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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 2, 2009

CONTACT: Allison Ralston, allison.ralston@ttu.edu
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Expert to Discuss Prosthetic Vision at 11th Annual Sowell Center Lecture Series

The College of Education will host a senior principal scientist from Second Sight Media Products as part of the Sowell Center Distinguished Lecturer Series. Matt McMahon will speak about prosthetic vision 9 a.m. – 4 p.m. Nov. 7.

Prosthetic vision is a medical breakthrough that opens up new possibilities for sight, providing independence to people with certain types of retinal disorders.

Matt McMahon is senior principal scientist at Second Sight Medical Products, a company founded in 1998 to create a retinal prosthesis providing sight to patients blinded from outer retinal degenerations, such as Retinitis Pigmentosa and Macular Degeneration. His background in vision science has included research in visual psychophysics, retinal imaging and retinal physiology.

Prosthetic vision is making an impact on the fields of medicine, neurology, rehabilitation, and education. Medical professionals, students, educators and leaders in adult rehabilitation are welcome to come and learn about a prosthesis.

The lecture series allows professionals working with the visually impaired, hearing impaired or deafblind to continue education in the field and stay current with emerging research, technology and teaching trends.

The lecture is hosted by the Virginia Murray Sowell Center for Research and Education for Visual Impairment.

CONTACT: Amy Parker, research assistant professor, College of Education, Texas Tech University, (806) 742-1998, or amy.parker@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 3, 2009

CONTACT: Jessica Benham, jessica.benham@ttu.edu
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Texas Tech Meat Judging Team Wins Fifth Consecutive Contest

[Eds. Note: Pictures available upon request]

The Texas Tech University Meat Judging Team continued its winning streak with a first-place finish at the American Royal Meat Judging Contest Oct. 18 in Omaha, Neb.

Texas Tech posted a 108-point victory over its nearest competitor, Oklahoma State University. South Dakota State University, Kansas State University and Texas A&M University rounded out the top five teams at the competition.

The Red Raiders placed first in the beef judging, lamb judging, overall beef, total placing and total reasons divisions.

"The team won its fifth contest in a dominating fashion," said Mark Miller, professor and San Antonio Livestock Show Distinguished Chair in Meat Science. "I am proud of the excellence and focus the team members are displaying at each contest."

Individually, Matt Bruton, a junior from Throckmorton, won the contest by 19 points. Team members Meagan Igo, a junior from Plainview, and Collin Corbin, a junior from Webster, finished third and fourth overall. The team also boasted eight of the top 10 individuals in the alternate division.

In addition to Bruton, Igo and Corbin, team members include:

- Sarah Calhoun, a junior from Weatherford
- Adam Copeland, a junior from Katy
- Tate Corliss, a senior from Estancia, N.M.
- Kelsey Fletcher, a junior from Universal City
- Josh Hasty, a senior from Cleburne
- Kelly Hutton, a junior from Castle Rock, Colo.
- Amber Krause, a junior from Florence
- Abby Long, a junior from Boerne
- Josh McCann, a junior from Newport, Va.
- Brandon O'Quinn, a junior from League City
- Henry Ruiz, a senior from Eagle Pass

The team is coached by Miller and Travis O'Quinn, a meat science graduate student.

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The win at the American Royal follows a 150-point victory at the Eastern National Meat Judging Contest in Pennsylvania and victories at the National Western Stock Show, the Southwestern Livestock Exposition and the Houston Livestock Show last spring. The team will compete in one more contest before the international competition Nov. 15 in Dakota City, Neb.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 4, 2009

CONTACT: Jessica Benham, jessica.benham@ttu.edu
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Texas Tech Professor Appointed to State of Texas Workgroup

A Texas Tech Human Development and Family Studies professor has been appointed as a member of the State of Texas Integration of Health and Behavioral Health Workgroup.

Jeffrey N. Wherry, director of the Institute for Child and Family Studies, was appointed to the workgroup following House Bill 2196 of the 81st Legislature.

Wherry said the workgroup will recommend best practices in policy, training and service to promote the integration of health and behavioral health services in Texas.

“Workgroup members will assist the Texas Health and Human Services Commission in developing a report describing the best practices for health and behavioral health integration, barriers to implementing best practices in Texas, and policy considerations for improving integrated service delivery to the citizens of Texas,” Wherry said.

Wherry said he was appointed by the Executive Commissioner of the Texas Health and Human Services Commission as an expert in the field with experience in integrating health and behavioral health.

“I am excited to serve on the workgroup and look forward to making contributions that address the needs of children and families, especially those impacted by child abuse and domestic violence,” Wherry said.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu.

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



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 4, 2009

CONTACT: John Davis, john.w.davis@ttu.edu
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Texas Tech University Hosts Major Textile Conference in India

The Institute of Environmental and Human Health (TIEHH) at Texas Tech University will host the 6th annual international conference on Advances in Textiles, Machinery, Nonwovens and Technical Textiles, (ATNT) 2009.

The event, held in collaboration with Bannari Amman Institute of Technology in India (BIT), will run Dec. 7-9 at the institute's campus in Sathyamangalam, state of Tamilnadu, South India. The conference will feature papers from natural fibers to fashion design and nonwovens to technical textiles.

The conference is expected to attract more than 250 people from around the globe, said Seshadri Ramkumar, the organizing secretary for the conference and an associate professor of nonwoven materials at TIEHH. The international conference seeks to enhance professional interaction, enable future collaboration and improve business opportunities in fiber and textile disciplines.

To date, more than 90 abstracts from different parts of the world have been received. Leading experts from the United States, the United Kingdom, Turkey, the Czech Republic, China and other nations are expected to attend. Invitations have been extended to the Indian Government's federal minister of textiles to inaugurate the event.

International and national organizations supporting the conference include Plains Cotton Growers, The Association of the Nonwovens Fabrics Industry (INDA), Industrial Fabrics Association International, Nonwoven Engineers and Technologists division of TAPPI, all from the United States; The Southern India Mills Association, Tiruppur Exporters Association and the Society of Dyers and Colorists (EC), all from India; and The Textile Institute from the United Kingdom.

More information from the ATNT 2009 website: <http://bit-atnt09.com>

CONTACT: Seshadri Ramkumar, manager of the Nonwoven and Advanced Materials Laboratory, The Institute of Environmental and Human Health at Texas Tech University, (806) 445-1925 or s.ramkumar@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 4, 2009

CONTACT: Norman Martin, norman.martin@ttu.edu
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Texas Tech Claims Third Straight Quiz Bowl National Championship

Texas Tech University's Agronomy Club held the top spot again at the Students of Agronomy, Soils, and Environmental Sciences (SASES) National Meeting, held Nov. 1-5 in Pittsburgh.

It's the third year in a row for the Red Raiders to walk away as national quiz bowl champions.

The competition hosted more than 20 teams from across the nation, including Kansas State University, Iowa State University, University of Illinois and Purdue University, officials said. Participants competed in oral and poster presentation events, as well as the Quiz Bowl.

Team members include:

- Justin Cave, a junior from Ackerly
- Ward McCown, a senior from Wolfforth
- Heath Reeves, a senior from Hale Center
- Galen Roberts, a senior from Brownfield

Texas Tech's Agronomy Club team is coached by Craig Bednarz, a professor of crop physiology in the plant and soil science department with joint appointment with Texas AgriLife Research. The annual competition, which began in the 1960s, is held in conjunction with the American Society of Agronomy International Annual Meeting.

SASES, an undergraduate student organization of the American Society of Agronomy, Crop Science Society of America and Soil Science Society of America, is composed of chapters located at colleges and universities that provide a curriculum in agronomy, crops, soils and environmental sciences.

A variety of programs and activities are offered on the local and national level for students to become professionally involved and to prepare for their future careers, officials said.

CONTACT: Craig Bednarz, professor of crop physiology with joint appointment with Texas AgriLife Research, Department of Plant and Soil Science, Texas Tech University, (806) 742-1631 or craig.bednarz@ttu.edu

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 5, 2009

CONTACT: Erin Hawes, erin.hawes@ttu.edu
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Texas Tech School of Art Holds Reception for Contemporary Letterpress Poster

The Landmark Gallery at the Texas Tech University School of Art will hold an exhibit reception for *Contents Under Pressure: The Contemporary Letterpress Poster*.

The reception runs from 5 to 7 p.m. Friday (Nov. 6). It is free and open to the public. This new exhibit features poster designs from some of the top letterpress artists from around the nation, and will remain on view until Dec. 19.

During these times of digital imagery, it is increasingly difficult to find printed work created by hand. However, there is a small group of dedicated craftsmen who refuse to let the age-old art of letterpress printing die. *Contents Under Pressure* focuses on these craftsmen as well as artists creating large-format posters using simple, bold images and unique, expressive typography to communicate contemporary messages.

