

DATE	Stories and Cutlines	(75) Locals	(25) Reg. Dailies	(39) Reg. Weeklies	(16) 50 M's	(26) Reg. Radio	(15) X-List	Adj. Counties	Hometowners	PSA's	Ag list	(16) Ag boxes	MISC. (#)	CONTACT	REMARKS
1-4-23-84	Worm Saunp	✓	✓	✓	✓									Piston	National Media Bacon
2-4-23-84	Animal Science Banquet	✓										✓		Cliff	+ special list ⑦
3-4-23-84	Master Producer Award													Cliff	AG
4-4-23-84	Outstanding Alumnus - Caption													Cliff	AG
5-4-23-84	Outstanding Junior - Caption													Cliff	AG
6-4-23-84	Outstanding Freshman - Caption													Cliff	Lindenburg
7-4-23-84	Outstanding Sophomore - Caption													Cliff	Lipscomb County, Tenn
8-4-23-84	Outstanding Club Worker													Cliff	Zanesville, Ohio
9-4-23-84	Outstanding Senior - Caption													Cliff	Kaufman
10-4-23-84	FFA Judging Contest													Cliff	
11-4-23-84	Somer Village														
12-4-24-84	Marketing Audits	✓	✓											Cliff	
13-4-24-84	Marketing Aft. Caption													Cliff	
14-4-24-84	Tennis Tournament	✓	✓	✓										Cliff	
15-4-24-84	Computer Lecture	✓												Piston	
16-4-24-84	Ag Economics Recognition													Cliff	
17-4-24-84	CTT Cutline													Cliff	A-5, 10
18-4-25-84	Tennis Tournament	✓	✓				✓							Cliff	
19-4-26-84	Banking School	✓	✓		✓		✓							Cliff	w/ maps
20-4-26-84	Town Reception	✓	✓				✓							B	

April 22, 1984

[illegible]

Texas Tech News

UNIVERSITY NEWS AND PUBLICATIONS/P.O. BOX 4650/TEXAS TECH UNIVERSITY/LUBBOCK, TEXAS 79409/(806) 742-2136

AFTER HOURS CALL:

Bee Zeeck, Director, (806) 799-6897
Preston Lewis, Manager, News Bureau, (806) 745-1718
Christy Bingham, Manager, Broadcast Bureau, (806) 795-1865

CONTACT: Preston Lewis

1-4-23-84

LUBBOCK--Making better use of available water resources and new technology can help change what previously has been a foregone conclusion -- the Ogallala Aquifer is on a disaster course toward economic depletion.

If applied throughout the aquifer which is shared by eight Plains states, improved practices and technology in water conservation, reuse and augmentation can stem the decline of the Ogallala, says Dr. Robert M. Sweazy, director of the Water Resources Center at Texas Tech University.

Sweazy said new technology and improved water management practices could eventually make the aquifer quasi-stable so that the annual withdrawal is comparable to the yearly recharge.

"If farmers will adopt the conservation practices which are now available and those yet to be developed, if we can continue to reuse water on an even larger scale and if we can augment the existing supplies," Sweazy said, "we feel as if we can reach a point where we can dramatically reduce the withdrawals from the aquifer until it becomes quasi-stable."

Those are a lot of "ifs," Sweazy acknowledged, but the potential offers more promise in the near future than the alternative of water importation.

"Importation is not an economically feasible alternative in the near term at least," Sweazy said. "This realization, in my opinion, has spurred greater research interest in conservation, reuse and augmentation.

-more-

"The ultimate objective of this research should be not only to prolong the life of the Ogallala," he said, "but to do so without curtailing irrigation farming significantly."

Advances in groundwater research and in understanding the Ogallala Aquifer will be covered in the Ogallala Symposium II, a technical meeting June 5-6 in the Lubbock Memorial Civic Center. The symposium will cover hydrologic and geologic characteristics, aquifer recharge, water and contaminant sampling and transport, aquifer augmentation and conservation, modeling, economic factors, and aquifer development and decline.

Sweazy said that for conservation, reuse and augmentation to make the Ogallala stable, they must be used in concert with one another.

Conservation, he said, offers significant savings. Sweazy noted that the Texas High Plains uses about six million acre feet of water annually from the Ogallala while it receives some 28 million acre feet in rainfall. Better conservation management could recoup more of that rainfall and make better use of Ogallala waters.

Among the conservation techniques being studied, Sweazy listed:

- *Runoff control: terracing, laser levelling, furrow diking, playa lake modification and conservation tillage.

- *Genetic engineering: developing drought tolerant crop varieties, plant growth regulators, evaporation suppression, and transpiration regulators.

