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Advisory

FOR IMMEDIATE RELEASE

DATE: April 3, 2006
CONTACT: Scott Slemmons, scott.slemmons@ttu.edu
(806) 742-2136

TEXAS TECH TO HOST FAMILY FUN NIGHT

WHAT: Texas Tech University's Department of Nutrition, Hospitality and Retailing and the Department of Health, Exercise and Sport Sciences will host a Family Fun Night for kids and families at a local Boys and Girls Club to give families a chance to see what their children are learning as part of the Tech Fun Days after-school program.

WHEN: 5:30-6:30 p.m. Tuesday (April 4)

WHERE: Wilson Boys and Girls Club, 3221-59th Street

EVENT: Texas Tech professors and students have been presenting nutrition and physical activity lessons to children attending after-school programs at area Boys and Girls Clubs. Each semester, students from Texas Tech teach classes twice a week for six weeks. Children in the classes rotate between three stations: physical activity, nutrition and snacks.

Children learn about body size differences, ways to identify healthy snacks and ways to be physically active without the use of equipment, team members or even a lot of physical skill.

The classes use hands-on approaches to learning, including learning how to grate carrots to make carrot-whole wheat tortilla wraps and how to use inexpensive items, like beach balls, to be more physically active. The main thing everyone learns is that healthy foods can taste good and that being physically active is fun.

The Family Fun Night activity coincides with the week of April 4 – 8 which is National Boys and Girls Club Week.

CONTACT: Debra B. Reed, Ph.D., professor and Helen DeVitt Jones Chair, Department of Nutrition, Hospitality and Retailing, College of Human Sciences, Texas Tech University, (806) 742-3068, or e-mail debra.reed@ttu.edu.



Advisory

FOR IMMEDIATE RELEASE

April 4, 2006

CONTACT: Suzanna Cisneros Martinez, Suzanna.martinez@ttushc.edu
(806) 743-2143

LUBBOCK BOARD OF HEALTH TO MEET AT TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER

WHAT: The Lubbock Board of Health will meet at the Texas Tech University Health Sciences Center. This provides an opportunity for interested faculty and students to witness how public health issues are addressed and resolved at the community level.

WHEN: 12:30 p.m. Friday (April 7)

WHERE: Health Sciences Center Academic Classroom Building, Room 150

EVENT: The Lubbock Board of Health meeting will include:

1. BOARD OF HEALTH APPOINTMENT TO ADVISORY SELECTION COMMITTEE TO EVALUATE ANIMAL SERVICES SHELTER REQUEST FOR QUALIFICATIONS—Ted Hartman, M.D, chair and Tommy Camden, Health Director
2. UPDATE ON PROPOSED SWIMMING POOL ORDINANCE AND ACTION TAKEN BY CITY COUNCIL—Bridget Faulkenberry, Environmental Health Manager
3. UPDATE ON PANDEMIC INFLUENZA PLANNING BY THE DISEASES IN NATURE AD-HOC COMMITTEE.—Tommy Camden, Health Director
4. DISCUSSION OF THE AMERICAN CANCER SOCIETY'S RELAY FOR LIFE ANNUAL FUNDRAISER AND TAKE APPROPRIATE ACTION—Chris Rogers, Health Department Management Assistant
5. ESTABLISHING A RESIDENCY ROTATION IN COMMUNITY MEDICINE & PUBLIC HEALTH—Ronald Warner, DVM, PhD, Associate Professor; Epidemiologist, Family and Community Medicine, School of Medicine, Texas Tech University Health Sciences Center
6. OPERATIONAL DEFINITION OF A FUNCTIONAL HEALTH DEPARTMENT AS DEFINED BY THE NATIONAL ASSOCIATION OF

COUNTY AND CITY HEALTH OFFICIALS (NACCHO)—Tommy
Camden, Health Director

7. END OF YEAR 2005 SEXUALLY TRANSMITTED DISEASES REPORT,
Vilka Scott, Health Department Disease Intervention Specialist
8. CURRENT COMMUNICABLE DISEASE REPORT—Tigi Ward,
Surveillance Manager



Advisory

FOR IMMEDIATE RELEASE

April 4, 2006

CONTACT: Suzanna Cisneros Martinez, suzanna.martinez@ttuhsc.edu
(806) 743-2143

VIDEO CONFERENCING AND TECHNOLOGY BRING A VIRTUAL PHARMACY TO EARTH

WHAT: Texas Tech University Health Sciences Center will officially launch a telepharmacy project for residents of Earth, a northern Lamb County community with no pharmacy.

WHEN: 2:30 p.m. Wednesday (April 5)

WHERE: Health Sciences Center, 3601 Fourth St., Room 1 A150 (previous medical examiner office location)

EVENT: Residents of Earth can now have prescriptions filled locally via telepharmacy.

When a prescription is written at the clinic, patients can be immediately connected to the pharmacist in Lubbock. Prepackaged drugs, already located in the clinic in a vending type machine, are dispensed remotely by the distant pharmacist. The pharmacist also counsels the patient and answers any questions. The entire transaction takes place in a manner very similar to a retail pharmacy, only the patient and pharmacist see each other on TV screens.

This project is another facet of Health Sciences Center's outreach into rural West Texas.

CONTACT: Suzanna Cisneros Martinez, Office of Communications, (806) 743-2143 or (806) 789-3678.

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Advisory

FOR IMMEDIATE RELEASE

DATE: April 4, 2006

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

GET A STORM SHELTER, BUT GET THE RIGHT ONE

LUBBOCK, TEXAS – As awareness of devastating storms like tornadoes and hurricanes increases, the storm shelter industry is booming. However, homeowners should be aware that not all storm shelters are the same.

Dr. Ernst Kiesling, a professor in the Department of Civil Engineering at Texas Tech University and executive director of the National Storm Shelter Association, urges buyers to look for a seal of the National Storm Shelter Association when they buy a safe room for their home.

This seal verifies that the shelter is in compliance with the association's standard, the most extensive and comprehensive shelter standard available.

Although there are a variety of products available for homes, Kiesling says, many shelters are not being designed by engineers or architects who are familiar with the wind loads present during tornadoes.

The association was created to ensure the highest quality of manufactured and constructed storm shelters to protect people against tornadoes, hurricanes and other natural disasters. Members must have their product tested through certified, independent entities for compliance with association performance standards.

Shelters should be built to standards laid out by the Federal Emergency Management Agency booklet, entitled FEMA 320, Taking Shelter from the Storm. This booklet gives specifications, including the construction plan and estimated cost, for building a safe room inside a house. The booklet can be ordered at <http://www.fema.gov/fima/tsfs02.shtm>.

More information about the association can be found at <http://www.nssa.cc/>. The association's shelter standard, along with brochures indicating what comprises quality in a storm shelter, are presented on the Web site.

Kiesling specializes in debris impact and storm shelter quality. He can speak on the construction and use of residential and community shelters. Kiesling has more than 30

-more-

years of experience in the field documenting debris damage and testing different materials and types of construction.

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.

The center has performed dozens of product tests for an international slate of manufacturers and organizations like the Portland Cement Association, The Engineered Wood Association and DuPont.

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CONTACT: Ernst Kiesling, professor in the Department of Civil Engineering, Texas Tech University, (806) 742-3451, ext. 235, or ernst.kiesling@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 5, 2006

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

742-2136

HOWARD HUGHES UNDERGRADUATE PROGRAM HOLDS STUDENT RESEARCH DAYS AT TEXAS TECH UNIVERSITY

LUBBOCK – Students from five undergraduate research programs at Texas Tech will make 66 presentations on their research projects during the Ninth Annual TTU Student Research Days 2006.

The event will be 2-4 p.m. Friday (April 7) in the Croslin Room of the Texas Tech Library, located at 15th Street and Boston Avenue.

The Howard Hughes Medical Institute Undergraduate Science Education Program at Texas Tech will sponsor the event. Undergraduate student researchers from Sigma Xi, the Honors College, McNair Scholars Program, the College of Agricultural Sciences and Natural Resources and the Howard Hughes program will participate.

“Student Research Days is an event designed to showcase undergraduate students’ ongoing research projects,” said Diana Fabing, HHMI program coordinator. “Other than presenting at TTU Student Research Days, students often publish in peer-review journals and present their research at national and international scientific meetings.”

Texas Tech is the only university in Texas with an active grant from the Howard Hughes Medical Institute. The HHMI program allows students to work side-by-side with faculty research scientists. The grants provide students with new opportunities in research and hands-on science projects.

The \$6.3 million received by Texas Tech from HHMI in 1992, 1994, 1998 and 2002 is the most received by any Texas institution, the second largest by a Big 12 institution and ranks 13th in the nation among research universities.

