

TEXAS TECH

HEALTH SCIENCES CENTER

News & Publications, HSC Bureau

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FOR IMMEDIATE RELEASE

REF: A-12-3-90

CONTACT: Pearl Trevino

LUBBOCK -- "Creating and Implementing a Front Line Customer Service Strategy," an Executive Communications teleconference, will be presented 1-2:30 p.m. Dec. 12 in Room 2B152 of the Texas Tech Health Sciences Center.

This program will discuss the basic behaviors customers require from customer service personnel and will demonstrate effective methods for selecting service staff.

Presenter Robert W. Rogers is the chief operating officer for Development Dimensions International. He is a consultant on job analysis, selection systems designs and interviewing methods.

Registration costs \$25. For more information or to register, call the Library of the Health Sciences Teaching and Learning Center at 743-2213.

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CONTACT: Pearl Trevino

LUBBOCK -- The Texas Tech Health Sciences Center Library will present a Public Broadcasting Service teleconference "Clinical Perspectives for Panic Disorder in the Nineties" noon to 1:30 p.m. Dec. 14 in Room 2B152.

This teleconference is free and participants may bring lunch.

Topics will include the incidence and prevalence of panic disorder, diagnostic dilemmas related to identifying panic disorder and pharmacological and behavioral treatment strategies.

For more information or to register, call the Library of the Health Sciences Teaching and Learning Center at 743-2213.

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REF: 1-12-4-90

CONTACT: Sharissa Weaver or
Jennifer LeNoir

LUBBOCK -- A Texas Tech University engineering researcher is one of eight participants from the United States to be invited to discuss wind resistant construction at the "U.S.-India Binational Workshop on Advances in Construction Materials, Techniques and Management" Dec. 10-14 in Madras, India.

Kishor C. Mehta, director of the Wind Engineering Research Center and a professor of civil engineering at Texas Tech, will be the only U.S. representative and expert on disaster resistant structures. The workshop is co-sponsored by the U.S. National Science Foundation.

At the workshop, construction technology experts from the United States and India will focus on state-of-the-art construction technology and will identify and prioritize research and development areas of mutual interest to each country, said Mehta.

Eight, 10-member subcommittees will review the presentations of the eight United States and 16 Indian experts and draft a program for future activities. The paper presentations, suggested construction techniques, research needs and action plans that result from the workshop will be published to promote collaboration between the two countries.

"We hope the workshop will be a catalyst for continuous dialogue and cooperation among construction engineers and researchers of the two countries," Mehta said.

Mehta studies the effect of wind on structures and people to determine how to make use of wind and how to prevent damage caused by the forces.

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REF: 2-12-4-90

CONTACT: Steve Kauffman or
Serena Savage

(MEDIA ADVISORY: A student from your area is included in this release.)

LUBBOCK -- Three Texas Tech University students have been selected as members of Pi Omega Pi, a national business/education student honor society.

The new members are: Karmen Barker, daughter of Mr. and Mrs. Cliff Hall of Stephenville; Christy Light, daughter of Mr. and Mrs. Don Light of Southlake; and Tammy Sanchez, daughter of Norberto Sanchez and Elizabeth Bentivenga of Houston.

Pi Omega Pi is a national honor society for students interested in a career in business education. Its goals are to create a fellowship among future teachers of business subjects, to promote scholarship in business education, to encourage civic responsibility and to foster ethical standards in business and professional life among business teachers.

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FOR IMMEDIATE RELEASE

REF: 3-12-4-90

CONTACT: Steve Kauffman or
Serena Savage

LUBBOCK -- The Texas Tech Advisory Council on Taxation has been formed to serve as a liaison between tax industry professionals and Texas Tech University's tax program faculty, alumni and students.

The eight-member council of tax professionals is comprised of Texas Tech alumni from around the state. The goals of the council include advising College of Business Administration faculty members about tax curriculum issues and about skills required for tax graduates. The council also will assist the university in recruiting students for the tax program and assist firms in recruiting Texas Tech tax graduates.