The exhibit is curated by Dirk Fowler, associate professor of communication design, and includes works by Jules Remedios Faye of Stern & Faye Printers (Sedro-Wooley, Wash.); Bennett Holzworth (Lincoln, Neb.), Amos Paul Kennedy Jr. (Gordo, Ala.); Casey McGarr of Inky Lips Press (McKinney); and Brady Vest of HammerPress (Kansas City, Mo.).

The programs at Landmark Arts and the Texas Tech University School of Art are made possible in part by grants from the Helen Jones Foundation and The CH Foundation. Additional support comes from the College of Visual & Performing Arts.

The Art Building is located at 2802 18th Street (near the corner of 18th Street and Flint Avenue, just east of the Architecture Building on the Texas Tech campus). Visitor parking is available in the small lot adjacent to the Art Building.

Parking also is available on the fourth floor of the Flint Avenue Parking Garage for \$1.20 per hour. Parking is free on weekends. Gallery hours are Monday through Friday 8 a.m. to 5 p.m., Saturday 10 a.m. to 5 p.m., and Sunday 12 p.m. to 4 p.m. The galleries are closed on all university holidays.

CONTACT: Joe Arredondo, director, Landmark Arts, 806-742-1947, or
joe.arredondo@ttu.edu

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 6, 2009

CONTACT: Leslie Cranford, leslie.cranford@ttu.edu
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Military Law Expert Available to Discuss Fort Hood Shootings

In the wake of the Thursday (Nov. 5) shootings at Fort Hood, Texas, the legal issues affecting the victims, their families and the alleged shooter will become the next chapter of this tragedy.

Richard Rosen, vice dean and professor at Texas Tech University's School of Law, is a military law expert available to discuss what those issues might be and how in a military setting, legal issues are approached differently than in a civilian setting.

"As a soldier, the perpetrator will likely be tried by court-martial," Rosen said. "Most of Fort Hood is on land on which the federal government exercises exclusive jurisdiction. Therefore, state courts will not be involved.

"Soldiers wounded or killed have no legal recourse against the Army or federal government—their claims are barred by Supreme Court precedent. Whether civilians may sue depends upon their status."

Rosen is willing to address the issue of the potential lawsuits if necessary.

Rosen was Staff Judge Advocate of III Armored Corps at Fort Hood from 1999-2001. He also had a previous assignment as Staff Judge Advocate of the 1st Cavalry Division at Fort Hood from 1992-1994.

Rosen can be reached at (806) 742-3990 ext. 303 or at richard.rosen@ttu.edu. View his expert's profile at <http://experts.ttu.edu/browse/profile/559>.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu.

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TEXAS TECH UNIVERSITY SYSTEM

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 6, 2009

CONTACT: Russ Bookbinder, russ.bookbinder@ttu.edu

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Advisory Committee Named to Aid Search for Texas Tech University Health Sciences Center President

A 24-person advisory committee to assist in selecting a new president for the Texas Tech University Health Sciences Center (TTUHSC) has been named by Kent Hance, chancellor of the Texas Tech University System.

The committee is representative of faculty, staff, students, members of the Texas Tech University Board of Regents, administrators and members of the communities in which the Health Sciences Center operates. The committee will assist with identifying nominees and applicants, screenings of candidates and ensure that their respective constituency groups are kept up-to-date on the search. The advisory committee will work closely with a five-member search committee established last month by the chancellor.

"The committee will play an extremely important role in the search process," said Hance. "The new Health Sciences Center president will work with all groups represented on the advisory panel, so it is essential that they have a voice as we move forward. We have an outstanding group of individuals who have agreed to serve and we are looking forward to the collaboration between the search committee and the advisory committee."

The advisory committee is chaired by Nancy Neal, member of the Texas Tech Board of Regents, of Lubbock.

Also serving on the committee are:

- **J. Robert Brown**, owner of Brownco Capital, LLC and former chairman of the Texas Tech Board of Regents, El Paso
- **Paul P. Brooke, Jr.**, dean of the TTUHSC School of Allied Health Sciences, Lubbock
- **Jim Brunjes**, vice chancellor and CFO of the Texas Tech University System, Lubbock
- **Jose Manuel de la Rosa**, dean, TTUHSC Paul L. Foster School of Medicine, El Paso
- **Dennis B. Dove**, regional chairman of the TTUHSC School of Medicine Department of Surgery, Amarillo

- **F. Scott Dueser**, member of Texas Tech University Foundation Board of Directors; former chairman of the Texas Tech Board of Regents; chairman, president and chief executive officer of First Financial Bankshares, Inc., Abilene
- **Paula Grammas**, executive director of the TTUHSC Garrison Institute on Aging, and professor of neurology at the TTUHSC School of Medicine, Lubbock
- **Alexia Green**, dean of the TTUHSC Anita Thigpen Perry School of Nursing, Lubbock
- **Timothy Hayes**, president of the TTUHSC Staff Senate and senior director of leadership initiatives in the Office of the Dean, TTUHSC School of Medicine, Lubbock
- **Alan Henry**, community member and president of the Alan Henry Insurance Agency and former mayor of the City of Lubbock
- **Cynthia Jumper**, chairperson of the Department of Internal Medicine, TTUHSC School of Medicine, Lubbock
- **Kyle Miller**, student regent on the Texas Tech Board of Regents and TTUHSC School of Medicine student, Lubbock
- **Arthur A. Nelson**, dean of the TTUHSC School of Pharmacy, Amarillo
- **Carl E. Noe**, professor of anesthesiology and pain management in the McDermott Center for Pain Management at University of Texas Southwestern Medical School and former member of the Texas Tech Board of Regents, Dallas
- **Kelly Overley**, vice chancellor for institutional advancement for the Texas Tech University System, Lubbock
- **Beverly Pevehouse**, community member and advisory governor for the Permian Basin Area Foundation; former director of the Stehlin Foundation for Cancer Research; and president of the Pevehouse Resources Group, Midland
- **R. Michael Ragain**, Braddock Chair in the TTUHSC School of Medicine Department of Family & Community Medicine, Lubbock
- **Luis Reuss**, dean of the TTUHSC Graduate School of Biomedical Sciences, Lubbock
- **Cory Robertson**, president of the TTUHSC Student Government Association and School of Medicine student, Lubbock
- **Rebecca B. Sleeper**, president of the TTUHSC Faculty Senate and head of the Geriatric Division in the Department of Pharmacy Practice of the School of Pharmacy, Lubbock
- **Douglas M. Stocco**, TTUHSC executive vice president for research, Lubbock
- **Betsy Triplett-Hurt**, community member and past chairperson of the TTUHSC Advisory Council in Odessa; past chairperson of the Texas Tech Foundation Board of Directors; and former member of the Texas Board of Health, Odessa
- **Surendra Varma**, associate dean for graduate medical education and resident affairs; Ted Hartman Endowed Chair in Medical Education; University Distinguished Professor; vice-chairperson and program director in the TTUHSC School of Medicine Department of Pediatrics, Lubbock



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 6, 2009

CONTACT: Cory Chandler, cory.chandler@ttu.edu
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Texas Tech University Agricultural Education Program Listed Among Nation's Elite

Texas Tech University has one of the nation's distinguished agricultural education programs, according to a recent survey of professional colleagues within the discipline.

In a study conducted by Ohio State University, agricultural educators ranked 82 programs in the country they held in highest professional regard.

Texas Tech's Department of Agricultural Education and Communications ranked ninth, with its faculty, range of programs and its communications program listed as its distinguishing features.

Ohio State University professor Robert Birkenholz published the study, titled *Characteristics of Distinguished Programs of Agricultural Education*, in *American Association for Agricultural Education Research Conference Proceedings*.

Florida State University claimed the top spot based on weighted responses. Texas A&M University, Ohio State, the University of Missouri, Iowa State University, Oklahoma State University, North Carolina State University, Pennsylvania State University and the University of Arizona completed the list of schools claiming distinguished programs.

"It was unique that we were the only non-land grant institution in the top 10," said Steve Frazee, Department of Agricultural Education and Communications chairman and Garrison Professor of Agricultural Education and Communications.

"It is a great compliment to the faculty in our department for their dedication to teaching and research," he said. "We reached an all-time high of graduate students enrolled this fall, with students coming from eleven states as well as from Canada and Greece. We are receiving inquiries from potential graduate students on a daily basis. It is obvious to everyone here that this recognition is being noticed by numerous people."

Texas Tech students with an interest in agricultural education major in interdisciplinary agriculture in the Department of Agricultural Education and Communications. Interdisciplinary agriculture has two tracks: teacher certification and agricultural leadership.

