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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 1, 2008

CONTACT: Leslie Cranford, leslie.cranford@ttu.edu
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New Storm Shelter, Safe Room Construction Guidelines Will Increase Safety
A Texas Tech professor is behind much of today's industry standards.

A new set of construction guidelines will increase public safety for people evacuated to storm shelters and those who use safe rooms in their homes during hurricanes and tornados.

Ernst Kiesling, professor of civil engineering at Texas Tech University, was instrumental in creating the concept of the above ground storm shelter or Safe Room in 1974 and has continually worked toward shelter quality and standards development.

The International Code Council/National Storm Shelter Association (NSSA) Standard on the Design and Construction of Storm Shelters, approved by the American National Standards Institute as an American National Standard, offers new guidelines for community shelters and residential safe rooms. It also consolidates previous references published by NSSA, the Federal Emergency Management Agency and the Red Cross. One feature of the new standard increases minimum wind resistance requirements in the event of rare but strong storms.

"This announcement represents a major milestone for the NSSA and for those who have worked in the storm shelter industry," Kiesling said.

Now executive director of the NSSA, Kiesling has more than 30 years of experience in the field documenting debris damage and testing different materials and types of construction.

The NSSA fosters shelter quality and requires its Producer Members to verify that their shelters comply with applicable standards. Then members affix a seal to each shelter produced. NSSA's process for standards compliance verification offers protection to consumers and distinguishes shelters bearing the NSSA seal from those shelters and producers whose quality has not been verified. "Good design, construction, and installation result in shelters that offer a high degree of safety at minimum cost," Kiesling said.

Kiesling said NSSA members now offer a wide range when f shelter types so that individual preferences and circumstances can be accommodated.

Texas Tech's Wind Science and Engineering Research Center tests the strength of building materials using a wind cannon that allows simulation of debris hurled by the most intense tornados seen in the United States. Tests have been performed dozens of products for an international slate of manufacturers and organizations including the Portland Cement Association, the Engineered Wood Association and numerous shelter manufacturers.

The Storm Shelter Standard is expected to be published in September for communities to adopt. It also will be considered as a referenced standard included in the 2009 *International Building and Residential Codes* when Code Council holds its Final Action Code Development Hearings in Minneapolis Sept. 17-23.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 1, 2008

CONTACT: Leslie Cranford

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Texas Tech Expert Available for Comment in Anthrax Suicide Case

An Army scientist committed suicide this week as federal prosecutors readied an indictment alleging he mailed anthrax-laced letters in 2001 in what authorities said may have been an attempt to test a vaccine for the deadly poison.

A Texas Tech University expert can discuss the anthrax case in regard to national security and bioterrorism law.

The scientist, Bruce E. Ivins, worked at the Army's biodefense labs at Fort Detrick, Md., for 18 years.

Letters containing anthrax powder turned up at congressional offices, newsrooms and elsewhere in 2001, killing five and sending numerous victims to hospitals with anthrax poisoning. Authorities had been investigating whether the anthrax was released to test new drugs. They were planning an indictment that would have sought the death penalty for the attacks, officials said.

Vickie Sutton is the director of the Center for Biodefense, Law and Public Policy, the only center at a law school in the United States to focus solely on issues of law and biodefense, biosecurity and bioterrorism. **(806) 742-3990 ext. 264, or vickie.sutton@ttu.edu.**

For more information on the center, visit www.ttu.edu/biodefense.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 5, 2008

CONTACT: John Davis, john.w.davis@ttu.edu
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Color of America's Favorite Pastime Changing

As Latino players become a prominent force in baseball,
Texas Tech University experts answer why.

When Jackie Robinson made his debut with the Brooklyn Dodgers in April 1947, his appearance shattered an 80-year baseball color line that segregated the game as a "white only" sport.

More than 60 years later, the number of black players dwindles and players of Latino heritage have become a major force on the baseball diamond in the United States.

Issues from geographic location to social changes in America have played into the influx of Hispanic players, said Mike Schoenecke, an expert in popular sports culture and former executive director of the Popular Culture and American Culture Associations. He is author of the book "All-Stars and Movie Stars: Sports in Film and History."

For starters, Americans have started to pay more attention to football and basketball during the past several decades, he said. White and African-American athletes in turn have followed the fame and the fortune of the more popular sports. Also, it's more difficult to build a baseball diamond in urban areas, where many top athletes get their start.

But because of baseball's fame in Latin America, this has left a vacuum in the United States for Latino athletes to fill.

"Baseball is very popular in Latin American countries," Schoenecke said. "Roberto Clemente, the Puerto Rican baseball legend, he did a lot to build baseball diamonds all over Latin America. He was also very popular because he was the first Hispanic Player to win an MVP award.

"Because baseball is so popular in Latin America, players have moved into the major leagues here. And that's angered some of the African-American and Caucasian players because now they can't get into the show. Although, we know that if you're not good enough to play the Game, you're not going to play at all. I think a lot of Latin players have a lot more drive, and they want to succeed more."

Office of Communications and Marketing

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Jorge Iber, professor of history and associate dean of the college of Arts and Sciences, is editor of "Mexican Americans and Sports: A Reader on Athletics and Barrio Life." He has written extensively on Latino athletes and said that baseball is the biggest U.S.-based Hispanic sport.

Although there have been Hispanic players in the majors since the 1870s, the current trend of recruiting Latino players started in the late 1930s and early 1940s when the then Washington Senators, who eventually became the Minnesota Twins, were both a bad and frugal team. Senators owner Clark Griffith began using Joe Cambria to recruit players in Latin America – particularly in Cuba. The trend continued and really picked up speed in the late 1970s and '80s.

"There is an increase of Latino fans because they see more players like them out on the diamond so they start to come," Iber said. "Black players, however, are dwindling."

In 1997, 17 percent of baseball players were black. The University of Central Florida's Institute of Diversity and Ethics in Sports' 2007 study showed that only slightly more than eight percent of major leaguers players were black.

Iber said that he feels the exodus of black baseball players can be attributed to the fact that baseball facilities are difficult to find in the inner city.

Major league baseball teams are aware that black athletes are more attracted to both basketball and football, and because of the lack of baseball players they began a program called Reviving Baseball in Inner Cities (RBI).

Iber said the program was implemented as a way to try and bring blacks back into the game of baseball. Players from major league teams go into the inner city and work diligently to try to reach out to a group of athletes who have nearly abandoned baseball.

"I think that to older African-Americans who can remember back to Jackie Robinson in 1947 breaking the color barrier, baseball is still important," Iber said, "but, the younger African-Americans are no longer as much into baseball."

CONTACT: Michael Schoenecke, associate professor of literature and popular sports expert, (806) 742-2500 ext. 278 or michael.schoenecke@ttu.edu; Jorge Iber, associate dean, College of Arts and Sciences, Texas Tech University, (806) 742-3831, or Jorge.iber@ttu.edu



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Aug. 5, 2008

CONTACT: Jeff Sammons, jeff.sammons@ttu.edu
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Engineering Students Purify Lubbock Playa Lake Water with Unique Materials

Students compete to provide the cleanest water on the leanest budget.

- WHAT:** Freshmen from Texas Tech University's College of Engineering have built water filtration systems with unique and limited resources. A competition will identify the most efficient water filtration system.
- WHEN:** 5 p.m. Tuesday (Aug. 5)
- WHERE:** Engineering Center on the northwest corner of the Engineering Key
- EVENT:** Students in the College of Engineering ConocoPhillips Academic Bridge Program have worked in teams to design water filtrations systems to filter and purify local playa lake water. Members of the student chapter of Engineers Without Borders (EWB) assigned each team a region of the world that lacks access to potable water. Using resources found in that region, the teams designed unique systems that Texas Tech professors will evaluate and test with Lubbock playa lake water.