Other council goals include promotion of Texas Tech's 150-hour, five-year program in concurrent bachelor's and master's degrees in taxation, and coordination of a biannual tax alumni reunion.

The council members, selected by recommendations from their respective firms, are: Mary Skoog Findley of Baylor Health Care Systems; Allen Horak of Arthur Andersen & Co.; Brenda Ireland of KPMG Peat Marwick; Richard Rogers of Price Waterhouse; Kathy Warren of Ernst & Young, all in Dallas; Carriel Nipp of Deloitte & Touche, Fort Worth; Ken Schlaudt of Professional Datasolutions Inc., San Angelo; and John Seright of Coopers & Lybrand, Lubbock.

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FOR IMMEDIATE RELEASE

REF: 4-12-5-90

CONTACT: Chris Patterson
or Gayle Fulcher,
(806) 742-2352 Ext. 248

LUBBOCK -- The Texas Tech University Legal Assistant Advisory Board awarded the spring 1991 Neva Denny Memorial Scholarships to Becky James of Denver City and Deborah Sanchez of Crosbyton. Funding for the scholarship is donated by the West Texas Association of Legal Assistants.

Each semester the scholarship aids two students enrolled in Texas Tech's Legal Assistant Certificate Program. The scholarship covers the students' registration fees and required textbooks for one legal assistant course.

The Neva Denny Memorial Scholarship was established in 1984 for Jeneva M. Denny. She was a legal assistant for 30 years at the Lubbock law firm of Crenshaw, Dupree and Milam.

The Division of Continuing Education at Texas Tech offers the Legal Assistant Certificate program which provides a basic understanding of substantive and procedural law, legal research and writing skills, drafting of legal instruments and client interviewing techniques. Completion of the program prepares participants to work in private law offices; banks; government agencies; real estate, title insurance or abstracting firms; insurance companies; and other businesses.

The deadline for applications for the next Neva Denny Memorial Scholarship is Feb. 15, 1991. For more information, contact Tricia McCoy at the Division of Continuing Education, (806) 742-2352 Ext. 245.

FOR IMMEDIATE RELEASE

REF: 5-12-5-90

CONTACT: Chris Patterson
or Gayle Fulcher,
(806) 742-2352 Ext. 248

LUBBOCK -- The Texas Tech University Division of Continuing Education is offering two new correspondence courses which allow students to complete lessons and class projects without attending scheduled classes.

"Elementary Music Theory" (MTH 1403), a college credit course worth four credit hours, also is approved for high school credit. The fee for the course is \$156.

The course will focus on the "building blocks" of music and will address topics such as the components of music; the ways various parts are put together; and the ways elements vary in different style periods of music history.

Students must have a thorough knowledge of all music intervals and chords -- from spelling and identifying them on a musical staff to recognizing them aurally. The students also must have access to an Apple II computer and have either a DAC board synthesizer or a MIDI instrument with proper interface.

A second course, "Projecting Yourself as a Winner" (PWIN NC705), is a non-credit personal development course worth 1.5 continuing education units. The fee for the course is \$33.

The lessons will concentrate on developing a better self-image and improving self-projection techniques, such as appearance, carriage and verbal communication.

The instructor for the course is Phyllis Jones, owner of MiRage, an image consulting company in Lubbock. Jones, a former model, also develops and presents lectures on other topics such as business etiquette and communication skills.

Both courses by correspondence allow students up to nine months to complete course requirements. Interested persons should contact Texas Tech's Division of Continuing Education by telephone at 1-800-MY-COURS or (806) 742-2352, or in person at the Continuing Education Building located at the corner of 15th Street and Akron Avenue on the Texas Tech campus.

FOR IMMEDIATE RELEASE
REF: 6-12-5-90
CONTACT: Jennifer LeNoir

LUBBOCK -- Texas Tech University's College of Engineering recently received a \$20,000 grant for faculty support from the Halliburton Foundation Inc. of Dallas and its domestic subsidiaries.