For a copy of the study, visit http://www.aaaeonline.org/files/national_09/papers/22.pdf

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 9, 2009

CONTACT: Erin Hawes, erin.hawes@ttu.edu
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How Parents Can Play a Role in a Child Injury

When a teenager suffers a sports-related injury, many times their agony is more mental than physical.

Les Podlog, Texas Tech professor and expert in Health, Exercise and Sport Sciences, said it is not uncommon for injured teens to feel like their peers might view them as “weak” or “soft.” He said parents must expect this sort of mentality if their child experiences an injury.

Podlog, who recently wrote “What Can I Do to Help My Child? The Injured Adolescent Athlete and the Role of Parental Support,” said the most imperative help parents can give is to listen to their child. He presented on Sept. 16. at the Annual Association for the Advancement of Applied Sport Psychology.

After researching, Podlog compiled suggestions for parents that offer tangible forms of support to maintain a positive outlook.

What Parents May Not Know

Parents of athletes said one of the main concerns their children brought to their attention was missing the social aspect of their sport through involvement with their team.

“They felt a sense of isolation from their peers in their sport and that they were missing opportunities with their teammates,” he said.

Many parents claimed their children were eager to perform and show they had not lost their talent. This is due to “self-presentation” concerns, he said, which are very common amongst adolescents.

“People differ in terms of their motivations. When you’re a kid, your social image is more important to you than when you’re older,” he said. “Because we’re aware that people make judgments on who we are, we do things to monitor or control the impressions that we make of ourselves.”



One mother claimed her daughter felt pressure to participate just from watching her peers practice. She reported her daughter was having difficulty performing her rehabilitation exercises on her own time without having any team interaction.

Parental Aid

This is where the parental support really comes into play, Podlog said.

“A lot of what the parents focused on was simply talking to their kids, providing them with reassurance,” he said.

Podlog said one of the most important things is for parents to understand their child’s concerns and the pressure they are facing. He learned from parents that offering their children tangible forms of support really helped, like taking them to the doctor or physiologist, or simply serving as a counselor while they deal with mental battles.

Other parents said they sat down and actually performed the rehabilitation exercises with their kids because they knew their kids would not be inclined to continue unless someone else was there doing it with them.

“If they can’t get to where they need to be, it’s hard for them to recover effectively,” he said.

Above all, Podlog said parents need to maintain a positive frame of mind in order to help their children keep up progress and also maintain a positive outlook.

“It seems like there are a lot of adolescents who get hurt playing sports,” he said. “If there are simple things that can be done to enhance that healing process, or make it easier, then it’s worth knowing.”



TEXAS TECH UNIVERSITY

News Release

IMMEDIATE RELEASE

DATE: Nov. 9, 2009

CONTACT: Leslie Cranford, leslie.cranford@ttu.edu
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Texas Tech Law Grads Top Texas Law Schools on July Bar Examination Highest percentage of students pass first-time test than any other law school.

With a first-time pass rate of 94.52 percent, the Texas Tech University School of Law led all Texas law schools on the July Bar Examination.

The overall pass rate for graduates of the nine Texas law schools taking the bar for the first time was 89.41 percent.

"It is obviously a great thing to be ranked No. 1 in Texas on the law licensing examination," said Walt Huffman, dean of the law school. "These excellent results validate in a very important way the quality of the legal education at Texas Tech."

Huffman said Texas Tech students and faculty work extremely hard to maintain the school's traditionally high bar passage rate.

Historically, Texas Tech law students have done well on the bar exam. In February 2000, Texas Tech law students achieved a 100 percent passing rate for first-time exam takers. In February 2005 Texas Tech topped all Texas law schools, with a 90.63 pass rate, and in July 2005 was again the top public law school, with a 91.01 passing rate. In February 2008 Texas Tech again had the best pass rate among public law schools with 92.86 percent.

-30-

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TEXAS TECH UNIVERSITY SYSTEM

Advisory

FOR IMMEDIATE RELEASE

DATE: Nov. 9, 2009

CONTACT: Allison Howard, allison.howard@ttu.edu
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Chairman of General Motors, Edward Whitacre, Visits with Texas Tech Students

- WHO:** Edward E. Whitacre Jr., the chairman of General Motors Corp.
- WHAT:** Whitacre will speak to Texas Tech University students as part of Chancellor Kent Hance's senior seminar class on leadership.
- WHEN:** 2-2:50 p.m. Wednesday (Nov. 11) 2-2:50 p.m.
- WHERE:** Humans Sciences Building, room 169
- MEDIA:** Media are welcome to attend and record the class discussion. Whitacre will not be available for interviews.
- EVENT:** Whitacre became the chairman of GM in July 2009. A native of Ennis, Texas, Whitacre graduated in 1964 from Texas Tech with a bachelor's degree in industrial engineering. He has served previously as the chairman and CEO of AT&T, Inc., the national president of the Boy Scouts of America, and as chairman of the Board of Regents of the Texas Tech University System.

Chancellor Hance's course is designed for upper-level college students from all disciplines to help them make an effective transition from college to the workplace. It provides students with practical knowledge, skills and insights into the working world and beyond. The course gives students an opportunity to hear from and interact with the chancellor as well as experts from the professional world.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Nov. 9, 2009

CONTACT: Cory Chandler, cory.chandler@ttu.edu
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War Correspondent, "We Were Soldiers" Author Visits Texas Tech

WHAT: Vietnam journalist available to discuss visit to Texas Tech University

WHEN: 3 p.m. Tuesday (Nov. 10)

WHERE: The Formby Room of the Southwest Collection/ Special Collections
Library (15th Street and Boston Avenue)

EVENT: Joe Galloway, a veteran journalist most famous for his combat reporting in Vietnam, co-authored the book "We Were Soldiers Once ... and Young," which was later adapted into the movie "We Were Soldiers," starring Mel Gibson.

He is the only civilian awarded the U.S. Army's Bronze Star for Valor during the Vietnam War. He later reported from the Persian Gulf, Iraq and Afghanistan, and recently retired as senior military correspondent of Knight-Ridder Newspapers.

Galloway writes a weekly syndicated column on military and national security affairs.

His itinerary includes a Wednesday morning interview with Fox Talk Radio host Jim Douglass and a 9:30 a.m. book signing at the Barnes and Noble in the Student Union Building before participating in two public lectures on the Texas Tech campus.

The first lecture, on his experiences reporting wars on several continents, begins at 3 p.m. Wednesday in room 101 of the Mass Communications Building.

The second lecture begins at 6:30 p.m. Wednesday in the Senate Room of the Student Union Building.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu.

CONTACT: Steve Maxner, director, The Vietnam Center and Archive, Texas Tech University, (806) 773-8105, or steve.maxner@ttu.edu



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Nov. 10, 2009

CONTACT: Jessica Benham, jessica.benham@ttu.edu
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Rawls College of Business Hosts CEO of Bizideo.tv

WHAT: Rawls College of Business Chief Executives' Roundtable Speaker Series

WHEN: 11:30 a.m. Thursday (Nov. 12)

WHERE: Valley of Lubbock Scottish Rite, 1101 70th St.

EVENT: Texas Tech University's Rawls College of Business Administration will host Bill Pelton, CEO of Bizideo.tv, at its Chief Executives' Roundtable Speaker Series.

Pelton is an entrepreneur who has been involved with Internet video technologies for both marketing and television. In 2007, he founded Bizideo.tv to pioneer the next evolution of Internet video, specifically one-to-one and loyalty-based marketing using video.

During his presentation, he will share his vision of the Internet's future, which he believes will include every Web site becoming an on-demand TV station. Learn more about Bizideo.tv at www.bizideo.tv.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu.

CONTACT: Alice Oles, CER coordinator, Rawls College of Business Administration, Texas Tech University at (806) 742-3940 or alice.oles@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 10, 2009

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

Texas Tech Researcher's Partnership with Chemists in Ireland, Italy Finds Ionic Liquid's Makeup Measurably Non-Uniform at the Nanoscale

Researchers at Texas Tech University, Queen's University in Belfast, Ireland, the University of Rome and the National Research Council in Italy recently made a discovery about the non-uniform chemical compositions of ionic liquids that could lead to greater understanding and manipulation of these multi-purpose, designer solvents.

Their findings were published online in the *Journal of Physics: Condensed Matter*. The article was selected for inclusion in the Institute of Physics' *IOP Select*, which is a special collection of articles chosen by IOP editors based on research showing significant breakthroughs or advancements, high degree of novelty and significant impact on future research.

Ionic liquids are a new frontier of research for chemists. Originally invented to replace volatile and toxic solvents such as benzene, they're now used in high-efficiency solar cells, as cheaper, more environmentally friendly rocket fuel additives and to more effectively dissolve plant materials into biofuels. Since 1990, research on ionic liquids has grown exponentially.