Dr. John M. Burns, TTU/HHMI program director, started the program in 1992. He will retire shortly after the event.

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CONTACT: Diana Fabing, coordinator of Howard Hughes Medical Institute Undergraduate Science Education Program, (806) 742-2883 ext. 2, or diana.fabing@ttu.edu.

Office of Communications and Marketing

An EEO/Affirmative Action Institution



News Release

FOR IMMEDIATE RELEASE

April 5, 2006

CONTACT: Suzanna Cisneros Martinez, suzanna.martinez@ttushc.edu
(806) 743-2143

VIDEO CONFERENCING AND TECHNOLOGY BRING A VIRTUAL PHARMACY TO EARTH

LUBBOCK – Texas Tech University Health Sciences Center officially launched its second telepharmacy project Wednesday (April 5). Residents of Earth, a community in northern Lamb County that has no pharmacy, can now have prescriptions filled locally and speak with a Health Sciences Center pharmacist in Lubbock via telepharmacy. The state-of-the-art video conferencing system is located at the Earth Medical Clinic, which is operated by Sid Ontai, M.D., of Plainview.

When a prescription is written at the clinic, patients are immediately connected to a Health Sciences Center pharmacist in Lubbock 60 miles away. Prepackaged drugs, already located in the clinic in a vending type machine, are dispensed remotely by the distant pharmacist. The pharmacist also counsels the patient and answers any questions. The entire transaction takes place in a manner very similar to a retail pharmacy, only the patient and pharmacist see each other via TV screens.

Don McBeath, director of telemedicine and rural health at the Health Sciences Center, said the telepharmacy projects are another facet of the university's outreach into rural West Texas.

"Even when we successfully bring a doctor to a community or establish a telemedicine connection, without the immediate availability of getting prescriptions filled, a community remains underserved," McBeath said. "Many communities are not large enough to sustain a full-scale retail pharmacy. This is a great solution. It is a virtual pharmacy."

While mail order or online prescription purchases can be options, there is a delay in receiving the drugs and there is no personal interaction with the pharmacist.

The telepharmacy project in Earth is the second for the Health Sciences Center. The first project was in Turkey in September 2002, which was also the first telepharmacy project in Texas. State law allows a retail pharmacy to establish a video conference telepharmacy site in rural areas with no pharmacy. The concept is relatively new and there are only three other telepharmacy sites in Texas.

The project also will serve to train pharmacy students on long-distance pharmacy systems in rural areas and as a test site for telepharmacy operating models. Charles F. Seifert, Pharm.D., regional dean for the School of Pharmacy in Lubbock, said the school is the first in the United States that requires a telepharmacy and a rural clerkship.

“Telepharmacy provides the opportunity for pharmacists to work together with physicians and other health care providers, and gives them a first-hand view of the needs of rural communities,” Seifert said.

He added that the telepharmacy project in many ways could provide a higher quality of care for the rural residents. “With this project, the pharmacist has the patient’s medical records present and can provide an improved evaluation of the patient’s regimen, as well as answer any questions the patient may have regarding their medications,” said Seifert.

Texas Tech University Health Sciences Center, along with the Merck Foundation, provides funding for the Earth project. Telepharmacy Solutions of Vernon Hills, Ill., donated the prescription dispensing equipment.



FOR IMMEDIATE RELEASE

Date: April 5, 2006

CONTACT: Michael Castellon, m.castellon@ttu.edu

**FORMER ENRON EXEC, WHISTLEBLOWER TO BE
FEATURED SPEAKER AT ETHICS CONFERENCE**

LUBBOCK – Lynn Brewer, a key whistleblower to illegal and corrupt dealings within Enron, will speak Thursday at an ethics conference hosted by Texas Tech University.

The Rawls College of Business, the School of Law, the College of Engineering Dean's Council, the Murdough Center for Engineering Professionalism, and the National Institute for Engineering Ethics are sponsors of Ethics Day 2006 - Do the Right Thing: A Campus Conversation on Ethics. The event will run from 2 p.m. to 5 p.m. Thursday, April 6, at the Lubbock Municipal Auditorium. Admission is free and open to the public.

Brewer is author of "Confessions of an Enron Executive: A Whistleblower's Story," a riveting account of her career at Enron and her decision to blow the whistle. Brewer will speak from 3:30 p.m. to 5:00 p.m.

Also speaking will be Judge Royal Furgeson of the U.S. Western District of Texas, hosted by the School of Law, and Don Cash, former chairman and CEO of the Board of Questar Corporation, hosted by the College of Engineering.

Cash serves on the boards of Questar Corporation and one subsidiary, Zions Bancorporation. He is a former trustee of the Salt Lake Organizing Committee for the 2002 Olympic Winter Games.

Furgeson served in the U.S. Army after receiving his law degree from the University of Texas School of Law, attaining the rank of Captain and earning a Bronze Star for Meritorious Service. He has received numerous awards for his significant contributions as federal judge, lawyer, humanitarian, and community servant. Recent awards include the Jurist of the Year Award and the American Bar Association Spirit of Excellence Award, given by the ABA Commission on Racial and Ethnic Diversity. He was nominated to the bench by President Clinton in 1993, and confirmed by the Senate in 1994.

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CONTACT: Randi Rives, business assistant, Rawls College of Business, (806) 742-3940, randi.rives@ttu.edu



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 5, 2006

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

TEXAS TECH UNIVERSITY SURVEY FINDS TEXANS WILLING TO PAY MORE TAXES FOR EDUCATION, STOPPING ILLEGAL IMMIGRATION

LUBBOCK – Texans will pay more taxes to maintain education and health care programs at current levels and to fund programs that prevent illegal immigration, but they want lawmakers to cut spending as well, according to a Texas Tech University statewide survey.

Those issues were three of many topics broached by a Texas citizens' survey done by Texas Tech University's Earl Survey Research Laboratory and political science students. The survey, conducted during the fall and spring semesters, queried citizens on issues such as redistricting, crime and legalizing gambling.

"Of what people selected as the most important issue, education ranks the highest," said Dennis Patterson, associate professor of political science who conducted the survey's statistical analysis. "The second most interesting thing is that 74 percent of the people are actually willing to raise sales taxes a quarter penny in order to maintain current levels for education and health care. This is a conservative state, but people are willing to pay for education and health care. I think that's the message of that survey."

This finding contrasts with the 72 percent of citizens who said the state should deal with budget problems by cutting spending rather than increasing revenues, Patterson said.

Illegal immigration also was an issue for many Texans, with 51.9 percent thinking that illegal immigration should be a high priority for lawmakers. A federal tax increase to fund programs geared toward preventing illegal immigration was acceptable to 52.4 percent.

The telephone survey was performed by students in the Department of Political Science's Introduction to Political Analysis class. Students used experts at the Earl Survey Research Laboratory to help them develop and conduct the survey. Between 500 and 1,100 citizens were polled on various parts. The results are accurate within a three- to five-percent margin.

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Other statistics include:

- 80.3 percent of respondents indicate that education should be a high priority for the state's lawmakers; 54.8 percent of respondents indicated that crime should be a high priority.
- 50.4 percent of Texans believe that the 2003 redistricting effort was fair.
- On the matter of illegal immigration, 51.3 percent of Texans believe that children of illegal immigrants should automatically receive U.S. citizenship.
- Texans support legalizing casino gambling to fund public education. 41.7 percent say they support such a proposal and 20.0 percent say they'd strongly support it.
- 75.8 percent of Texans strongly favor increasing sales taxes on cigarettes and liquor in order to maintain education and health care programs at current levels.

For more information on the survey, visit www.ttu.edu/~esrl.

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CONTACT: Dennis Patterson, assistant professor of political science, (806) 742-4081 or dennis.patterson@ttu.edu; Craig Goodman, assistant professor of political science, (806) 742-0167 or craig.goodman@ttu.edu; Brian Cannon director of Earl Survey Research Laboratory, (806) 742-4851 or b.cannon@ttu.edu.



TEXAS TECH UNIVERSITY
HEALTH SCIENCES CENTER
at Amarillo

n e w s r e l e a s e

Texas Tech University Health Sciences Center
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Amarillo, Texas 79106
806.354.5412
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FOR IMMEDIATE RELEASE

DATE: April 5, 2006

CONTACT: Cinda Courtney - cinda.courtney@ttuhsc.edu.

**TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER AT AMARILLO
NAMES SCHOOL OF MEDICINE INTERIM REGIONAL DEAN**

AMARILLO - J. Rush Pierce, Jr., M.D., M.P.H., associate professor in the Department of Internal Medicine at Amarillo, today was named the interim regional dean for the Texas Tech University Health Sciences Center School of Medicine at Amarillo.