More than one billion people worldwide do not have clean drinking water and around 1.6 million non-potable water-related deaths are recorded each year. It was this challenge that sparked the interest in the design project challenge.

The winning designs will be utilized later in a water-studies program with middle school students at Lubbock's O.L. Slaton Middle School. The middle school students will use these filtration systems, designed by Texas Tech students, to create a better understanding of the scientific process.

The student chapter of EWB, which sponsors the event, is a philanthropic organization with goals of bringing engineering solutions to the most needed areas of the globe.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 6, 2008

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

Texas Tech Performs Above Expectations on National Assessment

[EDITOR'S NOTE: To see Texas Tech's results on the CLA go to:

<http://today.ttu.edu/2008/08/collegiate-learning-assessment/>]

Results from the Collegiate Learning Assessment (CLA) of colleges and universities find that Texas Tech University has performed above predicted expectations of student learning.

The report states, "Texas Tech University contributes more to the learning gains made by students than 71 percent of the 176 four-year undergraduate institutions participating in the 2007-2008 CLA. Texas Tech University performed Above Expected."

Texas Tech freshmen were tested using the CLA in the fall 2007 semester with graduating seniors tested the spring 2008 semester. The CLA measures students' improvement while in college on higher-order thinking skills such as critical thinking, analytic reasoning, problem solving and written communication. The assessment also measures an institution's contribution, or the value added by the institution, to students' development of these competencies.

"The detailed data from the CLA helps us close the loop on learning outcomes assessment, a key requirement in meeting the SACS-COC standards on accreditation," said Texas Tech Provost William Marcy. "Faculty use these data to reinforce all areas of our curriculum to continuously improve our educational process."

Test results reflect how freshmen and seniors scores ranked among the 176 participating institutions. Based upon SAT and ACT scores, the freshman group scored at the predicted level. However, the seniors scored "above" the predicted level, indicating significant improvement in the higher-order thinking skills from freshman to senior years.

Texas Tech students' performance on the CLA is one of many measures utilized to inform faculty about the learning gains of students while at Texas Tech. When combined with students' performance in the classroom, students' input on their satisfaction with their learning experiences, and other nationally-normed exams, Texas Tech faculty, administrators and students can work together to improve their learning experience and ensure they receive the best possible education while at Texas Tech.

The administration of the CLA is the result of Texas Tech's participation in the Voluntary System of Accountability, an effort by multiple national education groups to make public information about student academic achievement.

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Aug. 6, 2008

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

Jones AT&T Stadium Expansion Plan Announcement

WHAT: Announcement of fundraising initiative to expand the east side of Jones AT&T Stadium

WHEN: Thursday (Aug. 7) following the Facilities Committee meeting of the Texas Tech University System Board of Regents. The Facilities Committee is scheduled to meet at **12:30 p.m.** The stadium is the second item on the agenda. A news conference will follow in the regent's committee meeting room across the hall from the board's meeting room. **Time is approximate and most likely will change. Please note that the 12:30 p.m. meeting time is a change from the posted agenda.**

WHERE: Administration Building, second floor, Board of Regents Committee Room.

EVENT: Announcement of a final push to fund the expansion of the east side of Jones AT&T Stadium.

The fundraising initiative for the expansion of the east side of the stadium is two-thirds complete. Officials will reveal plans to finish the fund drive and details of the east side stadium project.

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



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 7, 2008

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

New Members Nominated to Texas Tech Foundation Board

The appointment of five new members to the Texas Tech Foundation Board of Directors received approval today (Aug. 7) from the Texas Tech University System Board of Regents.

The nominations of John W. Carpenter III and J. Michael Lewis, both of Dallas, Alejandra de la Vega Foster of El Paso, Ebtesam Attaya Islam of Lubbock and Mickey Long of Midland were approved today.

"These five men and women bring a wealth of experience to the foundation board," said Kelly Overley, chief operating officer of the foundation and vice chancellor of institutional advancement for the system. "We have a student and four successful business people. Their unique perspectives will strengthen our board and enable the foundation to continue to support the programs that create an excellent academic experience for students at each of our universities."

The foundation's board must now approve the nominations. The new directors would serve four-year terms beginning Sept. 1 if approved.

The Texas Tech Foundation Inc. was established in 1939 and provides volunteer leadership to facilitate institutional advancement programs and assist with fundraising activities, stewardship and major capital campaigns for the system.

Carpenter is chairman of the board, CEO and president of Lachlan Alliance, a development and investment company. He graduated from Texas Tech with a bachelor's degree in business administration and he received a MBA from the University of Texas at Austin.

Lewis is senior financial executive for Wellspring Royalties Ltd./Olympia Royalty Ltd., a private partnership which purchases oil and gas mineral interests in Texas, Oklahoma and Louisiana. He also is president of San Jacinto Pty. Ltd., a private investment firm focused on the development of medium-density housing in Sydney, Australia. He graduated from Texas Tech with a bachelor's of business administration degree and earned an MBA from Southern Methodist University.

Foster is president of Almacenes Distribuidores de la Frontera, a convenience store chain with 189 stores, and is a franchisee, owner and operator of 10 Domino's Pizza stores in Juarez, Mexico. She earned a bachelor's degree from Tecnologico de Monterrey in Mexico.

Islam, a third-year medical student at the Texas Tech University Health Sciences Center, recently completed a one-year term as a student regent on the Texas Tech University System Board of Regents. She earned a bachelor's degree from Texas Tech and a doctorate in cell and molecular biology from the Health Sciences Center.

Long is president of Westex Well Services LLP. The company works exclusively for Occidental Petroleum Corp., a leading oil and natural gas exploration and production company. He graduated from Angelo State University in 1976.

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CONTACT: Kelly Overley, chief operating officer of the foundation and vice chancellor of institutional advancement for the Texas Tech system, (806) 742-9750 or Kelly.overley@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

Date: Aug. 7, 2008

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

Former Deputy Secretary for U.S. Department of Energy to Speak During August 2008 Commencement

WHAT: August Graduation

WHEN: 9 a.m. Saturday (Aug. 9)

WHERE: United Spirit Arena, 1701 Indiana Ave. in Lubbock

EVENT: Texas Tech alumnus Clay Sell, who serves as senior vice president for the Hunt Oil Co., will speak at Texas Tech University's commencement ceremonies.

More than 1,253 undergraduate and graduate students will receive diplomas during the ceremony.

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

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

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 7, 2008

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

Third Presidential Lecture & Performance Series Provides Entertainment, Education for All

This fall, words and music will dominate Texas Tech University's 2008 Presidential Lecture & Performance Series as organizers hope this year's fall season will not only build upon last year's success, but also expand the series' appeal to campus and community alike.

"In the third year, we've continued to seek programs with a broad appeal," said Mary Jane Hurst, performance series organizer and faculty assistant to the president. "We're going to continue to get all parts of the campus involved by seeking events with specific academic connections. That is how the series is different from just an entertainment venue."

Hurst said the series seeks to enrich the lives of Texas Tech students, faculty, staff and citizens of the Lubbock community. For more information, visit www.presidentialseries.ttu.edu.