- *Cropping modification: crop rotation, alternative crops, and new market development.

- *Irrigation improvements: low-energy, precision application; surge irrigation; water harvesting; application controlled by microprocessors; and pumping plant modification.

In the area of reuse, Sweazy included:

- *Increased use of treated wastewater as an irrigation source.
- *Additional reuse within the industrial and municipal sectors.
- *Improved recycling of industrial wastewater for reuse.

Augmentation possibilities from available sources, Sweazy said, encompassed:

- *Weather modification and precipitation enhancement.
- *Developing the Santa Rosa Aquifer, a bowl-shaped formation beneath the Ogallala on the southern High Plains.
- *Secondary recovery of Ogallala water not recoverable by traditional methods.
- *Aquifer recharge from playa lake water which, because of playa lakebed characteristics, does not naturally percolate down to the aquifer.

"None of these alone will stabilize the aquifer. But if we combine all these things and have widespread cooperation in the effort, we could make the Ogallala quasi-stable," Sweazy said.

Because irrigation uses most of the water pumped from the Ogallala, incorporating conservation, reuse and augmentation developments on farms is the key to success, Sweazy said. For that reason, stabilizing the aquifer will require advances in the agricultural marketplace as well as in the field and laboratory.

"Unless the farmer can make a profit, there is no reason he should try to conserve water beyond his lifetime," Sweazy said.

"He can't go further and further in debt just to implement a water management program. It is entirely possible he may have enough water to last his lifetime.

"So, he may not be concerned about future generations unless he can be shown it is not going to be money out of his pocket or money unwisely spent to conserve and augment his water supply," Sweazy said. "The farmer's share of agricultural profits has got to increase for this to work."

Although the initial implications of the declining aquifer affect the farmer, the ultimate implications affect the American and world consumer because the Ogallala is beneath a sizeable portion of America's breadbasket.

"This region is important to the entire country and world," Sweazy said. "A broader realization of that fact needs to be made."

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Preston Lewis, Manager, News Bureau, (806) 745-1718
Christy Bingham, Manager, Broadcast Bureau, (806) 795-1865

CONTACT: Clifford Cain

2-4-23-84

LUBBOCK--Texas Tech University's Department of Animal Science and Saddle and Sirloin Club have recognized three outstanding former Texas Tech students and several outstanding students in the department.

The students and ex-students were honored at the department's first Animal Science Alumni Banquet.

The department and club presented the Outstanding Alumnus Award to Jim Humphreys, general manager of the Pitchfork Ranch, and the Master Producer Award to T. Euel Liner of Lubbock, a retired pork industry supporter.

Amos Miracle, president of the Amarillo Packing Co., was named outstanding contributor to the agriculture industry and to the College of Agricultural Sciences. He also was named honorary member of the club.

Students recognized at the banquet were:

* Outstanding Senior Award to Ken Gronewald, animal production, son of Mr. and Mrs. Don Gronewald, Route 1, Kaufman.

* Outstanding Junior Award to Barbara Hale, pre-veterinary medicine, son of Mr. and Mrs. Fred G. Hale, 605 Beaufort, Lubbock.

* Outstanding Sophomore Award to Daniel Jenkins, pre-veterinary medicine, son of Mr. and Mrs. Duane Jenkins, Route 1, Higgins.

* Outstanding Freshman to Lea Weinheimer, agricultural communications, daughter of Mr. and Mrs. Roy Weinheimer of Stonewall.

* Saddle and Sirloin Club Work Horse Award to Kelly McHugh, animal production, daughter of Mr. and Mrs. James E. McHugh III of Zanesville, Ohio.

Also honored at the banquet were members of the judging teams, champion showmen and outstanding club members.

Humphreys came to Texas Tech in 1940 but left to join the military at the outbreak of World War II. He returned to the university in 1945 and graduated in 1947 with a bachelor of science degree in animal husbandry.

He is a former member of the board of directors of the Ex-Students Association and a former chairman of the Ranching Heritage Association. Today, he is a member of the Texas Tech Experimental Ranch Committee and serves as a director of the American Quarter Horse Association, the Texas and Southwestern Cattle Raisers Association and the Fort Worth Fat Stock Show. He has been with the Pitchfork Ranch since 1948.

Liner is known for his work in the swine industry. He graduated from Texas Tech in 1932 with a bachelor of science degree in animal science. He received a master's degree in agricultural education in 1950. He served on the Department of Agricultural Education staff for 14 years, primarily working with the Texas Education Agency.

He helped organize the National Pork Producers Council and the Texas Pork Producers Association. He is a former member of the Texas Swine Breeders Association and has served on the National Live Stock and Meat Board, the Texas Animal Health Commission and Agriculture Secretary John Block's Swine Health Commission.