Steven Berk, M.D., regional dean at Amarillo and newly-appointed dean of the School of Medicine in Lubbock, is pleased to announce the appointment of Pierce, a faculty member who also serves as chief of the Division for Preventive Medicine for the Amarillo campus.

"Dr. Pierce is one of our most outstanding teachers, an excellent physician and an individual who is highly respected in the community," said Berk. "In the next few weeks, we will appoint a search committee and begin a national search to recruit a new regional dean."

A native Texan, Pierce graduated with an undergraduate degree in chemistry from Southern Methodist University in Dallas. He obtained his medical degree in 1977 from the University of California, San Francisco, where he was elected to Alpha Omega Alpha Honor Medical Society. He completed his residency at Vanderbilt University Medical Center in Nashville, Tennessee and later received his masters in public health from the Medical College of Wisconsin.

Pierce has served as the local health authority for the Amarillo Bi-City County Health District since 1995. In 1997, he received the James E. Peavy Memorial Award from the Texas Public Health Association for distinguished contributions to public health in Texas.

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Page 2/Pierce named interim regional dean

His research interests include organizational issues of local public health departments, and population-based strategies for control of communicable diseases and poor health behaviors. Pierce is board certified in internal medicine, geriatrics, general preventive medicine and public health.

“I am flattered that Dr. Berk thinks me capable, and I am honored to serve the School of Medicine at Amarillo in this capacity. I will do my best to continue the great tradition of excellence that Dr. Berk has brought to Amarillo,” said Pierce.

Berk said Pierce will begin his term as interim regional dean in August 2006.

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: April 6, 2006

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

TEXAS TECH BUILDING TO BE NAMED FOR GORDON DAVIS

- WHAT: Building-naming ceremony
- WHEN: 4-5:30 p.m. April 7
- WHERE: Gordon W. Davis Meat Science Laboratory (next to the Animal Science Building on the corner of Main Street and Indiana Avenue)
- EVENT: Texas Tech University's meat science laboratory will be named in honor of Gordon W. Davis, a Lubbock businessman and leader in the development of multimedia textbooks.

Davis, a former Texas Tech professor, created a \$500,000 Gordon W. Davis Meat Science Enhancement Endowment earlier this year. Funds generated by the endowment will maintain facility equipment and support teaching, outreach and research activities.

In a separate show of support, Davis recently donated an additional \$500,000 to create the Gordon W. Davis Endowed Chair, a new faculty position in Tech's Department of Animal and Food Sciences. This gift was matched by the Regents' Faculty Endowment Program. Funds generated by the \$1 million endowment will be used to recruit a faculty member with nationally recognized skills in meat science and muscle biology. Additionally, the funds will help support the chair holder's teaching, research and outreach programs in these areas.

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Contact: Scott Cooksey, director of development and external relations, (806) 742-2802; scott.cooksey@ttu.edu



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: April 6, 2006

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

CONOCOPHILLIPS PRESENTS \$250,000 GIFT

WHAT: Check presentation

WHEN: 3 p.m. Friday (April 7)

WHERE: The Red Raider Lounge in the Texas Tech Student Union

EVENT: Phil Frederickson, executive vice president of ConocoPhillips, and other company representatives will present a \$250,000 gift to Texas Tech University.

The donation will provide student and program support for the President's Office, College of Engineering, Rawls College of Business and Career Center.

CONTACT: **Diana Harrison, unit coordinator, College of Engineering**, (806) 742-3451, or diana.harrison@ttu.edu.

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FOR IMMEDIATE RELEASE

Date: April 6, 2006

CONTACT: Michael Castellon, m.castellon

**RAWLS COLLEGE OF BUSINESS CAREER MANAGEMENT CENTER
EARNS BLACK AND DECKER CAMPUS ACHIEVEMENT AWARD**

LUBBOCK – The Texas Tech Rawls College of Business Career Management Center has earned the Black and Decker Campus Achievement Award for its preparation of quality business graduates.

The company actively recruits on more than 35 campuses nationwide. The Black and Decker Campus Achievement Award is given to the top five colleges from that list. This award represents campus performance for 2005.

“To be recognized with this honor from such an esteemed corporation speaks volumes about the quality of our faculty, staff and students,” said Rawls College of Business Dean Allen T. McInnes. “The Career Management Center plays an integral role in preparing our students for success in business, and this award further underscores the quality of work they do in preparing the next generations of business leaders.”

The center’s mission is to recruit leading companies to the Rawls College of Business and promote the hiring of students for internships and full-time positions. The center also provides students with professional development training.

Black and Decker is a global manufacturer and marketer of quality power tools and accessories, hardware and home improvement products, and technology-based fastening systems. The company’s products and services are marketed in more than 100 countries, and it has manufacturing operations in 11 countries.

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CONTACT: Randi Rives, business assistant, Rawls College of Business, (806) 742-3940, or randi.rives@ttu.edu



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 6, 2006

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

FESTIVAL 2006 RAISES \$76,544 FOR PUBLIC TELEVISION

LUBBOCK-- Texas Tech University's educational television station, KTXT-TV Channel 5, the Public Broadcasting (PBS) affiliate for the South Plains, raised \$76,544 from 624 contributors during "Festival 2006," the annual spring fundraising drive for the station.

Funds raised during the March 4-19 festival go directly to the acquisition and broadcast of quality television programming.

"The viewers of the South Plains responded again with their generosity and reaffirmed the importance of supporting a vital community resource," said Tim Chambers, KTXT-TV development officer.

Station officials had set a goal of \$100,000 for Festival 2006 and welcome membership donations anytime. Contributions can be made by calling 742-2209 during normal business hours, or by going online at www.ktxt.org, or by mail to KTXT-TV, Box 42161, Lubbock, TX 79409-2161.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 7, 2006

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

DISTINGUISHED ENGINEERING ALUMNI HONORED

LUBBOCK – The Texas Tech College of Engineering will honor three alumni Friday during its 40th Annual Distinguished Engineer Awards Ceremony.

The recipients will be honored for making significant societal accomplishments and bringing credit to both Texas Tech and the engineering profession. They are nominated and selected based on factors such as their integrity, stature, professional distinction, areas of interest outside of engineering and ability to inspire others.

This year's recipients are:

- Ajay M. Marathe, of Bangalore, India, who graduated in 1983 with a Master of Science in industrial engineering. He is corporate vice president and president of Advanced Micro Devices India.

Marathe grew up in Bombay, India and received his Bachelor of Engineering degree in production engineering from Victoria Jubilee Tech Institute in India.

He began his career with chip maker Advanced Micro Devices in Sunnyvale, Calif., as an industrial engineer and has worked in many capacities for the company. He now is a member of Advanced Micro Devices' Senior Executive Committee and has been named twice as one of the top 25 executives in India by CRN Magazine, a technology trade magazine.

- Jerry L. Morgensen, of Greeley, Colo., who graduated in 1965 with a Bachelor of Science in civil engineering. He is chairman and chief executive officer for Hensel Phelps Construction Co., the 18th largest general contractor in the nation and the largest Colorado-based general contractor.

Morgensen was born in Lubbock and raised in Brownfield. He began his professional career with E.I. DuPont Construction Division as a field engineer and was hired by Hensel Phelps Construction Co. in 1973. He was elected vice president in 1980, became president in 1985, CEO in 1989, and the first Chairman in 2005.

Under Morgensen's leadership, the company has grown from \$550 million in annual construction to more than \$2 billion.

- Travis A. Simpson, of Greensboro, N.C., who graduated in 1981 with a Bachelor of Science in electrical engineering. He is vice president of Dell Inc.'s North Carolina operations.

Simpson was born at Johnson Air Force Base near Tokyo, Japan. He began his career as a field engineer for Schlumberger Well Services in Levelland and eventually joined Dell Inc. in 2000.

In 2005 Simpson was given the task of starting up Dell's largest and most technically advanced manufacturing facility located in Winston-Salem, N.C. As vice president, Simpson is responsible for all operational aspects of the 750,000 square-foot facility.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: April 7, 2006
CONTACT: Sally Logue Post, sally.post@ttu.edu
806-742-2136

TEXAS TECH TO RECEIVE GRANT

WHAT: News conference with Lt. Gov. David Dewhurst and State Sen. Robert Duncan to announce a substantial three-year grant from the Texas High School Project to the College of Education and the Rawls College of Business Administration

WHEN: 1 p.m., Monday (April 10)

WHERE: 2nd floor Sitton-Burkhart Reading Room of the Texas Tech Education Building at 18th Street and Flint Avenue

EVENT: The grant will fund a joint effort between the two colleges for a pilot High School Principal Certification Program. The program will train principals and assistant principals to lead urban high schools with a high percentage of economically disadvantaged students.