The events are:

- Author David Callahan and "The Cheating Culture" – 3:30 p.m., Sept. 8, the Allen Theatre, located in the Student Union Building at 15th Street and Akron Avenue. Callahan has written extensively about American history, business and public policy. He is author of "The Cheating Culture: Why More Americans Are Doing Wrong to Get Ahead." This event is co-sponsored by the Graduate School through funding from the Helen Jones Foundation, and presented in support of TTU's Ethics Initiative, which is part of the Quality Enhancement Plan for SACS accreditation. Callahan will sign books from 2-3 p.m. outside the Allen Theatre. Free and open to the public.

- "From the Top with Christopher O'Riley" – 7 p.m., Sept. 16, the Allen Theatre, located in the Student Union Building at 15th Street and Akron Avenue. Heard locally on KOHM, "From the Top with Christopher O'Riley" will tape a performance of outstanding young musicians to broadcast nationally at a later date. O'Riley has redefined the possibilities of classical music through media, contemporary music and innovative programming. In addition to hosting this show and appearing with top orchestras and festivals around the world, O'Riley also is an interpreter of some of the most important contemporary popular music of our time. This event is presented in partnership with KOHM. Tickets are \$15.

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for students and \$20 for general admission, which does not include a \$2 surcharge from Select-A-Seat. For reservations, call Select-A-Seat at (806) 770-2000.

- **Marc-André Hamelin, Pianist** – 7:30 p.m., Oct. 19, Hemmle Recital Hall in the Music Building on the Texas Tech campus. French-Canadian pianist Marc-André Hamelin's flourishing international career sees him appearing throughout North America, Europe and the Far East. He won first place at the 1985 Carnegie Hall Competition and has become one of the most acclaimed pianists in the United States. He made his name playing rare and adventurous repertoire, and now his output also embraces music from the classical and romantic periods. A reception follows the event. Tickets are \$20 for general admission and \$3 for students, which does not include a \$2 surcharge from Select-A-Seat. For reservations, call Select-A-Seat at (806) 770-2000.

- **Presidential Book Award Winners Panel** – 3:30 p.m., Oct. 28, the Matador Room of the Student Union Building at 15th Street and Akron Avenue. The three most recent recipients of the Presidential Book Award will talk about their work and their award-winning books in a panel discussion. Panelists are first-place winner Michael Borshuk, author of "Swinging the Vernacular: Jazz and African-American Modernist Literature;" John Beusterien, who tied for second place with Stefan Estreicher. Beusterien wrote "An Eye on Race: Perspectives from Theater in Imperial Spain," and Estreicher is the author of "Wine from Neolithic Times to the 21st Century." Authors will sign books following the event. The event is free and open to the public.

CONTACT: Mary Jane Hurst, faculty assistant to the president, Texas Tech University, (806)742-2121 or maryjane.hurst@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 7, 2008

CONTACT: Sally Logue Post, sally.post@ttu.edu
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Texas Tech Announces Jones AT&T Stadium Expansion and Fund Drive

[EDITOR'S NOTE: Renderings of the east side stadium project are available at www.ttu.edu/stadium]

A \$25 million expansion of the east side of Jones AT&T Stadium won approval from the Texas Tech Board of Regents Facilities Committee today (Aug. 7). Following the vote, Texas Tech officials kicked off a fundraising initiative to secure the final funding for the new building.

About \$6 million is needed to complete the fundraising and begin construction on the new facility. About \$19 million has already been raised. Officials expect to acquire the needed funds by the end of this football season. Construction will begin following the Red Raiders' last home game on Nov. 29.

"We are obviously very excited about the plans to expand the east side of the stadium," said Kent Hance, Texas Tech University System chancellor. "With our football program in the national spotlight this season, now is the perfect opportunity to get all our friends and supporters behind this project."

The design of the new building will mirror the Spanish Renaissance style of the stadium's west side. With the addition of more than 500 club seats and more than 20 new suites, capacity at Jones AT&T Stadium should grow by about 1,000 seats. Current capacity is 52,700. The new building is expected to open for the 2010 season.

"The growth of Texas Tech in the last eight years has been astounding," said Mike Leach, Red Raider head coach. "I don't know of any school that has had the opportunity to expand its stadium three times in that period. A lot of credit has to go to the football players and coaches and athletics and to the university administration for our progress."

"The completion of the east side will make Jones AT&T Stadium one of the most attractive football facilities in the country," said Gerald Myers, Texas Tech athletic director. "It will be a source of pride for students, alumni and fans."

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

CONTACT: Andrea Long Tirey, Texas Tech director of athletic development, (806) 742-1785 ext. 231 or andrea.long@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 8, 2008

CONTACT: Kaley Daniel, kaley.daniel@ttu.edu,
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Exhibit Honoring Coach Bob Knight Opens at Lubbock Airport

The Texas Tech University Libraries' exhibit, "A Legacy of Giving: The Bob Knight Exhibit," has touched down at Lubbock Preston Smith International Airport.

The exhibit, designed by Lubbock-based Design Envy, features 16 seven-foot color panels portraying different stages of Knight's life and career. The panels can be viewed in the corridor between the rental car counters and the Southwest Airlines' baggage claim (baggage claim two). The exhibit is open through March.

The Libraries chose to install the exhibit at the airport to thank Coach Knight publicly and to share his legacy with not only Lubbock, but also with the world of travelers passing through Hub City turnstiles.

Kelly Campbell, deputy director of finance and administration at the airport, said the airport is excited about hosting the exhibit.

"We are delighted to have the Coach Knight exhibit displayed inside the terminal building of the airport and look forward to working with Texas Tech library staff in the future," she said.

Even though Coach Bob Knight has retired, he said he remains a full-time supporter of the Texas Tech Libraries.

"I can tell you that university libraries are the driving force behind academic standing," he said. "There is no facet of the university that assists more students and faculty in as many ways or as often as our libraries."

Since his arrival in Lubbock almost seven years ago, Knight has helped the Libraries raise more than \$300,000 through his Coach Bob Knight Library Fund – nearly a third of the way to his goal of \$1 million.

CONTACT: Kaley Daniel, assistant director of communications and development, Texas Tech University Libraries, 806.742.2261 or kaley.daniel@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Aug. 8, 2008

CONTACT: John Davis, john.w.davis@ttu.edu
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Texas Tech Alumnus Available To Discuss Lifesaving Research, Oil Boom of 1950s

- WHAT:** Media availability for Bob Garrett, Texas Tech University alumnus and creator of lifesaving method for detecting harmful gasses when drilling for oil and natural gas.
- WHEN:** 3-5 p.m. Monday (Aug. 11)
- WHERE:** Room 102 of the Chemistry Building on the Texas Tech campus.
- EVENT:** Bob Garrett, a native of Abernathy and a graduate of Texas Tech University, will be available to the media for interviews while touring the Department of Chemistry and Biochemistry.

He can discuss his role as a researcher for an oil company during the boom of the 1950s as well as a method for detecting dangerous gasses during the drilling process.

After graduating in 1957 with a master's degree in chemistry, Garrett landed a job at Humble Oil & Refining Co. in the company's well-regarded research program. Under the mentorship of another Texas Tech chemistry graduate, Fred Brooks, the two worked frequently with the very best and recognized consultants – many Nobel Prize laureates, such as Peter Debye, Edward Teller, Philip Low and Van Neumann.

Garrett invented the Garrett Gas Train, which quickly detects dangerous and poisonous hydrogen sulfide when drilling oil and gas wells. This method, along with detecting carbon dioxide, is widely used on rigs and approved by the American Petroleum Institute and International Standards Organization as recognized test procedures.