Miracle studied business at Texas Tech between 1938 and 1940. He was honored for his contributions of time and facilities to the department in teaching, research and public service programs. The plant was a host plant for a recent master agriculture internship.

AJ

caption-----

3-4-23-84

MASTER PRODUCER AWARD--Texas Tech University's Department of Animal Science and the Saddle and Sirloin Club recognized outstanding former students at the first Animal Science Alumni Banquet March 30. Honored with the department's Master Producer Award was T. Euel Liner of Lubbock, left, who receives his award from senior Dean Hawkins of Clarendon. Liner is a retired pork industry supporter and organizer. (TECH PHOTO)

A-5

4-4-23-84

caption-----

OUTSTANDING ALUMNUS--Texas Tech University's Department of Animal Science and the Saddle and Sirloin Club recognized outstanding former students at the first Animal Science Alumni Banquet March 30. Honored as Outstanding Alumnus was Jim Humphreys, left, who receives his award from senior Amy Barcinski of Dallas. Humphreys is general manager of the Pitchfork Ranch. (TECH PHOTO)

A-J

caption-----

5-4-23-84

OUTSTANDING JUNIOR--Texas Tech University's Department of Animal Science and the Saddle and Sirloin Club recognized several current and former students at the first Animal Science Alumni Banquet March 30. Honored as Outstanding Junior was Barbara Hale, left, who receives her award from department Chairman Jack McCroskey. Hale is the daughter of Mr. and Mrs. Fred G. Hale of Lubbock.
(TECH PHOTO)

Fredericksburg
Standard

caption-----

6-4-23-84

OUTSTANDING FRESHMAN--Texas Tech University's Department of Animal Science and the Saddle and Sirloin Club recognized several current and former students at the first Animal Science Alumni Banquet March 30. Honored as Outstanding Freshman was Lea Weinheimer, left, who receives her award from department Chairman Jack McCroskey. Weinheimer is the daughter of Mr. and Mrs. Roy Weinheimer of Stonewall. (TECH PHOTO)

Lipscomb Co.
Zimelight

caption-----

7-4-23-84

OUTSTANDING SOPHOMORE--Texas Tech University's Department of Animal Science and the Saddle and Sirlain Club recognized several current and former students at the first Animal Science Alumni Banquet March 30. Animal science Professor C. Reed Richardson, left, presents the Outstanding Sophomore Award to Daniel Jenkins. Jenkins is the son of Mr. and Mrs. Duane Jenkins of Higgins. (TECH PHOTO)

Zanesville
Times Recorder

caption-----

8-4-23-84

OUTSTANDING CLUB WORKER--Texas Tech University's Department of Animal Science and the Saddle and Sirloin Club recognized several current and former students at the first Animal Science Alumni Banquet March 30. Honored with the club's Work Horse Award was Kelly McHugh, left, who receives her award from department Chairman Jack McCroskey. McHugh is the daughter of Mr. and Mrs. James E. McHugh III of Zanesvill, Ohio. (TECH PHOTO)

Kaufman
Herald

caption-----

9-4-23-84

OUTSTANDING SENIOR--Texas Tech University's Department of Animal Science and the Saddle and Sirloin Club recognized several current and former students at the first Animal Science Alumni Banquet March 30. Honored as Outstanding Senior in the department was Ken Gronewald, left, who receives his award from department Chairman Jack McCroskey. Gronewald is the son of Mr. and Mrs. Don Gronewald of Kaufman. (TECH PHOTO)

40
on
letter head

CONTACT: Clifford Cain

10-4-23-84

LUBBOCK--More than 580 teams, involving more than 2,000 high school students, participated in 12 contests at the 56th annual Future Farmers of America (FFA) Judging Contest at Texas Tech University April 14.

High scoring teams from the Panhandle and West Texas included the team from which placed in the event. Team members were

Team coach was

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AFTER HOURS CALL:

Bee Zeeck, Director, (806) 799-8897
Preston Lewis, Manager, News Bureau, (806) 745-1718
Christy Bingham, Manager, Broadcast Bureau, (806) 795-1865

CONTACT: B. Zeeck

11-4-23-84

LUBBOCK--The appointment of Dr. Mason H. Somerville as dean of the Texas Tech University College of Engineering was announced Monday (April 23) by Dr. John R. Darling, vice president for academic affairs.

Somerville is professor and head of the Department of Mechanical Engineering at the University of Arkansas. His appointment to the Texas Tech University position becomes effective Aug. 1.