The colleges will work with area school districts in a collaborative partnership. Lubbock Independent School District has committed time, money and personnel to this project. Texas Tech will commit an additional \$195,000 in student scholarships.

The grant is part of a large initiative of \$260 million funded by the Bill and Melinda Gates Foundation, the Michael and Susan Dell Foundation, the State of Texas and other private donors through the Communities Foundation of Texas.

CONTACT: Sally Logue Post, director of communications and broadcast media, Office of Communications and Marketing, (806) 742-2136.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 7, 2006

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

TEXAS TECH BUILDING NAMED FOR GORDON DAVIS

LUBBOCK -- Texas Tech University's meat science laboratory building was named in honor of Gordon W. Davis, a Lubbock businessman and leader in the development of multimedia textbooks.

Davis, a former Tech professor, earlier this year created a \$500,000 Gordon W. Davis Meat Science Enhancement Endowment. Funds generated by the endowment will maintain facility equipment and support teaching, outreach and research activities.

"It's all about the kids," Davis said. "I support Texas Tech University because of the students, particularly the meat science association students. In the past 25 years they have exemplified the pursuit of excellence to a degree that I have not witnessed at any other institution."

Marvin Cepica, dean of Texas Tech's College of Agricultural Sciences and Natural Resources, made the announcement Friday (April 7) during a ceremony at the building that will bear Davis' name.

Tech's Meat Science Laboratory is a state-of-the-art facility for the study of meat science and muscle biology, said Markus Miller, who holds the San Antonio Livestock Show Distinguished Chair in Meat Science at Texas Tech. Located adjacent to the university's new \$17 million Animal and Food Sciences building, the 25,000 square-foot structure includes classrooms, laboratories, coolers, processing areas and a smokehouse.

In a separate show of support, Davis recently donated an additional \$500,000 to the university to create the Gordon W. Davis Endowed Chair, a new faculty position in Tech's Department of Animal and Food Sciences. This gift was matched by the Regents' Faculty Endowment Program. Funds generated by the \$1 million endowment will be used to recruit a faculty member with nationally recognized skills in meat science and muscle biology. Additionally, the funds will help support the chair holder's teaching, research and outreach programs in these areas.

"I'm very pleased to be involved in the naming of this building in honor of one of this university's truly great supporters," Cepica said. "Gordon Davis' life exemplifies the college's values of education, community and family."

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Office of Communications and Marketing

An EEO/Affirmative Action Institution

Today, Davis serves as CEO and founder of CEV Multimedia, which produces multimedia textbooks for curriculums in seven subject areas, including agriculture, business, biology, family and consumer sciences, marketing, trade and industry and careers.

Prior to founding CEV in 1984, Davis worked in research, teaching, and public service in the area of meat science and muscle biology. During his 21-year teaching career, he was a high school agricultural science teacher, Texas A&M University instructor, assistant professor at the University of Tennessee, and an associate professor in the Animal Science Department at Texas Tech.

“Gordon Davis has a visionary talent that allows him to see the marriage of education and new technologies,” Cepica said. “He has an unyielding entrepreneurial spirit, and we certainly appreciate his leadership and support.”

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Contact: Scott Cooksey, director of development and external relations, (806) 742-2802; scott.cooksey@ttu.edu



News Release

FOR IMMEDIATE RELEASE

DATE: April 10, 2006
CONTACT: Sheila Allee, sheila.allee@ttu.edu
806-742-2136

TEXAS TECH TO RECEIVE STATE GRANT TO TRAIN PRINCIPALS

LUBBOCK -- Texas Tech University Monday received a \$400,000 grant from the Texas High School Project to establish a pilot High School Principal Certification Program.

The new program is a cooperative effort between the College of Education and the Rawls College of Business Administration. It is designed to train principals and assistant principals to lead urban high schools with a high percentage of economically disadvantaged students.

Texas Lt. Gov. David Dewhurst, State Sen. Robert Duncan and John Fitzpatrick, executive director of the Texas High School Project at Communities Foundation of Texas, will present the grant. This grant is part of a larger public/private \$260 million initiative funded by the State of Texas, the Bill and Melinda Gates Foundation, the Michael and Susan Dell Foundation, and other private donors through the Communities Foundation of Texas.

"This grant is a strong representation of Lt. Gov. Dewhurst's vision for investing in Texas' school children," said Duncan. "Texas Tech is among the top universities seeking innovative ways to prepare students for the future, and we look forward to this program's many successes."

The program will accept three groups of five students. The first group will be made up of five candidates to be selected from Lubbock Independent School District. Texas Tech University will commit an additional \$195,000 in scholarships.

"This new program complements the many other partnerships that the university already has in place with public schools around the state," said Jon Whitmore, president of Texas Tech University. "Lt. Gov. Dewhurst's foresight in creating opportunities for innovative university partnerships will help us to train administrators who can make a difference."



FOR IMMEDIATE RELEASE

Date: April 10, 2006

CONTACT: Michael Castellon, m.castellon@ttu.edu

**TEXAS TECH LAW RANKED AMONG THE BEST
IN LATEST EDITION OF U.S. NEWS & WORLD REPORT**

LUBBOCK – Two Texas Tech School of Law programs have been ranked among the nation's best, according to a U.S. News & World Report ranking of America's best graduate schools.

In a survey of lawyers, judges and law school professors throughout America, the Texas Tech School of Law was ranked 14th among the nation's 191 accredited law schools in trial advocacy preparation and 23rd among the nation's legal writing programs.

"I'm very pleased at this national recognition for the quality of our law school, its faculty and its graduates," Huffman said. "These national rankings reflect a well-recognized appreciation of the Texas Tech law programs among those in our region who know us best. I expect these rankings to rise even higher as legal professionals on the East and West Coasts become better informed concerning the excellence and accomplishments of our relatively young law school."

The rankings were in the April 2006 issue of the magazine.

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



FOR IMMEDIATE RELEASE

Date: April 10, 2006

CONTACT: Michael Castellon, m.castellon@ttu.edu

**DISTINGUISHED ALUMNI, FRIENDS OF
COLLEGE OF EDUCATION ANNOUNCED**

LUBBOCK – Texas Tech College of Education officials have announced the selection of the college's Distinguished Alumni and Friends of Education Award for 2006. The awards are given for outstanding achievement in education and other professions.

Distinguished alumni for 2006 are:

- Dr. Michael Hinojosa - general superintendent of the Dallas Independent School District. Hinojosa received a bachelor's of science in education in 1979.
- Dr. Luther Clegg – Professor Emeritus of Education, Texas Christian University. Clegg received a master's in education in 1961 and a doctorate in education in 1968.

Friend of Education recognition is conferred on individuals who have demonstrated a long-term commitment to the advancement of education and have supported the college through various means.

The Friends of Education named for 2006 are:

- Jack Booe of Lubbock
- Don and Kay Cash of Lubbock
- Bob and Dana Craig of Lubbock

All award recipients will be honored April 21 at the college's Annual Alumni & Community Awards Dinner.

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CONTACT: Karen Jacobsen, director of public relations, College of Education, Texas Tech University, (806) 742-1998, ext. 455; karen.jacobsen@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 10, 2006

CONTACT: Scott Slemmons, scott.slemmons@ttu.edu
(806) 742-2136

TEXAS TECH UNIVERSITY UNVEILS NEW MOROLES ARTWORK

LUBBOCK – Texas Tech University's Public Art Collection and Program have installed a new sculpture by Texas sculptor Jesús Moroles.

"Square Spiral Arch: A Portal of Discovery" was commissioned especially for the university's Experimental Sciences Building in 2002 and recently completed. It features a circular arch with lines of texture that radiate outwards. A contrasting, highly polished rectangular path cuts through the center of the arch.

"The circle and square motif serves as a visual metaphor for heaven and earth," said Cecilia Carter Browne, public art manager for the Texas Tech University System. "The contrasting textures represent man and nature within the artist's visual lexicon."

"Moroles works with a formal assemblage of shapes, patterns, lines, and textures in granite," Carter Browne said. "With power diamond saws, drills and grinders, as well as traditional hand tools, the sculptor slices, splits, chips, burns, grinds and polishes the granite to produce contrasting results in texture and form. Passersby will see these dynamic elements shift with the light and shadow produced by the time of day and season."

The one-of-a-kind granite sculpture is 24 feet tall and 31 feet wide, making it the largest of Moroles' sculptures for university campuses.

Moroles' companion piece for "Square Spiral Arch" is called "Lapstrake." It was installed north of the Mass Communications building at Texas Tech in March 2005.