CONTACT: Bob Garrett, Texas Tech graduate and former Humble Oil & Refining Co. employee, cell phone (979) 224-6856, or (806) 722-2726 while in Lubbock. Dominick Casadonte, chairman of the Department of Chemistry and Biochemistry, Texas Tech University, (806) 742-1832, or dominick.casadonte@ttu.edu

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 8, 2008

CONTACT: Cory Chandler, cory.chandler@ttu.edu
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Texas International Cotton School Convenes

Students and cotton industry experts from nine countries will meet Aug. 11 at Texas Tech University's Fiber and Biopolymer Research Institute as the 28th session of the Texas International Cotton School begins.

The school is a cooperative effort between the Lubbock Cotton Exchange and the Fiber and Biopolymer Research Center. The program comprises hands-on instruction of all phases of cotton production, harvesting, ginning, classing, testing, preparation and processing. Students also undergo in-depth training in many phases of marketing, futures, indexing and other sectors of the ever-changing economic climate for cotton.

Around 430 students, managers, merchants and textile workers from 54 countries have joined top cotton, commodity and textile experts in past sessions for the intensive two-week sessions of the Texas International Cotton School.

"We believe this is a faster and more efficient model of professional education than other American cotton schools," said Mike Stephens, coordinator of the school. "Our students are able, in two short weeks, to call upon the expertise of leaders in every field in relation to the raw material that is cotton in an exploding global market."

This session, with new additions to the curriculum and an electronic option for instructional material, the Texas International Cotton School hopes to continue its tradition of innovation in professional education within the fiber industry worldwide.

For more information, or to apply to the next session of the Texas International Cotton School, visit www.texasintlcottonschool.com.

Contact: Mike Stephens, communications coordinator, the Fiber and Biopolymer Institute, Texas Tech University, (806) 742-5333 ext. 223 or michael.l.stephens@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

Date: Aug. 9, 2008

CONTACT: John Davis, john.w.davis@ttu.edu

(806) 742-2136

Students Honored During August 2008 Commencement

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

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

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

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

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

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

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

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

Office of Communications and Marketing

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

Highest ranking August graduates for each college are:

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



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 9, 2008

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

Field Day Showcases Turfgrass Research

The latest in Texas Tech University's turfgrass research, as well as information on controlling pesky problems like sandburs and grubs, highlight the 2008 Turfgrass Field Day on Aug. 13 at the university's Quaker Research Farm.

"This field day offers exciting educational opportunities for turfgrass professionals and interested home owners, especially when we're facing such harsh environmental and low-water conditions," said Gerald Henry, field day director and an assistant professor with Texas Tech's Department of Plant and Soil Science. "We selected this date in order to provide the best opportunity to view the research plots when they are under the greatest summer stress."

Registration begins at 8:15 a.m. and field tours begin an hour later, he said. Lunch will be served at noon. The field day is sponsored by Texas Tech, Smithco, Turfco, Andersons Golf Products, Progressive Mowers, Luber Bros. and Jacobsen.

Among the morning highlights are presentations featuring:

- Zoysiagrass establishment from plugs with fertilizers, biostimulants, and cultural practices
- Wildflowers for low maintenance landscaping
- Field sandbur control with revolver and spray adjuvants
- Buffalograss breeding/'Shadow Turf' zoysiagrass shade tolerance and application
- Herbicide tolerance and weed control options for buffalograss
- 'Roundup PROMAX,' Monsanto's new glyphosate for turf
- Turfgrass nematodes and disease management in West Texas
- Drought and salt tolerant tall fescue

Department of Plant and Soil Science speakers include Gerald Henry, Cynthia McKenney and Dick Auld. Jason Woodward with Texas A&M's Department of Plant and Soil Science and Texas AgriLife Extension, and Luke Etheredge with the Monsanto Industrial, Turf and Ornamental Group also will be spotlighted.

Located at 200 N. Quaker Ave., the research farm has 120 acres of irrigated crop land used for evaluating characteristics and performance of various crops. In addition to turfgrass research, Texas Tech scientists conduct research on cotton and an assortment of other crops such as tomatoes, onions, guar, corn, peanuts and wildflowers. Caster, canola, soybean, mustard and safflower are researched on the farm because of their biodiesel capabilities.

Officials indicated that Texas Pesticide Certification and Golf Course Superintendents Association of America credits are available for field day participation.

CONTACT: Gerald Henry, assistant professor, Department of Plant and Soil Science, Texas Tech University, (806)742-2871 or gerald.henry@ttu.edu



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: August 12, 2008

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

Incoming Law Students to Take Pledge of Professionalism

WHAT: First-year Texas Tech School of Law students take the Professionalism Pledge

WHEN: 11:45 a.m., Thursday (Aug. 14)

WHERE: Auditorium, Mark & Becky Lanier Professional Development Center at the Texas Tech University School of Law

EVENT: The Professionalism Pledge will be administered to the entering law school class by James Campbell, justice on the Texas 7th Court of Appeals.

The pledge compels students, as they begin their study of law, to acknowledge and accept the privileges and responsibilities inherent in becoming a lawyer. This is the second year the pledge is being administered to an incoming class.

CONTACT: Casey Carson, director, Alumni Relations, (806) 742-3990 ext. 315, casey.carson@ttu.edu

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 12, 2008

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

Outdoor School at Texas Tech University at Junction Earns Award from International Organization

The Outdoor School at Texas Tech University at Junction Llano River Field Station recently received the Human Diversity Award from the Organization of Biological Field Stations.

The program is devoted to creating innovative field-based educational experiences that immerse learners into authentic, real-world, hands-on activities that stimulate imagination and understanding of difficult abstract concepts. It's an extension of the classroom and is not to be mistaken for a camp.

The curriculum taught is aligned with the Texas Essential Knowledge and Skills (TEKS) standards, with common focus and goals, and are individualized to each independent school district and individual classroom teacher to make sure everyone's needs are acknowledged and met.

"The Outdoor School teachers are humbled in receiving this prestigious award," said Tom Arsuffi, director of the Llano River Field Station. "It further validates our continuing trail of successes and that we are making a difference in providing important positive experiences for our youths in the sciences and outdoors."

The OBFS Human Diversity Committee, which selected Texas Tech to receive the award, promotes and encourages activities, programs and approaches that increase the involvement and engagement of underrepresented groups in field science.

The Outdoor School was one of six field stations in the running for this year's award. Last year's award went to the Organization of Tropical Field Stations in Costa Rica, Bolivia and Peru.

CONTACT: Tom Arsuffi, director of the Llano River Field Station, Texas Tech University at Junction, (325) 446-2301, or tom.arsuffi@ttu.edu



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 12, 2008

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

Parents and Families Invited to Move-In Weekend Aloha Party

Texas Tech Parents Association and the Office of Parent and Family Relations will host the annual Aloha Party on from 3-4:30 p.m. Sunday (Aug. 17) at the Frazier Alumni Pavilion, across from Jones AT&T Stadium.

The residence halls open at 10 a.m. Sunday for students to begin moving in. Classes begin Aug. 25.

This is a free event that is geared to assist all parents and family members of incoming or returning Texas Tech students as they move in to the residence halls for the fall 2008 semester. There will be complimentary massages, free food and sodas, a cash bar and a relaxing environment to connect with other Texas Tech parents and families.