"Their properties are strikingly different than those of most conventional liquids," said Edward Quitevis, a professor of chemistry in the Texas Tech Department of Chemistry and Biochemistry. "A conventional liquid for the most part is composed of neutral molecules whereas an ionic liquid is composed entirely of ions."

Because of their ability to be tailored and manipulated for specific applications, ionic liquids can be compared to a new form of Erector Set for chemists. By modifying the ions, scientists can create specific properties in the liquids to fit particular applications or discover new materials.

Each new discovery that adds to the understanding of ionic liquids leads to new possibilities for applications and materials, Quitevis said.

"An ionic liquid is basically a salt that happens to have a melting point at or about room temperature," he said. "The reason why it's a liquid and not a solid is because the ions are bulky and don't crystallize readily. The more we learn about them, the more we can find new applications for them that we never could have imagined for conventional liquids."

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By using X-rays and lasers, researchers found that parts of the liquid at the nanoscopic level were not uniform. Some domains of the liquid may have had more or less density or viscosity compared to other domains. Also, these non-uniform domains could be measured.

“At the nanoscopic scale, these liquids are not uniform, compared to other liquids, such as water, where properties are all uniform throughout,” Quitevis said. “This non-uniformity is not random. These domains of non-uniformity are well defined and can be measured. And this nanoscopic non-uniformity was predicted in computer simulations, but never confirmed experimentally until recently.”

Understanding these types of attributes of ionic liquids can lead to more breakthroughs in the future, Quitevis said.

Quitevis’s work was funded by the National Science Foundation and the American Chemical Society Petroleum Research Fund.

For a copy of the study, visit the [IOP Web site](#).

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 10, 2009

CONTACT: Barbara Brannon, Barbara.brannon@ttu.edu
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Texas Tech University Press Book Wins Two Awards

A book published by Texas Tech University Press has won two Nebraska Book Festival Awards.

"The Death of Raymond Yellow Thunder and Other True Stories from the Nebraska–Pine Ridge Border Towns," written by Stew Magnuson, won in the nonfiction category and received an honorable mention in the cover/design/illustration category. The awards will be presented Nov. 14 in Lincoln. The cover was designed by Lindsay Starr of Austin.

The awards are sponsored by the Nebraska Center for the Book and sponsored by the Nebraska Library Commission. They honor books published by Nebraska authors, published by Nebraska publishers, set in Nebraska or that concern Nebraska.

"As a native Nebraskan, I consider it a thrill and an honor to receive this award," Magnuson said.

The book, published in 2008, uses the 1972 murder of Native American Raymond Yellow Thunder by four white men to examine the history of the region that frequently erupted into riots, beatings, and unexplained deaths—troubles fueled by suspicion, misinformation, and often alcohol, in whatever form it could be obtained.

After covering racial unrest in the remote northwest corner of his home state of Nebraska in 1999, journalist Stew Magnuson returned four years later to consider the larger questions of its peoples, their paths, and the forces that separate them. Examining Raymond Yellow Thunder's death at the hands of four white men in 1972, Magnuson looks deep into the past that gave rise to the tragedy. Situating long-ranging repercussions within 130 years of context, he also recounts the largely forgotten struggles of American Indian Movement activist Bob Yellow Bird and tells the story of Whiteclay, Neb., the controversial border hamlet that continues to sell millions of cans of beer per year to the "dry" reservation.

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

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Texas Tech University Press, in business since 1971, publishes nonfiction titles in the areas of natural history and the natural sciences; eighteenth-century and Joseph Conrad studies; studies of modern Southeast Asia, particularly the Vietnam War; costume and textile history; Latin American literature, and all aspects of the Great Plains and the American West, especially biography, history, sport history, memoir and travel.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu.

-30-

CONTACT: Barbara Brannon, marketing manager, Texas Tech University Press,
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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 11, 2009

CONTACT: Jessica Benham, jessica.benham@ttu.edu
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Texas Tech's SACNAS Chapter Recognized for Contributions

Texas Tech University's chapter of the Society for the Advancement of Chicanos and Native Americans in Science (SACNAS) was recognized at the 2009 SACNAS National Conference, which was held Oct. 15-18 in Dallas.

The local chapter was recognized for its contributions to the SACNAS mission for student recruitment and faculty involvement.

Jaclyn Canas, faculty advisor for Texas Tech's chapter, said the recognition is important because Texas Tech's chapter members have worked hard to bring the chapter back to life since its establishment in 2004, and the award acknowledges that they have made significant progress.

SACNAS is a society of scientists dedicated to fostering the success of Hispanic, Chicano and Native American scientists in attaining advanced degrees, careers and positions of leadership.

"Texas Tech's SACNAS chapter provides a supportive and encouraging environment where minority science students can participate in and feel at home amongst individuals just like them," Canas said.

Canas said the chapter provides opportunities for its members to participate in professional development activities, learn about the research that other minority students are involved in on campus, and travel to the annual National SACNAS Conference where they can network with other minority scientists.

For 35 years, SACNAS has provided strong national leadership in improving and expanding opportunities for minorities in the scientific workforce and academia; mentoring college students within science, mathematics and engineering; and supporting quality precollege science education.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 11, 2009

CONTACT: Leslie Cranford, leslie.cranford@ttu.edu
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Texas Tech's College of Education Gets "Smart"

Smart Board partnership between university and school district is mutually beneficial.

From writing with chalk on slate blackboards and banging out eraser dust, to clicking a mouse, touching the screen and filling the wall with colorful images, classroom instruction has gone from analog to digital in the blink of an eye.

Texas Tech University's College of Education is teaching education students how to use new Smart Board technology to prepare them for teaching in today's K-12 classrooms.

Smart Boards are home-theater-sized screens projected on classroom walls that function like computer touch screens.

"The main thing we want to teach the up-and-coming educators is how to make the classroom interactive with technology," said Kimberly Matthews, instructor of elementary math in the College of Education.

Matthews said using virtual manipulatives – objects such as blocks, that a student is instructed to use in a way that teaches or reinforces a lesson – and making them interactive to students is a method to keep them engaged in learning.

"I want to show our students who will become teachers how they can get these types of manipulatives on the Smart Board and make them interactive, to pull in the students. When I taught in the classroom, this technology really helped pull in every one of my students," Matthews said.

Many of the would-be teachers in Matthews' classes aspire to be special education teachers. Brandi Duke, a senior from San Angelo, knows that special ed kids need different kinds of help learning.

"The Smart Board is a great way to aid students who don't have the fine motor skills to technically flip a coin – which can be simulated on the screen. This is another way to help them out and see that it's okay – we'll work on that motor skill another time but for now we'll do it this way," she said.

Lauren Sammons, a senior from Frisco, says the Smart Board facilitates all kinds of learning styles.

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“If a student is a visual learner they can see the lesson up on the board; or if somebody needs it demonstrated, they can come up and actually do it on the Smart Board. They can also do it themselves at their seats or outside of class with the same worksheets that correlate with what they are learning in class, so it affects all three kinds of learning capabilities,” said Sammons.

Walter Smith, chairman of the Department of Curriculum & Instruction in the college, knows Texas Tech students are more marketable if they have certain certifications coming out of college and into the public school classrooms.

“The Lubbock Independent School District (LISD) instructional technology leaders are very interested that the people who come from Texas Tech to join their faculty are ready to use the technology that they’re putting into the classrooms, and we’re very interested in making sure that our graduates are ready to do the kind of job that the local schools want them to be able to do,” Smith said.

And, Smith says, it’s not just about feeding teachers to the local schools. The majority of the newly certified teachers don’t go to LISD. They are hired around the state and around the nation, so Texas Tech students are ready to show their prospective employers that they know how to use the technology that the schools are using.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 12, 2009

CONTACT: John Davis, john.w.davis@ttu.edu
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Texas Tech Debate Team Tops This Week's National Rankings By NPDA

Texas Tech University's debate team currently stands as No. 1 in the nation, according to recent statistics released by the National Parliamentary Debate Association.

As of the most recent calculations, Texas Tech holds the top spot in the country with 86.16 total points. Grove City College in Grove City, Penn., is in second place with 83.84 total points and Carroll College in Helena, Mont., comes in third with 75.50 points.

Texas Tech's full squad has appeared in the final round of nine parliamentary debate tournaments this fall, winning five of those debates.

Brian Horton, a senior political science, French and geography major from San Angelo, and Adam Testerman, a junior mass communications major from Springfield, Mo., are Texas Tech's top debating pair. They have won 47 debates and lost five.

At their most recent tournament Oct. 31-Nov. 1 at the University of California, Berkeley, Horton and Testerman won 10 straight debates against schools such as UC Berkeley, the University of Nevada and the University of Oregon before finally having their winning streak of 29 straight wins ended in the final round against Southern Illinois University.

Advancing to the semifinal round at the Berkeley tournament were the team of senior political science major Nicole Brown of San Angelo and senior mass communications major Paul Williamson of Crosby, placing them third in the field of 63 teams.