Texas Tech's Public Art Program is funded through what is known as a percent-for-art funding structure. The university allocates 1 percent of the estimated total cost of each new construction project and each repair and rehabilitation project that exceeds \$500,000 for the acquisition of public art. An additional 1 percent is set aside for landscape enhancements.

CONTACT: Cecilia Carter Browne, public art manager, Texas Tech University,
(806) 742-1170, extension 319, or e-mail cecilia.carter@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: April 10, 2006

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

TEXAS TECH TO HONOR OUTSTANDING FACULTY

WHAT: Annual Faculty Honors Convocation

WHEN: 3:30 p.m. Tuesday (April 11)

WHERE: Human Sciences Building, Room 169, on the Texas Tech campus

EVENT: Jon Whitmore, president of Texas Tech University, and Bill Marcy, TTU provost, will present a series of awards recognizing outstanding teaching and research.

Among the awards to be present are the President's Academic Achievement Award to three faculty members who have demonstrated distinction in teaching, research and service. Also to be presented are the President's Excellence Awards in both teaching and research, the Texas Tech Alumni Associations New Faculty Awards, the Texas Tech Association of Parents faculty awards and the President's Book Awards.

CONTACT: Sally Logue Post, director of communications and broadcast media, Office of Communications and Marketing, (806) 742-2136.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 10, 2006

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

ACADEMY OF PETROLEUM ENGINEERS INDUCTS THREE NEW MEMBERS

[EDITOR'S NOTE: An individual in this release is from your area. Photos of the distinguished alumni are available electronically.]

LUBBOCK – The Texas Tech University Academy of Petroleum Engineers inducted three new members Thursday (April 6).

The academy was created in 1994 by the Texas Tech Department of Petroleum Engineering to recognize petroleum engineering graduates and other industry professionals who have made significant contributions to the profession and also to encourage and inspire current students to achieve success in their fields.

This year's inductees are:

- Joe Feagan, owner of Feagan Energy Inc. and Feagan Gathering Co. Feagan was born in Muleshoe and received a Bachelor of Science degree in petroleum engineering from Texas Technological College in 1960.

He began his career as a gas engineer with Texaco Inc. Since 1980, he has created both Feagan Energy Inc. and Feagan Gathering Co.

- Johnny W. Mulloy, president and majority stockholder of J. W. Mulloy Associates Inc. Mulloy was born in Lubbock and attended school in Dublin. He received a Bachelor of Science in petroleum engineering from Texas Technological College in 1960 after serving in the U.S. Navy and began his career working for Texaco Inc.

In 1974, Mulloy entered the consulting business with Foy Boyd Associates Inc., a company providing technical expertise and on-site supervision relating to drilling, completion and operation of oil and gas properties. He acquired the major interest in the operation in 1983 and the name was changed to J. W. Mulloy Associates Inc.

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Office of Communications and Marketing

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- Howard W. Swaim. Swaim, born in Wichita Falls, received a Bachelor of Science in petroleum engineering with a geology option from Texas Technological College in 1943.

Swaim served in the U.S. Army Air Corps and began his career in 1946 working for Conoco Inc., where he eventually was named Senior Engineering Professional by Conoco Inc.'s corporate executive management. He retained that title until his retirement in 1985.

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CONTACT: Diana Harrison, unit coordinator, College of Engineering, (806) 742-3451, or diana.harrison@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 10, 2006

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

DISTINGUISHED ENGINEERING ALUMNI HONORED

[EDITOR'S NOTE: An individual in this release is from your area. Photos of the distinguished alumni are available electronically.]

LUBBOCK – The Texas Tech College of Engineering honored three alumni Friday (April 7) during its 40th Annual Distinguished Engineer Awards Ceremony.

The recipients were honored for making significant societal accomplishments and bringing credit to both Texas Tech and the engineering profession. They are nominated and selected based on factors such as their integrity, stature, professional distinction, areas of interest outside of engineering and ability to inspire others.

This year's recipients are:

- Ajay M. Marathe, of Bangalore, India, who graduated in 1983 with a Master of Science in industrial engineering. He is corporate vice president and president of Advanced Micro Devices India.

Marathe grew up in Bombay, India and received his Bachelor of Engineering degree in production engineering from Victoria Jubilee Tech Institute in India.

He began his career with chip maker Advanced Micro Devices in Sunnyvale, Calif., as an industrial engineer and has worked in many capacities for the company. He now is a member of Advanced Micro Devices' Senior Executive Committee and has been named twice as one of the top 25 executives in India by CRN Magazine, a technology trade magazine.

- Jerry L. Morgensen, of Greeley, Colo., who graduated in 1965 with a Bachelor of Science in civil engineering. He is chairman and chief executive officer for Hensel Phelps Construction Co., the 18th largest general contractor in the nation and the largest Colorado-based general contractor.

Morgensen was born in Lubbock and raised in Brownfield. He began his professional career with E.I. DuPont Construction Division as a field engineer and was hired by Hensel Phelps Construction Co. in 1973. He was elected vice

president in 1980, became president in 1985, CEO in 1989, and the first Chairman in 2005.

Under Morgensen's leadership, the company has grown from \$550 million in annual construction to more than \$2 billion.

Travis A. Simpson, of Greensboro, N.C., who graduated in 1981 with a Bachelor of Science in electrical engineering. He is vice president of Dell Inc.'s North Carolina operations.

Simpson was born at Johnson Air Force Base near Tokyo, Japan. He began his career as a field engineer for Schlumberger Well Services in Levelland and eventually joined Dell Inc. in 2000.

In 2005 Simpson was given the task of starting up Dell's largest and most technically advanced manufacturing facility located in Winston-Salem, N.C. As vice president, Simpson is responsible for all operational aspects of the 750,000 square-foot facility.



News Release

FOR IMMEDIATE RELEASE

April 11, 2006

CONTACT: Angila M. Faison, Angila.faison@ttuhsc.edu

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Cell: (806) 787-3026

TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER PRESIDENT ACCEPTS COLORADO POSITION

LUBBOCK –Texas Tech University Health Sciences Center President M. Roy Wilson, M.D., M.S., has accepted the chancellor position of the newly consolidated University of Colorado at Denver and Health Sciences Center (UCDHSC).

Wilson announced to the Health Sciences Center faculty, staff and students that he will leave his position with the Health Sciences Center on July 1. An interim president will be named and a presidential search committee will be formed by Texas Tech University System Interim Chancellor Donald Haragan, Ph.D., and the Texas Tech University System Board of Regents at a later date.

“I have had the opportunity to work with exceptional faculty, staff and students here at the Health Sciences Center,” Wilson said. “And serving as president during these last three years has been a tremendous privilege. This university has a wealth of knowledge and expertise in its faculty and staff, and the students are great. My wife Suzanne and I will miss our association with all of you here in Lubbock and the wonderful West Texas community.

“During our time here, the university and community accepted and supported my vision for advancing academics and research at the Health Sciences Center, and for this I am deeply grateful,” Wilson said.

Haragan said Wilson brought a new vision and vitality to the Health Sciences Center. “He has achieved many things including working to reduce health disparities in our community, increasing the availability of health care education to more students and taking the lead in the establishment of a four-

Office of Communications and Marketing

year medical school in El Paso. He will be missed by the Texas Tech family,” Haragan said.

Wilson, an ophthalmologist, began his term as president of the Texas Tech University Health Sciences Center June 9, 2003. He earned his medical degree in 1980 from the Harvard Medical School and his master of sciences in epidemiology in 1990 from the University of California at Los Angeles. He completed his residency in ophthalmology at the Massachusetts Eye and Ear Infirmary at the Harvard Medical School and an internship in internal medicine at the Harlem Hospital Center in New York City. He also completed a fellowship in glaucoma at the Massachusetts Eye and Ear Infirmary.

Wilson said he is excited about the possibilities this new endeavor brings, particularly with the consolidation of the two Colorado universities.

“The University of Colorado at Denver aspires to be the premier urban research university in the country, and the Health Sciences Center is among the top public health sciences centers in the nation,” Wilson said. “The prospect of shepherding the UCDHSC as it consolidates the two cultures and missions of these universities is extremely attractive to me because of the opportunities it presents in shaping higher education, research and health care in the state of Colorado and the nation.”

The University of Colorado is a three-campus system with campuses in Boulder and Colorado Springs, and a Denver and Health Sciences Center campus located in Denver and at the former Fitzsimons Army Base in Aurora.