Somerville succeeds Dr. John R. Bradford, dean of the college for 26 years, who resigned in 1982 to become vice president for development. Dr. Jimmy H. Smith, professor of civil engineering, has been interim dean since Bradford's resignation.

Darling praised Smith's performance as interim dean.

"Dr. Smith has made an absolutely superb contribution to the university as interim dean," he said. "His performance in that position is enabling us to make a very positive transition from the long-term deanship held by John Bradford to the appointment of a new dean."

At the same time, Darling expressed confidence in the university's choice of a new dean.

"Texas Tech is gaining a dean who is committed to excellence. His colleagues cite him particularly for his creative abilities in building a sound educational program, for his ability to set and achieve goals, and for his fairness in dealing with others. In addition, of course, he has the qualities of character needed for leadership.

-more-

Darling said that he visited with colleagues of Somerville and spent time conferring with faculty, students and administrators at the University of Arkansas before naming Somerville as dean.

"I found a consistency of views, particularly regarding Somerville's exceptional abilities as an administrator. Among the qualities reiterated by the people I talked with," Darling said, "were such things as 'great team player,' 'viewed as a leader,' 'excellent in industry interface,' 'innovative,' 'creative' and 'idea generator.'"

"As a result of the very careful selection process," the vice president said, "I am confident that Somerville's leadership will strengthen all areas in the Texas Tech College of Engineering."

Somerville holds the doctoral degree awarded by Pennsylvania State University in 1972. The master's degree was awarded by Northeastern University and the bachelor's by Worcester Polytechnic Institute. All were in mechanical engineering.

He began his teaching career as an instructor at Pennsylvania State University and then, in 1971, he became senior engineer at Bettis Atomic Power Laboratory of the Westinghouse Electric Corp.

He returned to academics in 1973 when he joined the mechanical engineering faculty of the University of North Dakota. There he later served as manager and then director of the Engineering Experiment Station. He was named head of the Department of Mechanical Engineering and Engineering Science at the University of Arkansas in 1980 when those two disciplines were joined. For four years he was an invited lecturer for engineering extension at the University of Wisconsin.

He is the author or co-author of more than 30 publications and is frequently an invited speaker at meetings related to energy.

Somerville has a special interest in the research and development of energy transfer and cyclic devices, especially innovative heat pumps.

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Preston Lewis, Manager, News Bureau, (806) 745-1718

Christy Bingham, Manager, Broadcast Bureau, (806) 795-1865

CONTACT: Clifford Cain

12-4-24-84

LUBBOCK--A former Texas Tech University student's belief that a university can only be successful with private support has led to the first sustaining sponsor contribution to the new Institute for Marketing Studies.

John B. Malouf, owner of Malouf's Gentlemen's and Women's Clothing, and his wife, Eleanor, have pledged \$15,000 to the institute over a three-year period.

Malouf is a 1949 graduate of Texas Tech's College of Business Administration. Six of his eight children have attended Texas Tech.

Business Administration Dean Carl H. Stem said the donation gives the institute a good foundation on which to build and continues the college's quest for excellence.

"Nothing can be successful without financial support," Malouf said in making the presentation. "I hope this contribution will encourage more people to give back for what they have received from Texas Tech.

"This institute increases the awareness about Texas Tech and lets others know that the university is an asset to the area," he said.

The contribution kicks off the institute's three-year \$500,000 endowment drive.

-more-

Marketing Area Coordinator Danny Bellenger said the objectives of the institute are to provide scholarships and graduate assistantships and to attract nationally recognized faculty. The institute also will provide a marketing executive-in-residence program, a student career information system, and continuing education for marketing professionals. The college's Center for Professional Development will co-sponsor the continuing education short courses and seminars, he said.

Bellenger noted that about 5,000 Texas Tech students are enrolled in the College of Business Administration. About 16 percent of the business majors are in marketing, he said, and about 200 majors are graduated each year.

Marketing faculty research interests include retailing, sales, international marketing, research methodology and marketing theory, he said.

caption-----

13-4-24-84

MARKETING GIFT--The Institute for Marketing Studies in Texas Tech University's Area of Marketing has received its first sustaining sponsor contribution from John B. Malouf of Lubbock, owner of Malouf's Gentlemen's and Women's Clothing. Malouf and his wife have pledged \$15,000 over a three-year period. Participating in the recent ceremonies at the College of Business Administration are, from left, Malouf, his wife Eleanor, Area Coordinator Danny Bellenger and marketing Professor Robert D. Amason. (TECH PHOTO)

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Preston Lewis, Manager, News Bureau, (806) 745-1718
Christy Bingham, Manager, Broadcast Bureau, (806) 795-1865

CONTACT: Clifford Cain

14-4-24-84

(EDITOR'S NOTE: The Texas Tech University Celebrity Tennis Tournament organizers wish to remind the news media about the news conference with the tournament Publicity Committee at 9:30 a.m. Thursday (April 26) in the Yellow Room of First Federal Savings Bank on Broadway. The conference has been designated as the final meeting of the media and the committee to discuss coverage, press passes and other arrangements relating to the tournament. For more information, contact Dr. Pat D. Taylor, director-special projects, Texas Tech Development Office, (806) 742-2128.)