"This is a great accomplishment for this team," said debate coach Joe Gantt. "These rankings reflect top-to-bottom excellence in our program. You cannot be number one without dominant teams at both the varsity level and the junior varsity level. It's midseason, so we have many more goals to accomplish, but this ranking is a nice reward along the way."

For the national debate statistics, visit <http://www.parlidebate.org/execsec/results10.php>

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 12, 2009

CONTACT: Jessica Benham, jessica.benham@ttu.edu
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Members of Texas Tech's Bass Fishing Team Will Compete at Regional Championship

Representatives from Texas Tech University's bass fishing team will compete in the National Guard FLW College Fishing Regional Championship Nov. 14-16 on the Red River in Natchitoches, La.

Dustin Perry, a Texas Tech alumnus who graduated in May, and Ryan Dupriest, a senior marketing major at Texas Tech, finished sixth earlier this year in the National Guard FLW College Fishing bass tournament on Lake Amistad, qualifying them for the regional championship.

The competition will be televised nationwide on Versus, and should Perry and Dupriest win, Texas Tech and the bass fishing club each will receive a \$25,000 unrestricted donation. The top five teams in the regional championship also will advance to the national championship in Knoxville, Tenn., which will take place April 10 – 12, 2010.

If Perry and Dupriest finish in the top five at the regional championship, Texas Tech supporters will be on hand for a live video feed at 4 p.m. Monday (Nov. 16).

"It's an honor to represent Texas Tech at this event," Dupriest said. "Financially, the payout could be great for helping the bass fishing club in the future."

National Guard FLW College Fishing is a nationwide competitive bass-fishing program open to all full-time students at four-year colleges and universities. It consists of 20 qualifying events, five regional championships and the national championship. For more information visit www.collegefishing.com.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 12, 2009

CONTACT: John Davis, john.w.davis@ttu.edu
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Texas Tech Linguist to Assist in Salvaging Remains of Comanche Language, Devising College Course

{Editor's note: The phrase Numu Tekwapu in this story features a strikethrough on the last u of Numu and a strikethrough and underline on the last u in Tekwapu.}

This fall, a Texas Tech University professor of anthropology will begin the difficult task of collecting the remnants of the near-extinct Comanche language, then creating a way it can be taught in a university setting.

Jeff Williams, chairman of the Department of Sociology, Anthropology and Social Work, will serve as an external evaluator for Numu Tekwapu, a project to document and revitalize the Comanche language. He will work with tribe members and researchers at Comanche Nation College in Lawton, Okla., to record what's left of the language and create a method for teaching it to students at the college.

The project is funded through a \$215,000 competitive grant awarded to Comanche Nation College from the Administration for Native Americans, a branch of the U.S. Department of Health and Human Services.

"The Comanche language is nearly dead," Williams said. "Of the 13,000 people on the tribe's enrollment, we had, at last estimate, 20 to 25 speakers. Kids aren't learning it anymore. Speakers are much, much older. It's in a really bad way. Part of my task is to create a digital archive of what we know of Comanche, the other is to use technology and devise a way to teach college students the language."

He attributed the language's demise to the fact that Comanche, Kiowa and Apache tribes lost their reservations in the Oklahoma Indian Territory at the turn of the 20th century. Instead, they received allotments that interspersed Anglos and other non-Indians within what had been Indian Country. Also, generations of Comanche children were sent to boarding schools where they were reprogrammed, often violently, to assimilate to white culture. This created a "lost generation" that disrupted the flow of the tribe's culture and language.

Comanche is a complex, relatively recent offshoot of the Shoshoni language that came about as the tribe splintered and moved south from their homelands in the Great Basin region of the United States, Williams said.

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The language, a branch of the vast Uto-Aztecan languages, was passed on orally and didn't have its own writing system until 1994. Of the world's 6,000-7,000 languages, it's one of a handful possessing "voiceless vowels." In written Comanche, these voiceless vowels are represented with underlining. While they are written, they are almost inaudible when spoken.

Williams couldn't say exactly how much of Comanche has already disappeared because no records exist of it while it was still in use. However, he compared it to New Mexico's Zuni language, which, while still used and undergoing a preservation process, lost much of its more formal speaking patterns.

"If we look at the Zuni language, it's estimated that it had about seven different speech levels," he said. "The first level was the most informal and the seventh was the highest, most formal and sacred way to speak. The top four or five levels of speech are completely lost. Most people only speak in the lowest registers, which would have been the most vernacular style of speaking. It would not signal honor or respect for elders or those who possessed specialized knowledge or skills.

"There's no telling how much of the Comanche language is lost. And as speakers get older, they begin to forget and use less of it."

Todd McDaniels, assistant professor of linguistics at Comanche Nation College, serves as project director. He said the project was spurred by a need for Comanche language learning materials that are educationally sound, organized according to a curriculum based on outcomes, and capable of serving accreditation interests.

The resulting product will be a series of interactive, computer-assisted Comanche language learning modules that require that students match audio of spoken Comanche with selections of pictures without reliance on translation, he said.

"We're basically starting at square one," McDaniels said. "The purpose of the current project is to help develop Comanche speaking skills in students. Everything is 'sit down and crack your knuckles' type of work. We will need to work hard to develop interest, enthusiasm and goodwill within the Comanche community, most especially with native Comanche speakers."

CONTACT: Jeff Williams, chairman of the Department of Sociology, Anthropology and Social Work, Texas Tech University, (806) 742-2401 ext. 223, or jeff.williams@ttu.edu; Todd McDaniels, assistant professor of linguistics at Comanche Nation College, toddam@roadrunner.com.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 13, 2009

CONTACT: Cory Chandler, cory.chandler@ttu.edu
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Dad-Friendly Vampires: Pop-Culture Expert Can Discuss Implications of New Moon

He's a vampire fit to meet the family: hunky, lovesick and more interested in kissing lips than biting necks.

Meet Edward Cullen, model undead citizen and epitome of the vampire lite.

Rob Weiner, a pop-culture author and expert at Texas Tech University, can discuss the implications of Stephanie Meyers' fanged teen romance saga as moviegoers snap up tickets for the Nov. 20 release of "New Moon."

Weiner is an associate humanities librarian for the Texas Tech Libraries who lectures on the history of horror cinema.

He said Meyers' protagonists are an example of recent vampire literature and filmmaking – dubbed vampire lite – that waters a traditionally bloody genre down to something more palatable for younger audiences.

These are not the eating machines of movies like "30 Days of Night" – or even "Dracula." No, the ghouls of yore have been scrubbed down, cleaned up and housebroken.

"Everyone in the movie is pretty," Weiner said. "These are vampire stories for young girls."

In other words, dark movies that parents are comfortable letting their teenagers watch.

Which could explain why the vampire franchise is still sucking in new fans while other horror genres have stumbled in recent years, he said.

Authors like Anne Rice fueled an image of the sex-icon vampire, and Weiner pointed out that Meyers, a Mormon, managed to replicate Rice's formula while subtracting most of the actual sex from her equation.

"The sensuality is still there, but the eroticism isn't," he said. "Anne Rice is all about sex, but the stories actually have a conservative bent to them."

And while “New Moon” will have its critics, Weiner said he is fascinated by the way Meyers’ characters have captured the public’s imagination – after all, he admitted he’ll be in line to see them.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 17, 2009

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

Texas Tech Health Organization Management Honors Excellence in Leadership Rawls College of Business awards alum for outstanding support.

Texas Tech University's Health Organization Management program recently awarded Gene Lake with the 2009 Carlton J. Whitehead Award for Leadership Excellence in Health Organization Management (HOM).

The award acknowledges an individual who has provided outstanding leadership in the HOM field. Texas Tech's program is housed in the Rawls College of Business. Lake, a 1967 Texas Tech graduate in marketing, was honored at the Buesseler Distinguished Lecture and Luncheon.

A long-time supporter of the Health Organization Management program, Lake was presented a \$1,000 honorarium, which he returned to the HOM program to be put toward the Susan Stanton Scholarship Fund.

Lake is a former employee of Abbott Labs, which has promised to match Lake's donation.

The HOM program at Texas Tech is currently one of only 13 MBA-based programs in the nation focused on preparing professionals to meet the ever-increasing demand for individuals with sophisticated management and leadership skills in the health care industry.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 17, 2009

CONTACT: John Davis, john.w.davis@ttu.edu
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Texas Tech Professors Available to Explain International Search For Rosetta Stone of Physics

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

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

According to organizers at the European Organization for Nuclear Research, known as CERN, the actual test of the particle beam will begin sometime this month.

Texas Tech has supplied many of the calorimeters for this project, said Nural Akchurin, a professor of physics and a calorimeter projector manager at CERN. Texas Tech's High Energy Physics Group has worked on the project for 18 years, he said.