The grant primarily will be used for salary supplements and teaching or research awards for engineering faculty members.

S.H. Grote, president of Brown & Root Braun of Houston, a Halliburton subsidiary, presented a check to Mason Somerville, Texas Tech dean of engineering.

The Halliburton Foundation and its subsidiaries present grants to selected universities based on the quality of the graduates, Grote said. The company annually hires a number of engineering graduates from Texas Tech.

"Private industry funds are important in providing incentives and recognition for faculty members, and the Halliburton Foundation has been a generous donor to the college for many years," Somerville said.

Annual grants previously awarded from Halliburton to the College of Engineering have funded the Halliburton Award for Excellence in Teaching through Research, the Outstanding New Faculty Award and the Halliburton Distinguished Lecture Series.

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FOR IMMEDIATE RELEASE
REF: 7-12-5-90
CONTACT: Chris Patterson

LUBBOCK -- Texas Tech University has been awarded a \$227,200 grant from the National Science Foundation (NSF) for the creation of a new biotechnology instrumentation facility.

According to Henry Nguyen, principal investigator and director of Texas Tech's Institute for Biotechnology, the facility will enhance research and graduate education in the area of biotechnology and will increase Texas Tech's national prominence as a research institution.

"We are pleased to receive a grant from this highly competitive NSF program," Nguyen said. "Our success is a result of the outstanding research records of several faculty members who are co-investigators in this proposal and the university's commitment to biotechnology research."

The facility will contain equipment essential for biotechnology research, such as an automated DNA sequencer, a nucleic acid synthesizer, instrumentation for gene amplification, a laser densitometer and an integrated liquid chromatography system.

The equipment will be housed in the Chemistry Building, chosen for its central location on campus among the academic departments involved in biotechnology research. A full-time manager will oversee the operation of the facility and equipment.

Much of the biotechnological research at the university revolves around plant biotechnology, structure-function relationships in proteins and enzymes and evolutionary biology and genetics. Several researchers at the institute are working to understand the molecular and biochemical mechanisms of plant growth and to develop plants that can withstand drought and extreme temperatures in semiarid areas.

Nguyen said the equipment will allow researchers to conduct experiments much more effectively and efficiently than in the past. He said the new facilities also will be important to post-doctoral fellows, graduate students and advanced undergraduate students.

"They will be exposed to state-of-the-art biotechnological equipment. Their education will be more than textbook learning because the equipment will provide hands-on training experience and allow them to do cutting-edge research," he said. "In addition, this modern facility will help attract to Texas Tech superior graduate students, faculty and scientists from around the world."

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FOR IMMEDIATE RELEASE

REF: 8-12-5-90

CONTACT: Myrna Whitehead

LUBBOCK -- Ulrich Goebel, Ph.D., chairman and professor of Germanic and Slavic Languages at Texas Tech University, will travel to three Soviet universities Thursday (Dec. 6) through Dec. 20 to formalize plans for a student exchange program for language students. The program will give college credit for Russian students to learn English and American students to learn Russian during a 10- to 12-week exchange program.

Goebel will visit the University of Nalchik in Southern Russian, Moscow State University and Leningrad State University.

According to Goebel, programs such as the one he is negotiating, were made possible by a decree, signed by President Mikhail Gorbachev in the summer, to allow Soviet students to attend U.S. universities without being accompanied by Soviet government chaperones.

Participants in the Texas Tech languages student exchange program will earn 12 hours of college credit. Organizers of the program plan to establish a host family arrangement with the Soviet students and families in the Lubbock community. The exchange will begin in the fall 1991 semester.

The exchange format was developed by academician Gennady Mesyats of the Soviet Union, a frequent visitor to the College of Engineering at Texas Tech. Mesyats is the vice president of the Soviet Academy of Science and president of the Ural Division of the USSR Science Academy.