LUBBOCK--Television and movie actor Tom Hallick, known to soap opera fans as Brad Eliot on "The Young and the Restless," has signed on to participate in the Texas Tech University Celebrity Tennis Tournament, benefitting the Texas Tech University Foundation, Friday through Sunday (April 27-29).

The foundation's goal of \$250,000 will support general scholarships, endowments and other academic areas at Texas Tech.

Weekend activities are being produced by Noval/Bucks Productions Inc. of Los Angeles. Co-producer Charles Bucks is a longstanding member of the Texas Tech President's Council and a Texas Tech Distinguished Alumnus.

Hallick will join 40 other stars on the courts at the Supreme Court Racquet Club and Fitness Center's Tennis Center at 90th Street and Memphis Avenue. He and the stars will play a brief exhibition match at Texas Tech's Recreation Center tennis courts Saturday morning.

The stars who have announced they will participate include former Texas Tech students Barry Corbin, G.W. Bailey and Ralna English. Also participating will be tournament co-producer Ray Noval, "Matt Houston" TV star Lee Horsley, "That's Incredible" star Cathy Lee Crosby, Lloyd Bridges, Barbara McNair, Cornel Wilde, Dallas native Trini Lopez, Lyle Waggoner, Richard Dean Anderson of "Emerald Point, N.A.S.," Cindy Gibb of "Fame," Connie Stevens, Jo Ann Pflug, Richard Roundtree, Jerry Van Dyke, Judy Norton, Martha Smith, Martin Kove, Joseph Mascolo of "Days of Our Lives," Eric Braeden of "The Young and the Restless," Markie Post of "The Fall Guy," Marcia Rodd of "The Four Seasons," Morgan Brittany of "Dallas," Grant Goodeve of "Dynasty," Robert Walden, former El Pasoan Ana Alicia of "Falcon Crest," Patrick Wayne, Desi Arnaz Jr. of "Automan," Bernie Kopell of "The Love Boat," Christopher Holder of "The Young and the Restless," Janet Marie Jones of "Dance Fever," and Dick and Pat Van Patten and their sons Jimmy, Vincent and Nels.

This season, Hallick starred in "Loving Friends" for 56 episodes for Showtime. He also is starring in the feature film "The Rare Breed" with George Kennedy; a new nighttime soap opera for this fall "Rituals;" and the soap opera "Days of Our Lives."

He recently finished a role in the feature film "Carnuba," was a host for "Entertainment Tonight" during the fall, and has appeared in "Simon and Simon" and "The Greatest American Hero." He starred in "The Young and the Restless" for five years.

Dr. Pat D. Taylor, director-special projects, Texas Tech Development Office, said more celebrities may be added to the roster up until tournament play begins.

Celebrities will play against or be partners with former Texas Tech students, friends of the university and members of the general public who "buy into" the doubles draw.

Money also is being generated through tournament tickets, dinner show tickets and the sale of souvenir programs. Show tickets are \$12 for the public and \$10 for students. Tournament tickets are \$5 per day for the public, \$3 for students, or \$7.50 for the weekend for the public, \$5 for students. Programs are \$3.

Tournament play will begin Saturday at the Racquet Club tennis courts. That night a Las Vegas-style dinner show, in which the attending celebrities will perform and Horsley will emcee, is planned at the Lubbock Memorial Civic Center Exhibition Hall.

Tournament play will end Sunday.

Persons wanting information about the tournament should phone tournament hotline number (806) 742-1333 or contact Taylor, (806) 742-2128.

AFTER HOURS CALL:

Bee Zeeck, Director, (806) 799-8897

Preston Lewis, Manager, News Bureau, (806) 745-1718

Christy Bingham, Manager, Broadcast Bureau, (806) 795-1865

CONTACT: Preston Lewis

15-4-24-84

LUBBOCK--Philip P. Panzarella, director of aircraft modification at Wright-Patterson Air Force Base, Ohio, will discuss computer assisted design and manufacturing in a free public lecture at 4 p.m. Thursday (April 26) at Texas Tech University.

Panzarella will examine the impact of computer assisted design and manufacturing on modification of flight test vehicles and the possible benefits, including reduction and modification time, higher quality documentation and easier transition from prototype engineering and manufacturing to production.