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

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

Simply put – but perhaps too simply – these scientists hope the \$10 billion Large Hadron Collider and Compact Muon Solenoid will prove the existence of matter's smallest building blocks.

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

Akchurin said the actual experiment, where particle beams are shot at each other and the collisions are monitored, will begin at reduced speed, then go up to full speed collisions.

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The time from the first circulating beams to first world-record-breaking collisions is expected to happen this year or early 2010.

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

To download broadcast-quality interviews with Akchurin:

Windows:

1. Go to My Computer
2. At the address bar at the top, copy and paste the ftp address <ftp://129.118.56.46>
3. Type in username: **media**, password: **matador23**
4. The files should show up now and you can drag and drop to your desktop as needed.

Mac:

1. When you are at your desktop, click on **Go** at the top and then **Connect to Server...**
2. Copy and paste <ftp://129.118.56.46>
3. Type in username: **media**, password: **matador23**
4. The files should show up now and you can drag and drop to your desktop as needed.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 18, 2009

CONTACT: Erin Hawes, erin.hawes@ttu.edu
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Texas Tech Expert Discusses How “New Moon” Contrasts from the Classic Vampire

Few are unaware of the popular “Twilight” saga that has grabbed the interest – and hearts – of many.

One reason why the series has flourished is Edward Cullen, the protagonist of the series. While his attractive looks and mysterious appeal may attract the attention of many readers and viewers, his character deviates from classic vampire mythology in several key ways.

Erin Collopy, associate professor of classical and modern languages and literatures, can discuss the transition from vampires of mythology to the modern, sensitive and more seductive vampire.

Collopy teaches The Vampire in East European and Western Culture. She has a doctorate in Slavic linguistics from the University of Washington and received her master’s degree in Russian language and literature from the University of Arizona.

She said Cullen fits the mold of the sympathetic vampire that popped up periodically in literature prior to the publishing of “Dracula.”

“Dracula set the tone of vampire literature for a long time,” she said.

The new hit series “True Blood” revived the erotic vampire in popular literature, while Stephanie Meyers took the more repressed-sexuality approach in “Twilight.”

When comparing “Twilight” to previous vampire stories, Collopy notes one substantial difference between Cullen and that of his undead peers: Meyers’ protagonist is too beautiful, rather than too cursed, to be seen in sunlight.

“‘Twilight’ is really more of a romance than a true horror story,” she said. “Of course, you often get that crossover between gothic romance and gothic horror novels.”

CONTACT: Erin Collopy, associate professor, Classical and Modern Language and literature, Texas Tech University, (806) 742-3286, or erin.collopy@ttu.edu



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 19, 2009

CONTACT: Jessica Benham, jessica.benham@ttu.edu
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Texas Tech Meat Judging Team Claims 2009 National Championship

Texas Tech University's Meat Judging Team earned the national championship title at the American Meat Science Association's International Meat Judging Contest held Nov. 15 in Dakota City, Neb.

The team won the contest by an 18-point margin, and was undefeated at six of the seven national contests during the 2009 judging season, making it one of the most successful teams since meat judging began at Texas Tech in 1938.

The team won the beef judging, specifications and reasons divisions, finished second in total beef, and had an overall team score of 4,052 points.

"This team has worked extremely hard to accomplish their goal," said Mark Miller, professor and San Antonio Livestock Show Distinguished Chair in Meat Science. "They were blessed with the national championship, and I couldn't be more proud of their efforts."

The top-five teams in the contest included South Dakota State University, Oklahoma State University, the University of Illinois and Kansas State University, which finished second through fifth respectively.

Individually, Collin Corbin, a junior from League City, placed third overall in the competition.

Texas Tech's Josh McCann, a junior from Newport, Va. also boasted high individual in the alternate division. Four other Red Raiders joined him in the top 10 of the alternate division. Adam Copeland, a junior from Katy; Henry Ruiz, a senior from Eagle Pass; Josh Hasty, a senior from Cleburne; and Brandon O'Quinn, a junior from League City, finished second, third, fourth and sixth, respectively.

Other team members include:

- Matt Bruton, a junior from Throckmorton
- Sarah Calhoun, a junior from Weatherford
- Tate Corliss, a senior from Estancia, N.M.
- Kelsey Fletcher, a junior from Universal City
- Kelly Hutton, a junior from Castle Rock, Colo.

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- Meagan Igo, a junior from Plainview
- Amber Krause, a junior from Florence
- Abby Long, a junior from Boerne

Team members Corbin and Igo were named to the 2009 First Team All-American Team. Long and Bruton were named to the 2009 Second Team All-American Team. The members of the All American Teams are selected based upon scholastic achievement and competition performance.

The team is coached by Miller and graduate student Travis O'Quinn.

CONTACT: Moriah Beyers, coordinator of meat science programs, Department of Animal and Food Sciences, Texas Tech University, (806) 742-2805, or moriah.beyers@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Nov. 19, 2009

CONTACT: Erin Hawes, erin.hawes@ttu.edu
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CEO to Hold Elite Education Seminar for Texas Tech Students and Faculty

- WHAT:** Jim Burton will discuss how to attain an elite education and the advantages and disadvantages of having one.
- WHEN:** 3-5 p.m. Thursday (Nov. 19)
- WHERE:** Chemistry Building room 101
- EVENT:** Jim Burton, CEO of Psyche Pharmaceuticals and author of "How to get into Harvard Medical School," will inform students and faculty at Texas Tech on how to get accepted to elite universities.

His lecture is titled "An Elite Education: Do You Want One? -- How to Get One." He will discuss what elite schools are, how elite schools regard Texas Tech, and the steps toward earning an elite education.

Burton received his bachelor's and master's degree at Texas Tech and has graduated Yale University with a doctorate and Oxford University with a post-doctorate degree.

He will be available to the media from 3-5 p.m. after the meeting. The media is welcome to attend the presentation.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu.

CONTACT: Emily Phillips, development officer, College of Arts & Sciences, Texas Tech University, (806) 742-3572 ext. 241, or emily.phillips@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 20, 2009

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

Texas Tech Livestock Judging Team Crowned National Champions for Third Consecutive Year

Texas Tech University's Livestock Judging Team was crowned national champions at the 2009 North American International Livestock Exposition Nov. 17 in Louisville, Ky.

The team won the contest by a four-point margin, posting a total team score of 4,653 points. Texas A&M University, the University of Nebraska, Western Illinois University and Oklahoma State University rounded out the top five teams.

For the first time in school history, Texas Tech has won the contest three consecutive years.

"Consistency in winning national championships is rare," said Kevin Pond, department of animal and food sciences chairman. "Having three consecutive national championship teams is the result of great coaching, a strong work ethic and attracting the best students to Texas Tech."

The competition tested the contestants' knowledge of cattle, sheep and swine as well as their oral reasons.

"It was a thrilling victory because we thought we were too far behind in placings to win," said Ryan Rathmann, assistant professor and coach of the team. "But, the team won reasons by such a large margin that they narrowly pulled it off."

The Red Raiders won the overall reasons, beef cattle, beef reasons and performance beef cattle divisions, and placed second in the sheep division.

Individually, Josh Flohr, a senior from Emmitsburg, Md., was awarded fourth high individual and won the swine reasons and overall reasons divisions. Ben Cammack, a senior from Seguin, won the cattle reasons divisions.

In addition to Flohr and Cammack, team members included:

- Micah Dorsey, a senior from Strasburg, Colo.
- Paige Futrell, a senior from Midland
- Cade Halfmann, a senior from Garden City
- CA Jones, a senior from Sunray

Office of Communications and Marketing

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- Drew Perez, a senior from Nara Vista, N.M.
- Drew Schmidt, a senior from Taneytown, Md.
- Trae Simmons, a senior from Tipton, Ind.
- Olivia Tilly, a senior from Hawley
- Austin Voyles, a senior from Hale Center
- Curtis Williams, a senior from Clovis, N.M.

The team is coached by Rathmann, Josh Campbell and Bryan Bernhard.

Under Rathmann's leadership the livestock judging teams have garnered six national championships in each of the six years he has coached, three at Texas A&M University and three at Texas Tech. This accomplishment makes him the winningest coach in livestock judging history.

"I've been blessed with outstanding students on our judging teams, and I've been extremely proud of their accomplishments," he said. "This win proved to these students that there is nothing in life that they will not be able to take head-on and accomplish with hard work and determination."

CONTACT: Moriah Beyers, coordinator of meat science programs, Department of Animal and Food Sciences, Texas Tech University, (806) 742-2805, or moriah.beyers@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 20, 2009

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

Texas Tech's Red to Black Program Receives Award

Texas Tech University's Red to Black program received the Association for Financial Counseling and Planning Education (AFCPE) Outstanding Financial Counseling Center award Nov. 20 at the AFCPE Conference in Scottsdale, Ariz.