The University of Colorado at Denver and Health Sciences Center is home to a full range of undergraduate programs and graduate degree programs. The downtown Denver location puts it at the heart of Colorado’s capitol. The burgeoning Fitzsimons campus in Aurora puts the university on the forefront of biotechnology development and innovation.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 11, 2006

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

TEXAS TECH HONORS OUTSTANDING FACULTY

LUBBOCK – Dozens of Texas Tech University faculty members were honored today for their quality teaching and research during the annual Faculty Honors Convocation.

“It is a pleasure to honor some of our outstanding faculty members,” said Jon Whitmore, president of Texas Tech University. “We have an excellent faculty, and that makes the award decisions difficult. These fine men and women are a key reason that Texas Tech continues to grow in stature and academic reputation.”

The awards focus on teaching, research and service, the core missions of the university.

“These awards are an indication of the quality faculty members who are teaching our students, discovering new knowledge through their research and working within our community, state and world to find solutions to the challenges facing society,” said Bill Marcy, provost of Texas Tech University.

The Texas Tech Alumni Association and the Texas Tech Association of Parents also presented annual awards.

Receiving the President’s Academic Achievement Awards, which go to three faculty who have demonstrated distinction in teaching, research and service, are: Peter Dotray of the College of Agricultural Sciences and Natural Resources; David Larmour, the College of Arts and Sciences; and William Dukes, the Rawls College of Business Administration.

Winners of the President’s Excellence in Teaching Awards are: Dotray, in the College of Agricultural Sciences and Natural Resources; Hendrika Buelinckx, College of Architecture; Lauren Gollahon, Comfort Pratt, George Williams and Lee Cohen, all of the College of Arts and Sciences; Jeffery Mercer, Rawls College of Business Administration; William Lan, College of Education; Ted Wiesner, College of Engineering; Dorothy Bagwell, College of Human Sciences; Jorge Ramirez, School of Law; Roger Saathoff, College of Mass Communications; and John Gilbert, College of Visual and Performing Arts.

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Office of Communications and Marketing

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Faculty Awards/Page 2

Receiving the President's Outstanding Research Award are: Richard Zartman, College of Agricultural Sciences and Natural Resources; Ben Shacklette, College of Architecture; Michelle Pantoya, College of Engineering; Michael O'Boyle, College of Human Sciences; Susan Saab Fortney, School of Law; Michael Parkinson, College of Mass Communications; and Karl Dent, College of Visual and Performing Arts.

The President's Book Awards, given to outstanding faculty authors, went to: Philip Dennis, Department of Sociology, Anthropology and Social Work; Dorothy Chansky, Department of Theatre and Dance and William Wenthe, Department of English.

The Texas Tech University Teaching Academy Departmental Excellence in Teaching Award went to the Department of Biological Sciences.

The Texas Tech Alumni Association New Faculty Awards went to: Gad Perry, College of Agricultural Sciences and Natural Resources; Bennett Neiman, College of Architecture; Aliza Wong, College of Arts and Sciences; Donna Davis, Rawls College of Business Administration; Jennifer Wilhelm, College of Education; Audra Morse, College of Engineering; Don Collier, College of Human Sciences; Angela Laughlin, School of Law; Gary Miller, School of Mass Communications; and Kathryn Barnes-Burroughs, College of Visual and Performing Arts.

The Texas Tech Association of Parents presented four awards: the Bernie E. Rushing, Jr. Faculty Distinguished Research Award was presented to W. David Nes, College of Arts and Sciences; the Faculty Distinguished Leadership Award to Carleton Phillips, College of Arts and Sciences; the Hemphill Wells New Professor Excellence in Teaching Award to Audra Morse, College of Engineering; and the Spencer A. Wells Faculty Award for Creativity in Teaching to Tanja Karp, College of Engineering.

Ellen Peffley, in the Department of Plant and Soil Sciences, winner of the Chancellor's Council Distinguished Teaching Award and James Dickens, in the Department of Electrical and Computer Engineering, winner of the Chancellor's Council Distinguished Research Award also were recognized.

Newly designated Paul Whitfield Horn Professors, Michael Galyean of the College of Agricultural Sciences and Natural Resources and James Watkins of the College of Architecture were recognized along with previous Horn Professor designees. The Horn Professorship is the highest honor that can be bestowed on Texas Tech faculty.

Certificates were also presented to newly retired faculty members who have been given emeritus status.



TEXAS TECH UNIVERSITY SYSTEM

News Release

FOR IMMEDIATE RELEASE

April 11, 2006

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

**STATEMENT FROM TEXAS TECH UNIVERSITY SYSTEM INTERIM
CHANCELLOR DONALD HARAGAN REGARDING THE RESIGNATION OF
TTU HEALTH SCIENCES CENTER PRESIDENT M. ROY WILSON**

LUBBOCK – The following is a statement from Dr. Donald Haragan, interim chancellor of the Texas Tech University System, regarding the announcement that Health Sciences Center President M. Roy Wilson, M.D., M.S., is to become chancellor of the newly consolidated University of Colorado at Denver and Health Sciences Center:

“Roy Wilson brought a new vision and vitality to the Health Sciences Center. He has achieved many things, including working to reduce health disparities in our community and increasing the availability of health care education to more students. He has placed a renewed emphasis on medical research and has taken the lead in creating a four-year medical school in El Paso. He also deserves praise for securing the Rural Health EXPORT Grant.

“Under his leadership, the Health Sciences Center raised \$38 million and a new pharmacy school program in Abilene was launched. Dr. Wilson will be missed by the Texas Tech family and we wish him well as he accepts new challenges in Denver.”



Advisory

FOR IMMEDIATE RELEASE

DATE: April 12, 2006

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

ENDOWED CHAIR TO BE CREATED IN WILDLIFE MANAGEMENT

- WHAT: Endowment announcement
- WHEN: 11:30 a.m. Thursday (April 13)
- WHERE: The Merket Alumni Center at the corner of Boston Avenue and the Drive of Champions
- EVENT: Texas Tech University's Department of Range, Wildlife and Fisheries Management will announce the creation of the \$1 million Dr. and Mrs. Donald Bricker Chair Endowment in Wildlife Management.

The endowment will fund a chair within the Department of Range, Wildlife and Fisheries Management. Funds generated by the endowment will be used to support teaching, research and outreach programs of the newly named chair holder, Dr. Warren Ballard.

The Brickers' \$500,000 gift was matched from the Regents' Faculty Endowment Program. The program is part of the university's goal of recruiting and retaining quality faculty members.

Ballard joined Texas Tech as an associate professor in the Department of Range, Wildlife and Fisheries Management in 1998. He has since served as an associate chair of the department and became a professor in 2003.

Contact: Scott Cooksey, director of development and external relations, (806) 742-2802; scott.cooksey@ttu.edu



Advisory

FOR IMMEDIATE RELEASE

DATE: April 13, 2006

CONTACT: Scott Slemmons, scott.slemmons@ttu.edu
(806) 742-2136

TEXAS TECH EVENT ENCOURAGES STRESS RELIEF

WHAT: Texas Tech University will host Curb Your Anxiety Day to help reduce stress in students preparing for finals.

WHEN: 3-6 p.m. Wednesday, April 19

WHERE: Robert H. Ewalt Student Recreation Center

EVENT: The event will feature stress and anxiety screenings, blood pressure screenings, chair massages, relaxation training and biofeedback. A table of resources will also be available and will include stress balls, stress relief lotion and a variety of information related to stress management, test anxiety and effective coping strategies.

Curb Your Anxiety Day is sponsored by the Student Counseling Center, the Robert H. Ewalt Student Rec Center and Student Health Services

CONTACT: **Karissa Adams, counseling psychologist and outreach coordinator, Student Counseling Center, Texas Tech University, (806) 742-3674, or e-mail karissa.adams@ttu.edu.**



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 13, 2006

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

ENDOWED CHAIR CREATED IN WILDLIFE MANAGEMENT

LUBBOCK – Texas Tech University's Department of Range, Wildlife and Fisheries Management announced Thursday the creation of the \$1 million Dr. and Mrs. Donald Bricker Chair Endowment in Wildlife Management.

The endowment will fund a chair within the Department of Range, Wildlife and Fisheries Management. Funds generated by the endowment will be used to support teaching, research and outreach programs of the newly named chair holder, Dr. Warren Ballard.

The Brickers' \$500,000 gift was matched from the Regents' Faculty Endowment Program. The program is part of the university's goal of recruiting and retaining quality faculty members.

Bricker was chief of staff at Covenant Medical Center-Lakeside and a clinical professor of surgery and chief of the Division of Cardiovascular Surgery at Texas Tech University Health Sciences Center. He is currently a cardiovascular surgeon associated with several health care institutions, including Covenant Cardiovascular Surgery and University Medical Center Health System. He was listed among the Texas Super Doctors list in the December 2004 issue of Texas Monthly magazine.