The lecture will be in the Lankford Lab of the Electrical Engineering Annex.

Panzarella has conducted 41 flight test programs and is past president of the Wright Chapter of the Society of Flight Test Engineers. He is a licensed commercial pilot with multi-engine instrument and flight instructor ratings.

He holds a bachelor's degree in aeronautical engineering from St. Louis University and graduate degrees from the Air Force Institute of Technology in aerospace and mechanical engineering. He is also a Sloan Fellow graduate of Massachusetts Institute of Technology with a master's degree in industrial management.

Panzarella will be on campus two days, meeting with faculty and students in the College of Engineering and in the Department of Aerospace Studies.

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Preston Lewis, Manager, News Bureau, (806) 745-1718

Christy Bingham, Manager, Broadcast Bureau, (806) 795-1865

CONTACT: Clifford Cain

16-4-24-84

LUBBOCK--Texas Tech University's Department of Agricultural Economics recognized six outstanding students at the department's annual steak fry.

During the outdoor banquet at the Ranching Heritage Center, department Chairman Kary Mathis noted that four of the eight College of Agricultural Sciences Aggies of the Month were agricultural economics majors. He said 23 percent of the students in the college are in the department and they receive 31 percent of the scholarships.

With 300 majors in the department, it is among the five largest in the country, he said.

Students honored at the April 18 dinner were:

*Outstanding Student in the Department, senior Tony D. Williams, son of Mrs. Don Williams of 4625 71st St., Lubbock.

*Outstanding Freshman, Chris Eddy, son of Mr. and Mrs. Thomas Eddy of Blewett Route, Uvalde.

*Outstanding Sophomore, Joe Don Becker, son of Mr. and Mrs. Robert Becker of 1206 E. Harris, Brownfield.

*Outstanding Junior, Lynn Tate, son of Mr. and Mrs. Rudolph Tate of Quail Route, Samnorwood.

*Outstanding Senior, Russell H. Maenius, son of Mr. and Mrs. Hugo H. Maenius of Route 1, Blanco.

*Outstanding Undergraduate Research Award, senior Karen Henzler, daughter of Mr. and Mrs. Robert Henzler of Pilot Point.

caption-----

17-4-24-84

DINNER SHOW TICKETS--One of the highlights of the Texas Tech University Celebrity Tennis Tournament will be the Las Vegas-style dinner show in the Lubbock Memorial Civic Center Exhibition Hall. Stars participating in the tournament will be part of the entertainment expected to draw about 2,000 people. Vice President for Development John R. Bradford, from left, and Texas Tech President Lauro F. Cavazos present checks for two tables at the extravaganza to Charley R. Pope, chairman of the board of directors for the Texas Tech University Foundation which will benefit from the proceeds of the tournament. (TECH PHOTO)

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Preston Lewis, Manager, News Bureau, (806) 745-1718

Christy Bingham, Manager, Broadcast Bureau, (806) 795-1865

CONTACT: Clifford Cain

18-4-25-84

(MEDIA ALERT: Texas Tech University Celebrity Tennis Tournament organizers have scheduled two additional news conferences related to the tournament. The first will be at 4 p.m. Friday (April 27) in the upstairs lounge area of the Texas Tech Recreation Center. About two dozen stars are expected to attend the conference which will involve Texas Tech President Lauro F. Cavazos, Lubbock Mayor Alan Henry, Texas Tech Vice President of Development John R. Bradford, Dr. Bill Dean of the Texas Tech Ex-Students Association, George Miller of the Lubbock Chamber of Commerce and tournament organizers. The second news conference will be at 8:45 a.m. Saturday (April 28) at the Texas Tech Recreation Center tennis courts. This event will include a ribbon cutting, a parachute jump and other activities to officially launch the tournament. Several of the stars also will play a brief exhibition match. Dr. Cavazos, Dr. Bradford, city officials and chamber representatives will be present. For more information about the news conferences, contact Dr. Pat D. Taylor, director-special projects, Texas Tech Development Office, (806) 742-2128.)

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Christy Bingham, Manager, Broadcast Bureau, (806) 795-1865

CONTACT: Clifford Cain

19-4-26-84

LUBBOCK--The chairman of an independent Texas bank will be the keynote speaker of the 11th annual Texas Tech University School of Banking May 13-18, sponsored by the Texas Tech Center for Professional Development.

Glen E. Lemon, chairman and chief executive officer of the First Bank and Trust Co. of Booker, will speak at the get-acquainted reception at 6:30 p.m. May 13 at the Lubbock Memorial Civic Center. The host company will be Lubbock Clearing House Association.