All parents and families are encouraged to come and meet other family members and university administrators at this come-and-go event.

"Texas Tech is an institution that values and encourages strong parental and family involvement in all that Texas Tech has to offer," said Ken Gassiot, associate director for Parent and Family Relations. "The benefits of an engaged family member only encourages students to transition faster into university life and also stay focused to the ultimate goal of graduation."

For more information contact the Office of Parent and Family Relations at (806) 742-3630 or www.parent.ttu.edu.

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CONTACT: Ken Gassiot, associate director for Parent and Family Relations, at (806) 742-3630 or ken.gassiot@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 13, 2008

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

Texas Tech Expert Serves on NRC Committee to Study How Technological Advancements Could Pose Security Threats for U.S.

Technological advancements in specific fields of neuroscience have implications for U.S. national security, and the intelligence community should monitor them closely, according to a new report from the National Research Council.

To do so effectively, intelligence organizations need analysts with advanced scientific training and resources to study neuroscience research and its technological applications, said Alice Young, a Texas Tech University professor of psychology and a professor in the Department of Pharmacology and Neuroscience at Texas Tech University Health Sciences Center. Young served on the committee that wrote the report released today (Aug. 13).

This will require adequate funding, intelligence analysts with advanced training in science and technology, and increased collaboration with the scientific community, particularly academia.

"We were looking at what kind of threats may arise from development of drugs for therapeutic use," Young said. "What if they were used in some unintended way? What is the future landscape of the type of threats that could occur, and how could you detect these possible threats in the future as new drugs or medical technology become part of our health care?"

The committee attempted to uncover possible ways medical technologies ranging from MRI and new drug treatments to improvements in prosthetics could be used against U.S. security, she said.

Could the virtual world created by gamers be used to train enemy combatants faster? Could new drugs to help people with attention deficit hyperactivity disorder be used to give an enemy some sort of edge? Could the cosmetic Botox be used to overcome a piece of equipment that detects facial characteristics that people display when they lie?

"These may be areas that the intelligence experts would want to keep an eye on," she said. "I think it's important for national security that analysts think about what sort of



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issues may arise in the future as academic and commercial research continues to rapidly expand technology and its abilities.”

The intelligence community has had a long-standing interest in monitoring global technology trends that could affect U.S. national security. However, in fields where technology is advancing rapidly, the pace and breadth of research can overwhelm analysts. In addition, few intelligence analysts have scientific skills specialized enough to allow them to recognize significant advances in highly complex and emergent fields.

A 2005 National Research Council report delved into the neuroscience field and identified several research areas that could be of interest to the intelligence community: neurophysiological advances in detecting and measuring indicators of psychological states and intentions of individuals, the development of drugs or technologies that can alter human physical or cognitive abilities, advances in real-time brain imaging, and breakthroughs in high-performance computing and neuronal modeling that could allow researchers to develop systems which mimic functions of the human brain, particularly the ability to organize disparate forms of data.

The study was sponsored by the Defense Intelligence Agency. The National Academy of Sciences, National Academy of Engineering, Institute of Medicine and National Research Council are private, nonprofit institutions that provide science, technology and health policy advice under a congressional charter. The National Research Council is the principal operating agency of the National Academy of Sciences and the National Academy of Engineering.

Copies of *Emerging Cognitive Neuroscience and Related Technologies* are available from the National Academies Press. Reporters may obtain a copy from the Office of News and Public Information by calling 1-800-624-6242.

CONTACT: Alice Young, professor of psychology, Texas Tech University, professor in the Department of Pharmacology and Neuroscience at Texas Tech University Health Sciences Center, (806) 470-9405 or alice.young@ttu.edu



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: August 14, 2008

CONTACT: Jessica Benham, jessica.benham@ttu.edu
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Texas Tech Alumnus Working for United States Olympic Committee in Beijing

What began as a graduate program requirement has turned into the experience of a lifetime for one recent Texas Tech University graduate.

Sean Kern, who is from Wichita Falls and received his master's degree in sport management in May, began a semester-long internship in Colorado Springs, Colo. with the United States Olympic Committee (USOC) in January that has now taken him to Beijing for the 2008 Olympic Games.

"The atmosphere surrounding the games is ridiculous," he said. "I've never been involved in something of this magnitude, so experiencing the entire atmosphere and all the excitement is what I'm looking forward to the most. The work experience in this environment is something that I don't think I could get anywhere else. I mean, this is one of the largest sporting events in the world. Overall this experience has been incredible. I still can't believe I'm out here."

Throughout his internship in Colorado, he kept dropping hints that he would like to go to Beijing for the games, but he did not think a spot would become available. About three days after graduation his hopes became a reality.

Kern said he first learned of the opportunity through a friend who worked as an intern with the USOC in 2007. His graduate program required an internship, and he thought that the committee would be a great place to start. He applied last November, and after a phone interview, he was awarded a position with the Member and Event Services department.

He said that when the head of the department called him into her office and asked if he would like to join her team for the games, he already knew the answer.

"I didn't even have to really think about it," he said. "I told her yes immediately. I was really excited to get to experience something like this."

On July 14, Kern arrived in Beijing and will remain until Aug. 30.



TEXAS TECH UNIVERSITY

"To come to the Olympics is a great honor for me," he said. "I never thought that I would be doing something like this. I feel really blessed because I get to experience a few of the events, as well as the behind-the-scenes action."

Kern works at the U.S.A. House, which offers hospitality to the board of directors, donors, VIPs, sponsors and athletes from the USOC. He said for the first two weeks they were busy setting up the house that is staged in a building that once housed a night club and a restaurant.

Once the house was set up, he began working with a team of three others on their transportation pool, where they are in charge of getting their board of directors, donors and others to the different venues and events that they have to attend.

"This doesn't seem like a very difficult job, but we can't speak to any of our drivers because they all speak Mandarin, while we speak English," he said. "Along with that, the people we are responsible for are constantly moving from place to place for different events. Plus, our staff has transportation needs as well. It's not such a bad job though, I've loved being out here in the mix since day one."

Kern said that he gets along well with the team of people he works with, and they are able to make their work enjoyable.

"The people that I've been working with are awesome. It really is like a second family," he said. "We all know what our job is, and we get it done, but we have a lot of fun in the process."

Since arriving in China, he has been to Tiananmen Square, and hopes to visit the Forbidden City and the Temple of Heaven after the games are finished. But, his favorite memory so far was getting to see the Great Wall.

"The pictures that I've seen don't do it justice," he said. "That place is incredible."

John Miller, associate professor of sport management, was Kern's graduate advisor and professor. He said Kern was one of eight to 10 interns with the USOC asked to go to Beijing.

"This provides global exposure not only for the sport management graduate program, but also for Texas Tech overall as a place that students can learn and grow," Miller said. "When you consider that Sean was among a select group to be asked to do this, I believe it puts Texas Tech in a very positive light nationally and internationally."

CONTACT: Sean Kern, alumnus, Department of Health, Exercise and Sport Sciences, native of Wichita Falls, sean.kern@ttu.edu



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 15, 2008

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

Texas Tech and AICPA Announce New Educational Program Beta Personal Financial Specialist Program Slated for November.

Texas Tech University's Division of Personal Financial Planning and the American Institute of Certified Public Accountants (AICPA) announced today a joint agreement to develop a new educational program that will lead to the AICPA's Personal Financial Specialist (PFS) credential.

Designed specifically for CPA planners who want to attain a financial planning credential, the new PFS Pathway program will officially launch in June 2009.