His wife, Sammie Bricker, was a member of the Board of Directors of the Texas Tech Medical Foundation from 1990-1999, acting as vice chair for the Lubbock area and serving on the Executive Committee. Both Donald and Sammie are members of the Matador Society, Spur Society and Chancellor's Council. They continue to support Texas Tech by contributing to the Alumni Association and athletics.

Ballard began his career as a wildlife biologist with the U.S. Fish and Wildlife Service in Tulsa, Okla. He joined Texas Tech as an associate professor in the Department of Range, Wildlife and Fisheries Management in 1998. He has since served as an associate chair of the department and became a professor in 2003.

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Contact: Scott Cooksey, director of development and external relations, (806) 742-2802; scott.cooksey@ttu.edu.

Office of Communications and Marketing

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 13, 2006

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

CONTACT LENSES COULD BANISH BACTERIA

LUBBOCK – Bacteria? Not on these contact lenses. An Australian university is testing technology developed by Texas Tech University System researchers that could prohibit bacterial growth.

The technology – a selenium coating for contact lenses that blocks bacterial attachment – is undergoing clinical trials through the Institute for Eye Research at the University of New South Wales, Sydney, Australia.

Results of studies using selenium coated lenses on rabbits are in press with the journal “Cornea.” These results showed that a selenium coating caused a dramatic decrease in the ability of microbial agents to bind to the contact lens, yet at the same time had no effect on the rabbit eye.

Bacterial colonization is the main danger of wearing contact lenses for extended periods of time. Blocking the bacteria would eliminate adverse reactions such as red eye, discomfort and risk of corneal infection.

More than 250 patients are expected to participate in the clinical trials, which will test daily wear and the buildup of bacteria, film and deposits on the lenses during extended wear.

Ted Reid, Ph.D., professor, and Steven Mathews, O.D., Ph.D., associate professor, in the Department of Ophthalmology and Visual Sciences, working with Julian Spallholz, Ph.D., professor in the College of Human Sciences at Texas Tech University, developed the coating.

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Dr. Steven Mathews, professor, Department of Ophthalmology and Visual Sciences, Texas Tech University Health Sciences Center, (806) 743-2020, steven.mathews@ttuhsc.edu.

Dr. Ted Reid, professor, Department of Ophthalmology and Visual Sciences, Texas Tech Health Sciences Center, (806) 743-9500, ext. 262, or ted.reid@ttuhsc.edu.

Dr. Julian Spallholz, professor, Department of Nutrition, Hospitality and Retailing, Texas Tech University, (806) 742-3068 julian.spallholz@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 14, 2006

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

HISTORY ORGANIZATION RANKS TEXAS TECH UNIVERSITY PROFESSOR'S BOOK IN TOP 100

LUBBOCK – A book written by the director of The Texas Tech Center for the Southwest was selected by Westerners International as one of The 100 Most Outstanding Non-Fiction Books On the American West Published During the 20th Century.

Paul H. Carlson's book, "The Plains Indians," was selected as the most outstanding book for 1998. An outstanding book was chosen for each year between 1901 and 2001.

The book is a history of the American Indians who inhabited the Great Plains from Canada to Mexico. It covers their background, society and religion, economies and horse-and-bison cultures. Carlson explains their relations among tribes and relations with Spanish, French, English, and American traders and soldiers. The book delves into trade, war, peace and ultimately the placement of Indians on reservations. It was published in 1998 by Texas A&M University Press.

Westerners International consists of professional and amateur historians interested in the history of the American West. The organization has chapters in 28 states, Canada, Mexico, 11 European countries and Japan.

"The Plains Indians" was a History Book Club selection in 1999. It was translated into a French edition in 2004, and it is being translated into Polish for possible publication in Poland.

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CONTACT: Paul Carlson, director of The Texas Tech Center for the Southwest,
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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 14, 2006

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

**TEXAS TECH UNIVERSITY PROFESSOR FEATURED ARTIST
OF TOP-RANKING LITERARY MAGAZINE**

LUBBOCK – Texas Tech University English professor John Poch has been chosen as Artist of the Month for the online edition of “Image,” a leading literary quarterly magazine.

Poch is an assistant professor of creative writing in the Department of English.

“‘Image’ is one of the most widely-read literary magazines in the country, so it’s a very special honor to be chosen by them,” Poch said. “I found out about the honor late last summer. I thought they’d decided in favor of some other poet. But, a friend e-mailed me the other day congratulating me, and I went to the Web site. And, there I am.”

Gregory Wolfe, publisher and editor of “Image” and the director of the Center for Religious Humanism, said Poch’s work bucks some of the trends in contemporary poetry. Despite lingering prejudices against narrative poetry, poets like Poch are bringing that style back.

“We chose John because he’s an emerging artist,” Wolfe said. “He’s at the beginning of his career as a poet. Making him an Artist of the Month will help promote his work to a larger audience.”

Poch has two new books of poetry, “Ghost Towns of the Enchanted Circle” and “Hockey Haiku: the Essential Collection,” due out this fall.

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**CONTACT: John Poch, assistant professor of creative writing, (806) 742-2501,
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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 14, 2006

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

TEXAS TECH UNIVERSITY HONORS STUDENT WINS TEXAS CAMPUS COMPACT LEADERSHIP IN ACTION AWARD

LUBBOCK – A Texas Tech University student in the Honors College has been selected for the Texas Campus Compact Leadership in Action Award.

Delilah D. Clark, a natural history/humanities and English double-major from Amarillo, was selected from 37 statewide candidates to receive the award. She is the first Texas Tech student to earn this award.

Texas Campus Compact is a nonprofit organization composed of member colleges and universities committed to fostering a greater sense of civic responsibility and citizenship among college students. Founded in 2000, TXCC is the Texas-based affiliate of National Campus Compact.

Student recipients of the Leadership in Action Award have a wide variety of experiences in any of the following areas: service, service-learning, activism or political involvement. Also, recipients demonstrate leadership through their successful involvement of others in their innovative approaches to social, educational, environmental, health, economic and/or legal issues facing their communities.

Clark has a history of community leadership and activism including helping to bring the perpetrator of a hate crime to justice in Amarillo, according to Gary Elbow, associate dean of the Honors College, who nominated Clark. She volunteered with attorneys to overturn the wrongful convictions of the "Tulia 46," and engages in documentary photography for the Texas Innocence project across the state. Also, she has worked to promote the reinvigorated recycling program at TTU and showcased the preservation of the local ecosystem through the Prairie Festival.

In September 2006, Clark will be a volunteer English teacher for one year in India at the Ram Rati Gupta Women's Polytechnical College in Uttar Pradesh, India.

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**CONTACT: Christina Ashby-Martin, faculty coordinator of National &
International Scholarships, (806) 742-0036, or christina.ashby-martin@ttu.edu.**



FOR IMMEDIATE RELEASE

Date: April 14, 2006

CONTACT: Michael Castellon, m.castellon@ttu.edu

**TEXAS TECH LAW PROFESSOR APPOINTED TO
GAMING LAW REVIEW EDITORIAL BOARD**

LUBBOCK – J. Wesley Cochran, a law professor at Texas Tech, has been appointed to the editorial board of the Gaming Law Review.

The Gaming Law Review publishes articles dealing with legal and public policy issues arising from all types of gaming activities. It is the only publication that provides analysis of the latest legislative, statutory and judicial developments from state and federal governments, as well as more than 75 countries.

Cochran will assist in the development of manuscripts for publication.

Cochran currently teaches courses in torts, intellectual property, copyright law, gaming and gaming law, and mass media law.

Gaming Law Review is published by Mary Ann Liebert, Inc., a leading publisher of peer-reviewed journals in developing areas of biotechnology, biomedical research and life sciences, clinical medicine and surgery, and law.

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



FOR IMMEDIATE RELEASE

Date: April 14, 2006

CONTACT: Michael Castellon, m.castellon@ttu.edu

'APPRENTICE' STAR TO SPEAK ON MENTORSHIP, PERSEVERANCE

LUBBOCK – The value of mentorship and the importance of perseverance will be the topic of a speech to be given by Dr. Randal D. Pinkett, winner of season four of the hit television show "The Apprentice."

The presentation is set for 6 p.m. Tuesday (April 25) at the Lubbock Memorial Civic Center banquet hall.

Tickets cost \$40 for the general public and \$30 for students. Group packages and VIP tickets also are available.

Money raised from the event will benefit student scholarships at Texas Tech's Lauro Cavazos and Ophelia Powell-Malone (Mentor Tech) Mentoring Program. The purpose of the program is to enhance the quality of the educational experience of students from underrepresented groups through programs, services, advocacy, and campus and community involvement.