Members of Texas Tech's Red to Black Program were present at the conference to receive the award.

Dorothy Durband, director of the Red to Black program, said it is an honor for the program to be recognized.

"It is exciting to be recognized for the work that we've done," Durband said. "I'm even more excited to accept this award on behalf of the current and former students whose work has made the nationally recognized model program what it is today."

Durband said that because Red to Black is a model program, other universities often contact Texas Tech when they are attempting to start their own financial literacy programs.

Durband said she feels the program deserves this award because of the passion of student volunteers who deliver Red to Black's services.

"The program has demonstrated commitment to serving our clients by advocating responsible financial behavior through financial counseling, financial education and transfer of skills," Durband said.

Red to Black provides free financial counseling and planning in the form of client-based and outreach-based services.

AFCPE is a nonprofit, professional organization dedicated to educating, training and certifying financial counselors and educators.

CONTACT: Dorothy Durband, director, Red to Black, Texas Tech University, (806) 742-5050, or dottie.durband@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 20, 2009

CONTACT: John Davis, john.w.davis@ttu.edu
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Texas Tech University CUR Students and Staff Give Back to Children in Need

The Center for Undergraduate Research (CUR) scholars and staff will give back to the Lubbock community by volunteering from 6-8 p.m. Friday (Nov. 20) at the annual Boys and Girls Club Thanksgiving dinner at the Ted Phea Branch.

The branch is located at 1801 E. 24th St.

CUR students volunteer for two community service projects each semester to help give back to the local community. These students chose to volunteer at the Boys and Girls Club for the opportunity to work with children during the holiday event.

"We are proud to see our scholars give back to the community and express a strong interest in working with local children in need," said Jeannie Diaz, director for the center.

Scholars involved in the Center for Undergraduate Research work on an individual research project throughout the semester under the guidance of a full-time faculty member. Students attend weekly workshops geared toward the research process and present their research at the Undergraduate Research Conference hosted each spring semester at Texas Tech's campus.

The Lubbock Boys and Girls Club is the local branch of the Boys and Girls Clubs of America. With special concern for youths from disadvantaged circumstances, the clubs strive to develop qualities needed to become responsible citizens and leaders.

Nationwide, there are more than 2,000 Boys and Girls Clubs with membership of more than 3,300,000 children. These clubs are managed by a local board of citizens and supported by the United Way or private contributions.

CONTACT: Jeannie Diaz, director, Center for Undergraduate Research, 806-742-1095, or jeannie.diaz@ttu.edu



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 20, 2009

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

Texas Tech Experts Available for Thanksgiving Stories

Tis the season to eat, drink and buy wisely. Texas Tech University experts are available to discuss a number of holiday issues.

Need to know how the economy will affect Christmas shopping and wine sales? How to avoid phishing scams? How to find the perfect wine for a meal? We've got an expert for that.

Thrifty Shoppers

Deborah Fowler, associate professor in Nutrition, Hospitality and Retailing, predicts that shoppers will continue searching bargain racks and seeking online specials as a chilly economy puts the pinch on Santa's pocketbook. She believes many will delay making purchases in hopes of nabbing cheap gifts as retailers are likely to slash prices until Christmas arrives. **Fowler is available at (806) 742-3068 or deborah.fowler@ttu.edu.**

Avoiding Phishing Scams

Sam Segrán, associate vice president for information technology and chief information officer, warned buyers to make sure that the Web pages they plug personal and credit card information into are legitimate before they join the virtual shopping frenzy online for Cyber Monday. Information phishers may put up some convincing Web pages that could lead to identity theft, so shoppers should double-check Web addresses before completing transactions.

Though an "https" at the beginning of a Web address used to mean a legitimate, encrypted payment page, hackers have now discovered ways to make fake pages that use this address and appear secure. **Segrán can be reached at (806) 742-5151 or sam.segran@ttu.edu**

Wine Selection and Pairing

Brent Trela, assistant professor of enology, can discuss seasonal wines and wine selection. He also can provide tips for pairing wines with certain meals or dishes. **Trela is available at (806) 742-2469 or brent.trela@ttu.edu.**

Wine Sales

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Tim Dodd, director of Texas Tech's Wine Marketing Research Institute, can discuss holiday wine sales and also which wines are growing in popularity despite the languishing economy. He said Texas wine drinkers are interested in expanding beyond the Cabernet, Merlot and Chardonnay range. They are more open to blends and trying new varieties and regions. **Dodd is available at (806) 742-3077 or tim.dodd@ttu.edu.**

Student Safety Trends

Ken Gassiot, associate director of parent and family relations, can discuss recent moves by Texas Tech to improve the safety of students traveling home for Thanksgiving break and whether these are part of a national trend.

Students now have access to a searchable database of Texas Tech parents who are available to offer directions, assistance or just a place for students to stop and rest. Students also can opt to take chartered buses from Lubbock to Houston and Fort Worth. **Gassiot can be reached at (806) 742-3630, or ken.gassiot@ttu.edu.**



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 23, 2009

CONTACT: Leslie Cranford, leslie.cranford@ttu.edu
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Texas Tech Retains Accreditation in Education Certification

Aspiring teachers who graduate from Texas Tech University can be confident they are receiving a high quality, comprehensive education based on national standards before entering the classrooms.

Officials in Texas Tech's College of Education announced continuing accreditation through the National Council for Accreditation of Teacher Education (NCATE). Texas Tech has been continuously accredited by the organization since 1963.

"NCATE accreditation is an important recognition. It assures the public that Texas Tech teacher graduates have completed a program grounded in nationally recognized standards of excellence," said Charles Ruch, interim dean of the College of Education.

The accreditation encompasses colleges campus wide, said Larry Hovey, assessment and accreditation coordinator for the College of Education.

"Eight of Texas Tech's nine traditional academic colleges are somehow involved in teacher education," Hovey said. "This validation affects the hundreds of students each year, from all disciplines, who go out into the schools to teach."

There are 67 university-based teacher preparation programs in Texas. Texas Tech is one of 13 accredited by NCATE. The accreditation also includes other school personnel, such as principals, counselors and diagnosticians.

The accreditation process, which previously took place every five years, now will occur every seven years. The criteria cover six areas of scrutiny, including: student knowledge and skills; assessment and evaluation; field experiences and clinical practice; diversity; faculty qualifications, performance and development; and governance and resources.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu.

CONTACT: Larry M. Hovey, assessment and accreditation coordinator, College of Education, Texas Tech University, (806) 742-1998, ext. 479, or larry.hovey@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 23, 2009

CONTACT: Erin Hawes, erin.hawes@ttu.edu
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Texas Tech Professors and Alumni Attend Congress on Forensic Engineering

Texas Tech University's Arn Womble presented an opening speech at the fifth Congress on Forensic Engineering.

Professors Arn Womble and Kishor Mehta, as well as alumnus Rolando Vega, attended the conference in Washington D.C. from Nov. 11-14. More than 200 engineers were in attendance from around the world. The event was sponsored by the American Society of Civil Engineers (ASCE).

Womble presented his speech on the importance and the history of modern wind science and engineering while debunking myths associated with wind damage to constructed facilities. Womble and Mehta also served as peer reviewers at the conference.

Approximately 82 papers were presented at the event with a broad range in topics covering temporary structures, construction phase failures, building envelope performance, bridges, non-destructive evaluation, subsurface conditions, wind engineering and many other important subjects.

In addition to paper presentations, two panel discussions and a half-day educator's symposium were incorporated into the program. One panel discussion focused on ethics and the expert witness while the other explored building performance in the context of Leadership in Energy and Environmental Design and other green building initiatives.

CONTACT: Kelsey Seger, academic coordinator, Wind Science & Engineering Research Center, Texas Tech University, (806) 742-3476 ext. 321, or kelsey.seger@ttu.edu



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 23, 2009

CONTACT: Sally Logue Post, sally.post@ttu.edu
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Texas Tech Vice President Joins LEDA Board

Taylor Eighmy, Texas Tech University vice president for research, has been appointed to the board of directors of the Lubbock Economic Development Alliance (LEDA).

LEDA, as the primary economic development agency for the City of Lubbock, is charged with promoting economic growth by creating high-quality jobs, attracting new capital investment, retaining and expanding existing businesses.

Eighmy believes that Texas Tech's goal of becoming the state's next national research university will not only secure the university's reputation but also enhance Lubbock's economy.

"The economic development of Lubbock and West Texas is closely tied to the future growth of Texas Tech University and the Texas Tech Health Sciences Center," said Eighmy. "As Texas Tech continues to realize its aspirations around national research university status, as the Health Sciences Center continues to focus on research, and as the two institutions further our important collaborations, our focus on research and development will be a magnet for companies wishing to locate in Lubbock and West Texas. Our growth and maturation in research and development depends on a vibrant corporate research and development community here in Lubbock. The future economic and cultural development in Lubbock really goes hand in hand with our development as knowledge engines. I am a firm believer that knowledge drives economy."