"Building the educational pathway to the PFS credential is an extraordinary opportunity for Texas Tech University to partner with AICPA. We believe this goes a long way towards increasing professionalism in the financial planning industry," said Vickie Hampton, program director of the Division of Personal Financial Planning

In advance of the 2009 rollout, the AICPA and Texas Tech will conduct a PFS Pathway beta program – or test program – Nov. 10–14 at the AICPA offices in Dallas. The five-day program will consist of a four-day, hands-on financial planning case study program and an eight-hour multiple-choice exam of approximately 200 questions.

The PFS content will comprise 12 technical areas, including estate planning, employee benefits, investment planning, financial independence and income tax planning.

Applications to participate in the beta program will be accepted until Aug. 31. For further information about the PFS Pathway beta, visit <http://pfp.aicpa.org/Memberships/BetaProgram.htm>.

Participants in the beta will receive approximately 32 continuing professional education credits.

The AICPA introduced the PFS credential in 1987. It is the only financial planning credential available exclusively to CPAs.

"The PFS Pathway reinforces the AICPA's commitment to this important credential," said Steve Winters, the institute's director of specialized communities and practice management. "As our personal financial planning community continues to grow, we want

to support those seeking to obtain the PFS by providing them with a strong educational path specific to their needs as CPA financial planners. We're very excited about working with Texas Tech, which is widely recognized for its financial planning education."

The Division of Personal Financial Planning at Texas Tech University is the only program in the nation to offer bachelors, masters, and doctoral degrees in financial planning. "With its comprehensive approach to personal financial planning, the Texas Tech faculty is uniquely qualified for this partnership with AICPA," Hampton said.

CONTACT: Deena Katz, associate professor, Division of Personal Financial Planning, Texas Tech University, (806) 742-5050 ext. 237 or deena.katz@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 21, 2008

CONTACT: Sally Logue Post, sally.post@ttu.edu

(806) 742-2136

New Study Shows Texas Tech has \$1 Billion Impact on Lubbock

[EDITOR'S NOTE: An executive summary of the 2008 Economic Impact Study is available at <http://today.ttu.edu/2008/08/economic-impact/>]

A new study shows that Texas Tech University faculty, staff and students generate a total economic impact of \$1.15 billion and help to sustain about 13,300 jobs per year in Lubbock County.

The survey, completed last month, also estimates the university's goal to grow to 40,000 students by 2020 would increase the total economic impact by \$480 million to \$1.63 billion and sustain about 18,800 jobs. Texas Tech currently enrolls about 28,000 students who spend \$297.5 million and help sustain about 2,054 jobs. Forty thousand students would spend about \$421 million and help sustain about 2,907 jobs.

"It's no secret that Texas Tech has a huge impact on Lubbock County," said Michael Shonrock, Texas Tech vice president for student affairs and enrollment management. "This study provides some insight into just how big an impact. Reaching Chancellor Kent Hance's goal of 40,000 students by 2020 will not only benefit the university, but this study also shows that there are significant economic implications for the community as well."

Bradley Ewing, Rawls professor of operations management in the Texas Tech Rawls College of Business, completed the study for the university's Division of Student Affairs and Enrollment Management. So that direct comparisons can be made, all dollar figures presented in the report are expressed in 2008 dollars. The study looks only at Texas Tech and does not include the Texas Tech University Health Sciences Center.

"Students spend much of their money locally," said Shonrock. "An increase in enrollment translates to a boon for the community's economy. The survey shows that one Lubbock County job would be created or sustained from the spending of every 14 new Texas Tech students. That's a significant impact on our community."

Ewing used a computer model called an input-output model to do the study. The model looks at several factors to identify the demands for products and services in Lubbock County. The survey looks at the dollars spent in Lubbock and does not include spending outside the county. Ewing looked at three areas: how much the university spends, how much employees spend and how much students spend.

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“We looked at how much students spend specifically so that we can see their impact on the community,” said Ewing. “As the university moves toward adding 12,000 students, we wanted to know how those numbers will impact the community. When you hear someone say students help local businesses, it’s not just the T-shirt store or sandwich shop on University Avenue across from campus, it’s almost every business. Without the current level of student spending, Lubbock might not have as many Wal-Mart stores or some of the retail businesses that have opened recently.”



TEXAS TECH UNIVERSITY SYSTEM

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 21, 2008

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

Texas Tech HUB Operations Receive State Hispanic Chamber of Commerce Award

Lorenzo "Bubba" Seden, manager of the Texas Tech University Historically Underutilized Business (HUB) operations, has received the Public Agency Advocate of the Year Award from the Texas Association of Mexican American Chambers of Commerce (TAMACC).

The award recognizes Seden's efforts to bring historically underutilized businesses together with state agencies and the Texas Tech University System's efforts to increase minority participation in Texas Tech's procurement process. The award was presented Aug. 2 at TAMACC's annual convention in Austin.

"This award recognizes the work of a lot of people," said Seden. "While I am extremely honored to receive this award, it is the work of many offices at our universities that made it possible. Texas Tech has worked hard to not only increase our own HUB numbers, but to also reach out to small businesses in West Texas to give them a way to make connections with state agencies."

Seden has served as vice president of the State of Texas Historically Underutilized Business Discussion Workgroup Committee, and has put on five workshops in Lubbock, El Paso and Midland/Odessa to teach small business owners how to do business with the state.

"By offering these workshops, we have saved small business owners time and money and hopefully increased their ability to acquire state contracts," said Seden. "It is difficult and expensive for these small business owners to travel to Austin. These workshops have brought as many as 65 state agency procurement officers to the businesses."

"Mr. Seden was one of several persons who were submitted as candidates for the award," said Frank Cortez, TAMACC president and CEO. "Mr. Seden was chosen as the winner by an independent committee for his tireless efforts to increase minority HUB participation in all of Texas Tech's contracts and as a strong proponent of minority procurement programs across the state of Texas and for his involvement with non-profit organizations and TAMACC."

Texas Tech's use of HUB vendors also has dramatically increased in the last six years. Jim Brunjes, chief financial officer for the Texas Tech system, credits Sedeno's work with bringing the systems HUB utilization from 3.5 percent in 2002 to 23.1 percent in 2007.

"It is a priority of all of our universities to do business with historically underutilized businesses," said Brunjes. "Recognition for all our efforts by an organization of TAMACC's stature tells me that we are proceeding in the right direction. Bubba has played a key role in our success as have all our HUB coordinators, he deserves the recognition."

Sedeno, a Lubbock native, joined Texas Tech in 1997. He became manager of HUB operations in 2002. Before joining Texas Tech he served as district manager and legislative assistant to State Senator John T. Montford for 13 years, handling numerous assignments, from working on his legislative program to overall management of the senatorial district offices in Lubbock, Big Spring and El Paso.

For more information about HUB operations go to www.depts.ttu.edu/procurement/hub/.

TAMACC is a private non-profit corporation founded 32 years ago by a small group of Hispanic business persons interested in increasing business opportunities for themselves and other similar business owners. The association, with headquarters in Austin, acts as the organizational umbrella providing advocacy, technical support, programs and services to the network of local Hispanic chambers.

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CONTACT: Lorenzo "Bubba" Sedeno, Texas Tech University manager of HUB operations, at (806) 742-4440 or via e-mail at bubba.sedeno@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

Date: Aug. 22, 2008

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

'Cheating Culture' Author Available for Media Interviews

WHAT: Media availability for David Callahan, author of "The Cheating Culture: Why More Americans are Doing Wrong to Get Ahead"

WHEN: Prior to, or during his presentation Sept. 8 for the Presidential Lecture & Performance Series

WHERE: The 2 p.m. book signing and the 3:30 p.m. program will be at the Allen Theatre in the Student Union Building on the Texas Tech campus.