Lemon is president of the Texas Bankers Association and member of the American Bankers Association Council. He also is a member of the board of directors of First BancShares Inc. and its principal subsidiary, First National Bank of Bartlesville, Okla.

He was presented the Texas Bankers Association Bank Marketing Award in 1982 and the Oklahoma State University Alumni Distinguished Service Award in 1983. He also is a member of the advisory council for the Texas Tech School of Banking and the Texas Tech Agricultural Bankers Conference.

The 5½-day school will acquaint regulators and commercial bank employees and officers with current issues in banking, including the legal, financial and managerial aspects of their responsibilities.

Directed by Texas Tech finance Professor Timothy W. Koch, the school also will cover bank marketing, pricing bank services, bank balance sheet and income statement analysis, internal audit and controls, asset and liability management, business development strategies, human resource development, loan pricing, the use of microcomputers in banking, personal goal setting, personal banking, and lending in the areas of consumer, commercial, agricultural and energy.

-more-

About 150 persons are expected to participate in the school which offers intermediate and advanced programs.

The intermediate program provides participants new to commercial banking with an overview of the banking industry and of individual commercial bank operations within the industry.

The advanced program is designed for persons with at least three years of banking experience and prepares those planning to attend a graduate school of banking. Curriculum emphasis is on group decision making and participant interaction. The participants will work in a five-person bank management team. Each team will work together on the Stanford Bank Management Simulator (SBMS) at managing a commercial bank in competition with other teams.

Experienced bank examiners, certified public accountants, and persons having completed formal credit or operations training programs will benefit from these sessions, said Jay Lutz, associate director.

The sessions will be in the College of Business Administration from 8:15 a.m. to 4:30 p.m., starting May 14. Evening programs will be at 6:30 p.m. May 14-16.

The school will conclude May 18 with an awards luncheon at the Wiggins Complex cafeteria.

Other speakers will include independent banker Jimmy Campbell, First State Bank of Cleburne; Harold Deavours of Shadow Hills National Bank, Lubbock; Texas Tech accounting Professor Paul Munter; Becky Oliver, Bank of North Texas, Hurst; Jeff Austin Sr., First State Bank of Frankston; Don Powell of First National Bank of Amarillo; and J. Carryl Seaman, Republic Bank-Lubbock.

The school is endorsed by the Independent Bankers Association of Texas, the Texas Bankers Association and the American Institute of Banking.

For more information contact Dr. Koch at (806) 742-3370
or Jay Lutz at (806) 742-3170.

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Bee Zeeck, Director, (806) 799-8897

Preston Lewis, Manager, News Bureau, (806) 745-1718

Christy Bingham, Manager, Broadcast Bureau, (806) 795-1865

CONTACT: B. Zeeck

20-4-26-84

LUBBOCK--Sen. John Tower of Texas will be honored at a public reception from 3:30 to 4:30 p.m. Friday, May 11, in the courtyard of the Texas Tech University Center.

Tower will be the principal speaker for Texas Tech graduation ceremonies starting at 7 p.m. May 11 in the Municipal Coliseum.

During those ceremonies an honorary doctor of laws degree will be bestowed upon the Republican senator who has represented Texas in the U.S. Senate since 1961. He has announced that he will not seek reelection.

The reception, sponsored by the university, is planned to allow the senator to meet the general public, students and faculty.

AFTER HOURS CALL:

Bee Zeeck, Director, (806) 799-8897

Preston Lewis, Manager, News Bureau, (806) 745-1718

Christy Bingham, Manager, Broadcast Bureau, (806) 795-1865

CONTACT: Clifford Cain

21-4-27-84

ATTENTION: Outdoor Editors

LUBBOCK--Waterfowl may become a valuable High Plains crop if a range and wildlife survey of hunters shows waterfowl hunting leases to be economically feasible for the region's farmers.

Texas Tech University wildlife management Professor Eric Bolen said, "We're trying to determine economically feasible ways that landowners can supplement their income with waterfowl hunting leases."

Bolen and doctoral student Patricia Chamberlain surveyed a random sample of people who purchased the Texas Duck Stamp during its first year of issue. The sample was drawn from records of the Texas Parks and Wildlife Department, he said.

Of 2,000 persons who were sent a questionnaire, 60 percent responded to Chamberlain's inquiry.

Bolen, Horn professor of wildlife management, said 98.6 percent of the respondents hunted waterfowl and 26.2 percent were involved in waterfowl photography.

"Playa lakes are a unique landform to West Texas," he said. "There are about 18,000 of these lakes on the High Plains, and we're a major wintering ground in the central flyway for more than a million birds, so the potential is there for another economic resource."