In the 11 years since LEDA was founded, the organization has been responsible for creating more than 7,000 new jobs. LEDA Interim Chief Executive Officer Kenny McKay welcomes the expertise Eighmy brings to the board.

"Since our inception, the Lubbock Economic Development Alliance has been looking for ways to partner with Texas Tech University. With the addition of Dr. Eighmy to our board, we can continue to strengthen the alliance between the university's long-term research efforts and our daily recruitment endeavors. He brings a fresh, strategic perspective that will benefit both our organizations in the coming years."

Eighmy joined Texas Tech July 1. He is the principal research officer for the university, overseeing and encouraging innovative research and scholarship in all fields. Before coming to Texas Tech, Eighmy served as the interim vice president for research at the

University of New Hampshire and as the assistant vice president for research and director of strategic initiatives. His focus has been on expanded research initiatives with the federal government and the private sector, research and development supporting economic development and peer mentoring of faculty around excellence in scholarship.

Eighmy holds a bachelor's degree in biology from Tufts University and master's and doctoral degrees in civil engineering from the University of New Hampshire. He has published extensively in the environmental engineering and environmental science fields and is a member of the U.S. Environmental Protection Agency Science Advisory Board.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 23, 2009

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

Texas Tech Chess Claims Two State Titles

The Texas Tech University Knight Raiders chess team captured its first state title Nov. 22 at the Texas Chess Association's Texas Collegiate Championships.

International Masters Gergely Antal and Davorin Kuljasevic also captured the top two spots in individual competition.

The Knight Raiders A Team, comprised of Antal, Kuljasevic, International Master Gabor Papp and Chase Watters, won team play on tie-breaks to beat the favored University of Texas at Brownsville team led by the top-seeded Grandmaster Mauricio Flores.

The Knight Raiders B Team finished fourth behind the University of Texas at Dallas – the 2008 state champions. Team members include Zach Haskin, Ananya Roy, Rebecca Lelko and Josh Osbourn.

The Knight Raiders, coached by chess star Susan Polgar, continue accumulating wins for Texas Tech, including winning a national title in August.

Paul Truong, director of marketing for the Susan Polgar Institute for Chess Excellence, said the program has reached its goal of being nationally competitive three years ahead of the five-year target set by Polgar upon her hiring in 2007.

“In just two short years and with only one full recruiting year under our belt, members of the Knight Raiders chess team have now captured one national championship and two state championships,” he said. “No other school has reached this kind of success in such little time before, and we definitely could not do this without the wonderful support from Texas Tech and our generous anonymous donor.”

CONTACT: Paul Truong, director of marketing, Susan Polgar Institute of Chess Excellence, Texas Tech University, (806) 742-7742, or spice@ttu.edu



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 24, 2009

CONTACT: Leslie Cranford, leslie.cranford@ttu.edu
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Texas Tech to Celebrate 51st Annual Carol of Lights

Texas Tech University will host the 51st annual Carol of Lights celebration "Lighting the Path for Tomorrow." The carillon concert starts at 6:30 p.m. with the outdoor ceremony starting at 7 p.m. Dec. 2, at Memorial Circle.

The annual holiday custom is sponsored by the Residence Halls Association (RHA). The tradition of more than 25,000 red, white and orange lights illuminates the Texas Tech campus in an array of festival colors, and brings together about 20,000 students and local residents during its ceremonies.

The RHA provides many programs and activities to enhance the living environment in the residence halls and encourages the exchange of ideas.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu.

CONTACT: Craig Kuehnert, coordinator for student development, University Student Housing, (806) 742-1096, or craig.kuehnert@ttu.edu



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 25, 2009

CONTACT: Leslie Cranford, leslie.cranford@ttu.edu
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Texas Tech School of Law In Top 100 Super Lawyers Ranking

Texas Tech University's School of Law is ranked in the top 100 law schools in the country turning out high-quality lawyers, according to new rankings released this month from Super Lawyers magazine.

The magazine's first annual law school ranking puts Texas Tech at 94, with 542 graduates selected for "super lawyer" status.

"We have always been proud of our graduates and their well-deserved reputation as skilled and ethical practitioners," said Walt Huffman, dean of the law school. "Being ranked among the nation's top 100 law schools in the number of our graduates who have been recognized as 'super lawyers' is certainly external validation of that reputation, and it is extraordinary to me that a law school as young as Texas Tech law has produced so many attorneys who have already attained 'super lawyer' recognition."

According to Bill White, publisher of Super Lawyers, rankings focus on the end product — the quality of lawyers produced by the schools — a factor not taken into account in the other rankings.

"Our process is simple," White said. "We take a snapshot of our lists, which represent the top 5 percent of lawyers in America, and ask, 'Which schools produced these lawyers?' Then we report the results. Our approach is similar to the way baseball crowns a homerun king based on total homeruns without employing a weighted average based on plate appearances."

Visit the Texas Tech page of the Super Lawyer Web site to view all of Texas Tech's "super lawyers."

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



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Nov. 30, 2009

CONTACT: Leslie Cranford, leslie.cranford@ttu.edu
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Texas Tech Celebrates 51st Annual Carol of Lights

[Editor's note: Television live trucks may park along the Engineering Key in front of either the Mass Communications Building or Holden Hall, facing north.]

WHAT: 51st Annual Carol of Lights

WHEN: 6:30 p.m. Wednesday (Dec. 2)

WHERE: Texas Tech University Memorial Circle

EVENT: "Lighting the Path for Tomorrow" is the theme for the 51st annual Carol of Lights.

The festivities will begin at 6:30 p.m. with a carillon performance. The lighting ceremony will begin at 7 p.m. and will include Texas Tech University's Combined Choir and the Texas Tech Trombone Choir performing classic holiday favorites.

The tradition was started by Harold Hinn, who provided the funds to light up the buildings that make up the science quadrangle and the administration building. The event became known as "Christmas Sing," and then evolved into what is now known as the Carol of Lights.

Today, the Carol of Lights utilizes more than 25,000 lights on the 13 buildings around Memorial Circle to create a spectacular holiday display.

The Carol of Lights is free and open to the public.

CONTACT: The Residence Halls Association, (806) 742-2651, rha@ttu.edu or Craig Kuehnert, residence life coordinator and Carol of Lights adviser, (806) 742-1096, or craig.kuehnert@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 30, 2009

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

Texas Tech Administrator Named to National Committee

Valerie Osland Paton, Texas Tech University vice provost for planning and assessment and director of strategic planning, has been elected to the Association of Public Land-grant Universities (APLU) Council on Engagement and Outreach's executive committee.

Paton's election, along with the announcement that Texas Tech has become a sponsoring partner of the National Outreach Scholarship Conference, came at last month's APLU annual meeting in Washington, D.C.

"Texas Tech is quickly becoming a leader in the state and nation in outreach and engagement efforts," said Bob Smith, Texas Tech provost. "Engagement means that our university is using its knowledge and resources to contribute to the public good and enrich the lives of not only our local community, but also the people of the state of Texas, the country and the world."

Engagement and outreach have long been priorities at Texas Tech. In 2006, the university was one of the first 62 institutions and the first university in Texas to earn the Carnegie Foundation's classification for Community Engagement. In 2007 and 2008, the university was named to the Corporation for National and Community Service President's Higher Education Community Service Honor Roll. Texas Tech was one of 20 institutions in the state to receive the 2008 honor.

"Texas Tech was founded on idea that universities and communities can work together to address the most pressing needs of society," Paton said. "The university has a long history of research partnerships that have had world-wide impact and improved the quality of life in Texas, the nation and the world. We are honored that the university is being recognized for its commitment to engagement by the Association of Public Land-grant Universities, Carnegie Foundation, National Outreach Scholarship Conference, and the Community Service Honor Roll. Texas Tech is the only university in Texas to be recognized for its engagement efforts by these four national entities. Earlier this year, Dr. Juan Munoz was appointed vice president of institutional diversity, equity and community engagement to provide leadership for many of these efforts in recognition of our continuing commitment to community partnerships."

Community engagement takes many forms ranging from service learning, where classes as part of their semester's work do projects to benefit non-profit organizations, to researchers working with community leaders and industry to solve a variety of problems such as Texas Tech's Cotton Economics Research Center.

The National Outreach Scholarship Conference will take place in October 2010 at North Carolina State University. The 11th annual conference focuses on the civic connections between universities and their communities and how these connections are made by faculty and students. Discussions range from how research and creative scholarship improve not only the school's local community but also the global community. Texas Tech anticipates hosting the conference in the near future.