EVENT: Callahan is willing to be interviewed prior to his visit or during his Texas Tech visit on Sept. 8. Contacts can be made by calling (845) 626-7449. Callahan can be contacted via e-mail at dcallahan@demos.org. His agent and wife, Wendy Paris, can be contacted at WendyEParis@aol.com. For more on the book, visit www.cheatingculture.com.

During his stay in Lubbock, Callahan will meet from 9-11 a.m. with student leaders and directors and managers in Student Affairs. From noon to 2 p.m., he will speak to deans and vice presidents and the university's Quality Enhancement Program Committee. Callahan will sign books from 2-3 p.m. in the Allen Theatre Courtyard. He speaks at 3:30 in the Allen Theatre, which is a free event and open to the public.

CONTACT: Mary Jane Hurst, faculty assistant to the president, Texas Tech University, (806)742-2121 or maryjane.hurst@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 22, 2008

CONTACT: Kelley Pitts, kelly.pitts@ttu.edu
(806) 742-1991 ext. 227

KTXT-TV Channel 5 presents "Be Healthy, Wealthy and Wise Week"
Special programming Sept. 7-14.

[EDITOR'S NOTE: Photos are available by contacting KTXT-TV at (806) 742-1991]

Special programs focused on music, entertainment, finances and even your brain will air from Sept. 7-14 on KTXT-TV, Channel 5, a leader in promoting diverse talent in music, dance, art, education, travel, family and health.

The week marks the premiere of the second season of "StoryTellers and MusicMakers," co-produced by Doug Nelson from KTXT-TV and Tom Stalcup, program coordinator of South Plains College's Video Production Technology Program.

"West Texas is possibly the most influential yet overlooked music mecca in the world – but hopefully that's all about to change," said Nelson, KTXT-TV producer.

"StoryTellers & MusicMakers," an entertainment talk show hosted by Kenny Maines, features the historical tales of musicians, songwriters and disc jockeys who worked in or whose careers were shaped by West Texas. The show's first season just won the highest honor bestowed at the 28th Annual Telly Awards.

This season, an episode presenting Jody Nix will run at 8:30 p.m. Sept. 11, followed by an episode starring Kindra Elliott and Candace Rose. Jerry Brownlow will be featured in an episode at 7 p.m. Sept. 14, followed by episodes highlighting Virgil Johnson and Pete Morales.

Baby Boomers can relive the sounds of peace, love and protest live across the country during "The 60's Live! My Generation, My Music" on Sept. 13. Music lovers can also tune in and pledge their support during "American Soundtrack: Doo Wop's Greatest Hits" and "Celtic Thunder" on Sept. 7; "Good Evening Everybody: In Celebration of Louis Armstrong" and "Great Performances - Pavarotti: A Life in Seven Arias" on Sept. 10; "Tim Janis: An Enchanted Evening" on Sept. 11; "From the Top at Carnegie Hall" on Sept. 7 and 14; and "The Lawrence Welk Show" on Sept. 14.

Viewers craving wellness programming can select "Brain Fitness" on Sept. 7; "Change Your Brain, Change Your Life" with Dr. Amen on Sept. 9; "Dr. Wayne Dyer: Change Your Thoughts, Change Your Life" on Sept. 12. Viewers focused on finance could watch "Stay Rich Forever and Ever" with Ed Slott on Sept. 7 and "Suze Orman: Women &

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Money” on Sept. 14. For fans of the regular PBS lineup during this special week “Washington Week,” “Now on PBS,” “Nova: Saved by the Sun” and “Antiques Roadshow,” will air at their regular times. Bill Moyers and Charlie Rose have moved to different nights. Please check the Program Guide for a complete schedule.

Channel 5 will showcase \$100 company donations earmarked for the Business Board throughout the pledge drive Sept. 7-14. Anyone joining the KTXT-TV family for just \$35 per year will receive a monthly member Program Guide in the mail.

Find the programming schedule in the KTXT-TV Program Guide, online at www.ktxt.org or in the local newspaper listings. For more information about KTXT-TV Channel 5 call (806) 742-2209 or visit www.ktxt.org. For more information about public television visit www.pbs.org.

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CONTACT: Kelley Pitts, KTXT-TV development officer, (806) 742-1991 ext. 227, or (806) 790-0061 (cell), or via e-mail at kelley.pitts@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Aug. 25, 2008

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

Texas Tech Engineering College to Receive \$15 Million to Endow Department

- WHAT:** Texas Tech University will announce a \$15 million donation, which will result in the endowment and naming of its Department of Petroleum Engineering.
- WHEN:** 11 a.m. Wednesday (Aug. 27)
- WHERE:** Merket Alumni Center
- EVENT:** Texas Tech will accept a \$15 million donation from an alumnus, which will be used to endow the Department of Petroleum Engineering. Kent Hance, chancellor of the university; Pam Eibeck, dean of the College of Engineering; and Lloyd Heinze, chairman of petroleum engineering, will accept the donation.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 26, 2008

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Exhibit Shows World of Conquistadors and Missionaries

Medieval Southwest draws on dozens of collections.

For nearly a year, Texas Tech University's Southwest Collection and Special Collections Library will give its entire exhibition space over to a time when the American Southwest was the domain of conquistadors and Spanish missionaries.

"Medieval Southwest: Manifestations of the Old World in the New" will continue through April 4, 2009.

The multidisciplinary collaboration will draw on the expertise of historians, musicians, architects and anthropologists; utilize the resources of Texas Tech campuses on two continents; and tap dozens of collections of rare and precious items to give visitors a glimpse of the Southwest as it was during the days of Coronado and Mission San Sabá.

To the accompaniment of period music, people will view armor and weapons used by the conquistadors and their European counterparts, such as crossbow points from 1542, a wheel-lock carbine from 1610, and a Charleville flintlock musket from 1750.

Exhibits will display buttons, coins and pottery recovered in archaeological digs, and rare books and maps never before displayed to the general public. A rare 16th century leather and embroidered Spanish trunk and a partial, elaborately carved Italian suit of armor demonstrate the work of highly skilled artisans of the end of the middle ages into the Renaissance.

Other metalwork includes a Spanish lion, decorative detailing for bridle wear and weaponry, and carved jewelry. Rare engravings and woodcuts on display, among them Our Lady of Guadalupe and one of the first depictions of buffalo, have printing dates between 1531 and 1797.

Texas Tech researchers, based at the university's campus in Seville, Spain, scoured the archives there for the original plans for San Sabá mission and presidio. The ruins, near present-day Menard, are being excavated by teams from the university. Unique artifacts will be displayed with a large reproduction of "The Destruction of San Sabá," the earliest painting to depict an event in Texas history.

Funds to research and mount the Medieval Southwest exhibit were provided by Helen Jones Foundation Inc., Humanities Texas and the Program for Cultural Cooperation between Spain's Ministry of Culture and United States Universities.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 26, 2008

CONTACT: Leslie Cranford, leslie.cranford@ttu.edu
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U.S. News & World Report Raises Texas Tech Engineering College Ranking

The educational experience in Texas Tech University's College of Engineering is only getting better, according to U.S. News & World Report's 2009 college rankings, released recently.

