenix, including a private reception with top industry experts. A story about the competition will appear in the November issue of HealthCare Design Magazine, followed by a feature on the winning entry in January 2013.

Find Texas Tech news, experts and story ideas at [www.media.ttu.edu](http://www.media.ttu.edu) and on Twitter @TexasTechMedia.

**CONTACT: Debajyoti Pati, associate professor, College of Human Sciences, Texas Tech University, (806) 742-3050 or [d.pati@ttu.edu](mailto:d.pati@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Sept. 28, 2012

CONTACT: Karin Slyker, [karin.slyker@ttu.edu](mailto:karin.slyker@ttu.edu)

(806) 742-2136

### **Texas Tech's Tiny Rheometer Wins Big in Competition**

Microelectromechanical device could make medical testing a little less painful.

For a third straight year, Texas Tech University engineering students emerged victorious in this year's design contest for novel microelectromechanical systems (MEMS), held at Sandia National Laboratories. Teams from Texas Tech have been winners in the competition in six of the last eight years.

The winning entry is a microscale rheometer that is 1.2 millimeters by 2 millimeters, and able to measure the behavior of thin quantities of liquid, like the synovial fluid in knee joints. This method requires a much smaller sample compared to the standard tool.

"It is much easier and, usually, less painful to obtain small quantities of bodily fluids from patients," the students wrote in the project description.

The Texas Tech MEMS group was led by Tim Dallas, associate professor of electrical and computer engineering, and teamed up with Gordon Christopher, assistant professor of mechanical engineering. Contributors include electrical and computer engineering students Gautham Ramachandran and Ashwin Vijayasai, and mechanical engineering student Zhenhuan Zhang.

"The interdisciplinary team was crucial to producing a device with important applications," Dallas said.

Carnegie Mellon University was winner of the educational MEMS for a second year in a row. Other contest participants include the universities of Oklahoma and Utah, Arizona State University, Central New Mexico Community College, Southwestern Indian Polytechnic Institute and the Air Force Institute of Technology. Also participating were several universities from Mexico: Centro de Investigación y de Estudios Avanzados del Instituto Politécnico Nacional of Mexico City, Universidad de Autonomía de Ciudad Juárez, Universidad de Guadalajara, Universidad de Guanajuato and Universidad Veracruzana.

The two winning teams will see their designs birthed in Sandia's microfabrication facility, one of the most advanced in the world.

The contest is open to institutional members of the Sandia-led MEMS University Alliance program, part of Sandia's outreach to universities to improve engineering

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education. It provides an arena for the nation's student engineers to hone their skills in designing and using microdevices. Such devices are used to probe biological cells, arrange and operate components of telecommunications and high-tech machinery and operate many home devices and strengthen national security.

The entire contest process takes almost nine months. It starts with students developing ideas for a device, followed by creation of an accurate computer model of a design that might work, analysis of the design and, finally, design submission. Sandia's MEMS experts and university professors review the design and determine the winners.

Find Texas Tech news, experts and story ideas at [www.media.ttu.edu](http://www.media.ttu.edu) and on Twitter @TexasTechMedia.

**CONTACT: Tim Dallas, associate professor, Department of Electrical and Computer Engineering, Texas Tech University, (806) 742-3533 ext. 255 or [tim.dallas@ttu.edu](mailto:tim.dallas@ttu.edu).**



# News Release

**FOR IMMEDIATE RELEASE**

DATE: Sept. 28, 2012

CONTACT: Lindsay Bradshaw  
(806)742-2136

**Presidential Lecture & Performance Series Presents Timothy Egan**

Award-winning author, Timothy Egan, will open the 2012-2013 season of the Presidential Lecture & Performance Series with his Dust Bowl era talk celebrating the endurance and tenacity of those who lived through the Dust Bowl, and telling its cautionary tale.

Egan's non-fiction book, "The Worst Hard Time: The Untold Story of Those Who Survived the Great American Dust Bowl," earned a 2006 National Book Award, recognizing Egan's account of those who survived the Dust Bowl in the 1930s.

This book was included in the President's Reading Program at Texas Tech, which aims to prepare students for the academic rigors of college. In Egan's home state of Washington, the book won the 2006 Washington State Book Award in History/Biography for its accurate portrayal of the era.

"This story was slipping away from us," Egan said. "The last survivors were dying and I didn't want them to go to their graves without talking about this extraordinary time in our history."

Egan will give his lecture during Texas Tech's Homecoming week at 7 p.m. on Oct. 12 in the Student Union Building's Allen Theatre. General admission tickets are \$15 and are available through Select-A-Seat at (806)770-2000 or [www.selectaseatlubbock.com](http://www.selectaseatlubbock.com). All Texas Tech students can receive one free ticket with a valid student ID at the Student Union information booth.

"I hope to convey a sense of how resilient, tough and amazing the people who lived through a heartbreaking era are, and to tell a parable about how we use the earth," Egan said.

Community outreach for this program was funded in part by the Sybil B. Harrington Endowment for the Arts of the Lubbock Area Foundation.

Find Texas Tech news, experts and story ideas at [www.media.ttu.edu](http://www.media.ttu.edu).

**CONTACT: Jo Moore, administrator, Presidential Lecture and Performance Series, Texas Tech University, (806)742-0700, or [jo.moore@ttu.edu](mailto:jo.moore@ttu.edu)**