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CALENDAR WEEK DEC 7-14

REF: 9-12-6-90

CONTACT: News and Publications

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

- DEC 7 KTXT-TV Winter Festival fund-raiser continues through Dec. 9
- University fall semester final examinations through Dec. 12
- Allied Health Job Fair
10 a.m. to 2 p.m., TTHSC Room 2C103
- Student exhibit -- Carlos Silveria
Art Building Hall Gallery through Dec. 13
- "Amahl and the Night Visitors," presented by theater arts department,
8 p.m., University Theater
- DEC 8 "Amahl and the Night Visitors," presented by theater arts department,
8 p.m., University Theater
- DEC 9 KTXT-TV Winter Festival fund-raiser ends
- "Amahl and the Night Visitors," presented by theater arts department,
2 p.m., University Theater
- Concert -- Suzuki String and Preparatory String programs
5 p.m., Hemmle Recital Hall
- DEC 12 Teleconference -- "Creating and Implementing a Front Line Customer
Service Strategy," by Robert W. Rogers, chief operating officer for
Development Dimensions International; sponsored by the Library of the
Health Sciences Teaching and Learning Center;
1-2:30 p.m., TTHSC Room 2B152
- DEC 13 Residence halls close for fall semester, 10 a.m.
- Candlelight at the Ranching Heritage Center
6-8 p.m., Ranching Heritage Center through Dec. 14

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CALENDAR/PAGE 2

DEC 14 Fall 1990 law school final examinations end

Teleconference -- "Clinical Perspectives for Panic Disorder in the Nineties," sponsored by the Library of the Health Sciences Teaching and Learning Center,
1:30 p.m., TTHSC Room 2B152

Candlelight at the Ranching Heritage Center
6-8 p.m., Ranching Heritage Center

3601 Fourth Street
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from
TEXAS TECH HEALTH SCIENCES CENTER
December 7, 1990

HOLIDAY SPIRITS -- Ahhh yes, the holidays. Egg nog, champagne, dark beer and of course -- the hangover. During this joyous holiday season, many people will indulge a little more than usual in such holiday cheer only to suffer the next day, says James Griggs, a certified drug and alcohol counselor at the Southwest Institute for Addictive Diseases in the TTHSC department of psychiatry. Hangovers, he said, aren't much fun, and they aren't very well understood, either. However, some authorities believe that the symptoms of a hangover are a result of the body's withdrawal from the alcohol. As for cures, there are many myths but few effective treatments. One mythical cure is some of "the hair of the dog that bit you" -- alcohol. However, all this practice does is prolong the uncomfortable symptoms. The only known cures include an analgesic for the headache, lots of rest and time. The best advice, Griggs said, is to watch yourself the night before. Have fun and be merry, but don't overindulge to the point of no return. For more on hangovers, contact Griggs at (806) 796-3600.

IMPOSSIBLE DREAM-- That's what a good night's sleep is for people who suffer from sleep apnea, a cessation of breathing during sleep. The disorder can be fatal if the body does not re-start its breathing mechanism by waking up, at least at the subconscious level. Incidents of apnea can occur repeatedly during the night, interrupting the deep sleep so necessary to restful sleep, says George Thommi, M.D., medical director of the TTHSC Sleep Disorders Center. Common symptoms include loud snoring, irregular breathing, thrashing while in bed, gasping and choking sensations. Because apnea prevents its victims from getting a good night's sleep, they often complain of exhaustion, severe morning headaches, lack of concentration and even personality changes. Repeated apneas cause the oxygen level in the blood to drop, depriving vital organs like the heart, brain and lungs of oxygen. This can lead to severe cardiac problems and even death. Sleep apnea is most common in men over age 40, striking at a minimum 30 percent of the males in that age group. Fortunately, Thommi said, the disease now can be treated after a detailed monitoring of the individual's sleep pattern. For more on the disease and its treatment, contact Thommi of the TTHSC's internal medicine department at (806) 743-2020.

For assistance with these or other stories,
contact Kim Davis or Preston Lewis at TTHSC
News and Publications, (806) 743-2143.

C-12-7-90