In the magazine's yearly assessment of America's best schools, Texas Tech's undergraduate engineering program is now tied for 78, up from an 85 ranking for 2008 and from rankings in the 90s prior to that. The undergraduate program rankings are based on peer assessments only.

Pamela Eibeck, dean of the college, acknowledged an increase in national visibility as more faculty write proposals and papers and more of Texas Tech's programs and research gain high-profile status.

"We appreciate that the U.S. News ranking verifies what we have known all along: Texas Tech's College of Engineering provides one of the best engineering educations in the nation," said Eibeck. "Our dedicated faculty, outstanding laboratories and supportive environment provide a superior engineering education, allowing our graduates to become technology leaders throughout the world."

Earlier this spring, three College of Engineering graduate programs received rankings as well, in the magazine's Graduate School issue. The Department of Petroleum Engineering ranked 10th in the Petroleum category; the Department of Industrial Engineering ranked 30th in the Industrial/Manufacturing category; and the Department of Electrical and Computer Engineering ranked 65th in the Electrical/Electronic/Communications category.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 27, 2008

CONTACT: Sarah Whetstone, sarah.whetstone@ttu.edu
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Texas Tech Biodefense Expert Returns from Meeting with United Nations

When the Biological Weapons Convention met in August in Geneva, Switzerland, Texas Tech had it's own representative at the table.

Texas Tech University professor Vickie Sutton returned to Lubbock recently after advising members of the United Nations at the Meeting of Experts for the Biological Weapons Convention (BWC) in Geneva, Switzerland.

She is available to discuss her attendance and participation at the BWC.

"I was invited to share my knowledge in biosafety and biosecurity law and ethics," Sutton said. "I discussed two areas of legal research in those fields."

Sutton, who heads Texas Tech's Center for Biodefense, Law and Public Policy, presented the results of regional and national surveys conducted by the center at the convention. The center acts as a source of information to the United Nations and the U.S. Congress by offering its findings as groundwork for legislation.

The most recent surveys explore the effectiveness of the regulatory framework for biosafety and biosecurity in the U.S. and the operation of law and ethics in international health, Sutton said.

"The results of a regional survey, which was conducted last year, have been considered by the U.S. senate in construction of new legislation which was introduced this summer," Sutton said.

Since beginning her professorship at Texas Tech University, Sutton has served as Chief Counsel of the Research and Innovative Technology Administration of the U.S. Department of Transportation in the George W. Bush Administration.

Before teaching, she served as assistant director in the White House Science Office in the George H. W. Bush Administration from 1990-1993.

Office of Communications and Marketing

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Sutton holds a Ph.D. in Environmental Sciences from the University of Texas Dallas, a J.D. from American University in Washington, D.C. and a Master of Public Administration degree from Old Dominion University.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 27, 2008

CONTACT: Sally Logue Post, sally.post@ttu.edu

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Texas Tech Department of Petroleum Engineering Receives \$15 Million Gift

The university will honor donor with department naming.

Texas Tech University today (Aug. 27) accepted a \$15 million donation from alumnus Bob L. Herd to the Department of Petroleum Engineering. The money will be used to endow the department. Herd's donation will result in the first naming of an academic department on campus, the Bob L. Herd Department of Petroleum Engineering.

Herd, a 1957 petroleum engineering graduate, is the founder and operator of Herd Producing Company in Tyler. He was named a Distinguished Engineer in the College of Engineering in 1995 and was recognized by the Texas Tech Ex-Students Association as a Distinguished Alumnus in 1994. Herd credits Texas Tech for his success.

"My family and I are pleased that we are able to help Texas Tech provide the educational foundation for future petroleum engineers, like Texas Tech provided me many years ago," Herd said. "It was this education that made this donation possible."

Kent Hance, Texas Tech University System Chancellor praised Herd for making the education of future generations a priority.

"We are honored to name our successful Petroleum Engineering department after one of our distinguished graduates," Hance said. "The generosity of alumni like Mr. Herd allows our institutions to continue providing excellent educational opportunities."

"We are proud of the exceptional success of our alumnus in the petroleum industry," said Pamela Eibeck, dean of the College of Engineering. "His generosity to the department is transformative and will allow the program to provide one of the nation's best quality petroleum engineering educations to our students into the future. We are truly grateful for his willingness to give back to Texas Tech's Petroleum Engineering department."

Department chairman Lloyd Heinze says Herd has made a significant mark on the petroleum industry.

"He set a high standard for others to give to the industry as well as back to Texas Tech. We are proud to call him one of our Distinguished Engineers," said Heinze.

Texas Tech produces 10 percent of the U.S. petroleum engineering graduates each year. The graduate program in the department is ranked in the top ten petroleum engineering graduate programs in the United States by U.S. News & World Report.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 28, 2008

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Texas Tech Linguistics Expert Says Language Usage Important, Calculated For Presidential Candidacy Acceptance and Inaugural Addresses

When it comes to presidential candidates' acceptance and inaugural addresses, a good story teller can capture the audience's attention.

Part of George W. Bush's speech success in 2001 might be linked to his ability to cast a message by telling a good narrative story, said Mary Jane Hurst, a professor of linguistics at Texas Tech University. The Obama campaign is using the same strategy.

"George Bush did something interesting every time he spoke," she said. "He framed his messages and ideas as stories. That's a very appealing approach to language if the speaker can pull it off. People relate to storytelling and learn through stories, such as the biblical parable. The Obama campaign is making an effort to do the same thing."

That's just one facet of how the language used in speeches can tell a lot about the candidate even if it's not intentional.

Hurst said that much thought goes into what is said and how it's said. She's written three articles that have studied candidate speeches and language usage including invoking religion, using clever metaphors and even pronoun usage.

"The convention speeches usually are aimed at unifying the party, whereas inaugural speeches are trying to unify the country," Hurst said. "The different functions of the occasion result in language differences. In Clinton's 1992 convention acceptance speech, for example, the word hope was repeated several times. But at the inauguration in 1993, challenge became the dominant word."

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 29, 2008

CONTACT: Sally Logue Post, sally.post@ttu.edu
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Jane Winer Appointed Texas Tech Interim Provost

Texas Tech University President Guy Bailey today (Aug. 29) named Jane L. Winer to serve as interim provost. Winer currently is the dean of the College of Arts and Sciences.

"Jane Winer has served with distinction as dean of the College of Arts and Sciences since 1991," Bailey said. "Jane is well respected by the faculty and has a solid record of administrative excellence at Texas Tech."

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

"I am honored to serve as interim provost for President Bailey as Texas Tech is a special place for me," Winer said.

Winer, whose appointment is effective Sept. 1, will serve as interim provost while a nationwide search is conducted to fill the position. Bailey said he hopes to complete the search by the end of the year.

Winer fills the vacancy left by William Marcy, who retires Aug. 29.

"The role of provost is the hardest job in any university," Bailey said. "We deeply appreciate Bill Marcy's excellent service to Texas Tech University."

Winer joined the Texas Tech psychology faculty in 1975 where she directed grant-supported training programs and the Counseling Psychology Doctoral Training Program, which is accredited by the American Psychological Association. Her primary research and teaching contributions were in vocational psychology and related areas, in which she has approximately 50 publications and 50 papers.

She served as associate dean for research in the College of Arts and Sciences from 1987-1991 when she was appointed dean. Winer earned a bachelor's degree in English and a master's degree in library science from the State University of New York at Albany and her master's degree and doctorate in psychology from Ohio State University.