The four major duck species found in this area include mallard, pintail, wigeon and green-winged teal.

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The survey also showed the hunters were involved in hiking, canoeing, fishing, birdwatching, bird feeding, small game hunting and large game hunting.

Bolen, who is associate dean of the Graduate School, said the average respondent was 36 years old, had 14 years of education, had three people in the family and had a gross family income of more than \$42,500. More than 97 percent were male. Married people accounted for 71 percent of the sample. The two most prevalent occupations were professional/technical and business owner.

People who hunted but did not lease land had a gross family income of more than \$41,500 and hunters who did lease averaged about \$56,600.

Lessors spent an average of \$695 for all hunting expenses for the 1981-82 season and non-lessors spent an average of \$317, he said.

Bolen said all the data accumulated about the hunters and landowners will be used to construct a linear programming model testing several fee-lease hunting arrangements.

"Once we come up with economic models, we'll present the information to the landowners and be able to tell them if they do this or that they'll make this much money from a lease," he said. "It's like advising on an investment strategy but you already know the results."

He said the southern High Plains, with about 32,000 square miles of land, could conceivably turn into a hunters' paradise.

"It could happen, but we don't want to predict that yet," Bolen said. "There have been other areas, such as Stuttgart, Ark., which derive their primary economic resource from the hunters who come in from all over for mallard hunting, and Eagle Lake, Texas, which is known for its goose hunting."

He said the project tried to determine who the waterfowl hunters are, their economic circumstances and what they could or would pay to shoot ducks. The survey also examined small, medium and large farms and the current farm economy, farm sizes, combinations of harvested crops, and whether the farms have playa lakes.

"The philosophy here is a way to conserve waterfowl and their habitat by offering a resource of value -- X-dollars in supplemental income," he said. "If the landowners can receive an income from a hunting lease, they might make an effort to protect the playa lakes and reap an income at the same time."

The protection of the wetlands is one of the reasons for having a lease.

"Some people frequently overlook the fact that countless other species and not just ducks benefit from the wetlands," Bolen said. "When hunters buy a duck stamp each season, they're helping the ducks, wetlands and many other species of wildlife."

"We have tremendous resources in terms of wetlands, so if you couple this with agriculture it would be for the mutual benefit of the farmer, hunter and conservationist," he said. "Waterfowl could become another crop for the landowner and be economically feasible to manage like corn and cotton."

He noted the economic models could be applied to other areas wanting to add hunting to their economy by inserting different data into the formulas.

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AFTER HOURS CALL:

Bee Zeeck, Director, (806) 799-8897
Preston Lewis, Manager, News Bureau, (806) 745-1718
Christy Bingham, Manager, Broadcast Bureau, (806) 795-1865

CONTACT: Terri Lloyd

22-4-27-84

LUBBOCK--The new Texas Tech University Student Association president -- Jim Noble of Longview -- is a man with a purpose and a goal.

His purpose is to articulate the wishes of Texas Tech's 23,000-member student body and his goal is to continue a political career after he leaves the university.

"As president, I'm really a student spokesman because the student association is the voice for the student body. Any time students have a concern, I feel that it's my job to find out all I can about the problem and express my findings," he said.

Noble, the son of Mr. and Mrs. J.M. Noble, 2805 Amberwood, Longview, will serve as president for the 1984-85 academic year at Texas Tech. The junior political science major is a 1981 graduate of Longview's Pine Tree High School where he was vice-president of the student council.

"I think my high school experience is invaluable because I found out how much I enjoy politics, and that encouraged me to get involved in Tech politics as a freshman," Noble said.

He served in the Texas Tech Student Association Senate before being elected president. Instead of representing students only in student senate next year, Noble will represent them in Austin.

"I have to be careful on issues and find out what the students think," Noble said. "People in Austin don't care what Jim Noble thinks, they want to know what the students think."

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"If you are in some official capacity, people are more inclined to listen to what you have to say," he said. "I hope I can work that to the students' advantage by telling the legislators what Texas Tech is concerned about."

During his three years at Texas Tech, Noble has participated in the senior honorary society Mortar Board, political science honorary Pi Sigma Alpha, the Arts and Sciences Council and Phi Delta Theta social fraternity.

When he finishes his undergraduate work, he plans to attend law school. Later he would like to work for a Longview law firm.

"I eventually want to run for state representative from Longview's district, but I would like to get involved with the city council first," Noble said.

Noble has found his student government experience beneficial in preparing for his goals, but there is an even greater satisfaction in his accomplishments.

"I really do enjoy student government and I like to have a voice in what's happening," he said. "It gives me a great sense of responsibility, but most of all I really love this university and it's nice to get a chance to do something for Tech."