Pinkett was selected as one of 18 candidates chosen from among 1 million applicants to compete for the opportunity to run one of Donald Trump's companies. He is currently overseeing both renovation and information technology projects for Trump Entertainment Resorts in Atlantic City, N.J.

The Lubbock event is made possible through a partnership with the Rawls College of Business and National Travel Systems.

Prior to participating on the Apprentice, Pinkett made history as the first African-American to receive a Rhodes Scholarship at Rutgers University.

Pinkett gained corporate experience as a Member of Technical Staff at General Electric, AT&T Bell Laboratories, and Lucent Technologies. He holds five degrees including a Bachelor of Science in electrical engineering from Rutgers University, which he completed while serving as captain of the men's track and field team as a high jumper and long jumper; a Master of Science in computer science from the University of Oxford in England; a Master of Science in electrical engineering; an MBA, and a Ph.D. from Massachusetts Institute of Technology.

Tickets can be purchased by calling (806) 742-8692.



FOR IMMEDIATE RELEASE

Date: April 14, 2006

CONTACT: Michael Castellon, m.castellon@ttu.edu

**RAWLS COLLEGE OF BUSINESS TO RECOGNIZE
DISTINGUISHED ALUMNI**

LUBBOCK – The Texas Tech University Rawls College of Business will honor three alumni at its Distinguished Alumni Recognition event at 6:30 p.m. Thursday (April 20) at the Lubbock Country Club.

This year's distinguished alumni are:

- **F. Scott Dueser**, chairman of the board of First National Bank of Abilene and president and chief executive officer of First Financial Bankshares, Inc. Dueser earned bachelor's degrees in finance and accounting from Texas Tech in 1975. A Texas Tech regent, he has served on the Texas Tech Foundation and currently serves as a board member of the Abilene Higher Education Foundation, the Hendrick Medical Center Foundation, Abilene Industrial Foundation and the American Bankers Association Bank Pac Committee.
- **Brian F. McCoy**, CEO and chairman of the board, McCoy's Building Supply. McCoy earned a bachelor's degree in finance from Texas Tech in 1975. McCoy's Building Supply operates 86 locations in five states with annual sales exceeding \$500 million.
- **Dr. James C. Wetherbe**, Stevenson-chaired professor of information technology for the Rawls College of Business. Wetherbe received his Master of Business Administration in management from Texas Tech in 1973. He is the executive director of the Institute for Internet Buyer Behavior at the Rawls College of Business and recently was appointed associate dean of research and development at the college.

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CONTACT: Susan Brown, coordinator for marketing and alumni relations, Texas Tech University Rawls College of Business, (806) 742-1571 or sjbrown@ba.ttu.edu



News Release

FOR IMMEDIATE RELEASE

April 17, 2006

CONTACT: Suzanna Cisneros Martinez, suzanna.martinez@ttuhsc.edu
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ACADEMIC STATEWIDE SYSTEM TASK FORCE ADDRESSES CONSEQUENCES OF TEXAS' UNINSURED

LUBBOCK – A statewide system of regional multi-county health districts that offer Texas' uninsured residents access to adequate levels of health care should replace the current county-based system, according to a task force of 10 state academic health institutions.

Twenty-five percent of the population of Texas is without health insurance, which is more than 10 percent higher than the national average of 14.7 percent, according to Neil Lane, chair of the Task Force on Access to Health Care in Texas: Challenges of the Uninsured and Underinsured.

"In 2004, 5.6 million non-elderly people living in Texas were without health insurance. In some parts of the state, the percentage of the population without health insurance exceeds 30 percent or more," said Lane, senior fellow in science and technology at Rice University's Baker Institute for Public Policy. "If we don't address this problem soon, the health problems of Texas' rapidly growing population are likely to further intensify the negative impact on the state economically, educationally, culturally and socially."

To study the issues and develop recommendations for how to address the impending crisis, Baylor College of Medicine, Texas Tech University Health Sciences Center, Texas A&M Health Science Center, University of North Texas Health Science Center and the six health institutions of the University of Texas System created and funded a task force that also included employees of small and large businesses, health providers, insurers and consumers. The report was subject to outside peer review but the sponsoring institutions had no control over its content.

Seventy-nine percent of uninsured adults in Texas are part of the work force and have one or more family members in the work force. For a family of four at the federal poverty level (\$20,000 a year), the average cost of private health insurance (\$9,100 in 2005) is almost half their income.

"The majority of the uninsured simply cannot afford health insurance," said M. Roy Wilson, M.D., M.S., president of the Health Sciences Center, adding that this study crystallized the magnitude of the problem and urgency of addressing this issue.

“The task force found that uninsured individuals commonly go from one health care institution to another, often via the emergency room, where care is costlier. Significant numbers of laboratory tests, X-rays and other expensive medical procedures are repeated at each visit if the uninsured don’t have medical records,” Wilson said.

In the absence of coordinated care, medical problems are left untreated until they progress to a more advanced stage and impaired health, which warrants costlier intervention. The lack of health education and preventive medicine means that conditions such as hypertension and diabetes are not prevented and instead progress to complex diseases requiring expensive treatment.

“The lack of insurance is particularly problematic in many of the areas served by the Health Sciences Center, such as some of the rural communities of West Texas and the border region surrounding El Paso,” Wilson said.

The task force noted that an unhealthy, poorly educated work force results in lower productivity and reduces the vitality of the state’s economy. Hospitals and emergency rooms that are feeling the increasing burden of providing care for the uninsured may find they can no longer exist as financially viable institutions.

Among the task force’s recommendations to address these issues:

- * Texas should adopt a principle that all individuals living in Texas should have access to effective, efficient, safe, timely, patient-centered and equitable health care.

- * Since indigency in Texas is currently defined as people living at 21 percent or less of the federal poverty limit (under \$1,700 a year for a single adult), the statewide federal poverty level should be increased to 100 percent from 21 percent for indigent care responsibility in Texas counties.

- * Texas should redouble its efforts to aggressively pursue Medicaid and other federal reimbursement programs for which a state investment will result in substantial federal matching and supplementary reimbursements.

- * The state should develop and adopt tax policies and initiatives that encourage and enable employers, especially small businesses, to provide health insurance to their workers.

“The issue of the uninsured is one of immense importance for the future of Texas, and Kenneth Shine, M.D., vice chancellor for Health Affairs at the University of Texas, is to be commended for establishing the task force and bringing this issue to the forefront,” Wilson said.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 17, 2006

CONTACT: Scott Slemmons, scott.slemmons@ttu.edu
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TEXAS TECH FITNESS PROGRAM RECEIVES STATE HONOR

LUBBOCK - A campus-wide fitness program at Texas Tech University has been selected as one of the recipients of a statewide award.

F.I.T Tech (Fitness, Information and Technology) was named one of ten recipients of the 2006 Nutrition and Physical Activity Best Practices Recognition Program award by the Texas Department of State Health Services' Nutrition, Physical Activity and Obesity Prevention Program.

F.I.T. Tech will be recognized at the 2006 Texas Public Health Association Annual Conference, "Healthy Communities: the Big Picture," in Plano on Monday (April 24), during a session on "Innovative Community Projects." F.I.T. Tech was selected to be one of three programs to give an oral presentation at the conference.

The state's recognition program is designed to identify innovative and effective nutrition and physical activity interventions aimed at obesity reduction and prevention.

Since F.I.T. Tech's inception in the Spring of 2005, more than 1,400 staff, faculty and students have participated, walking the equivalent of 140,000 miles. Participants organize into teams with six to eight members. Being part of a team adds to each member's motivation and accountability. Team members count walking, biking, swimming or other physical activities. All activities are converted to an equivalent number of miles walked. In addition to physical activity, participants attend weekly fitness seminars featuring practical tips on how to improve nutrition and physical activity practices.

Debra Reed, professor and Helen DeVitt Jones Chair in Texas Tech's Department of Nutrition, Hospitality and Retailing, said the program has succeeded by making good nutrition and physical activity fun.

"Kickoff, midway and final recognition events made F.I.T. Tech fun and helped to create awareness," said Reed. "And a big key to the success of F.I.T. Tech has been the support of the university's administration and the active involvement of Texas Tech's First Lady Jennifer Whitmore."

Participants agree that F.I.T. Tech has helped them to meet fitness and weight goals. Noel Parsons, a member of the TTUP Bookies, hiked seven miles in Big Bend National Park, and said, "I couldn't have done the hike without doing the F.I.T. Tech program first. In fact, I probably couldn't have made the first quarter-mile."

Melissa Orrell, doctoral student and assistant captain for the Red to Black F.I.T.Tech Team, said, "We got together for a six-mile hiking outing last weekend at Palo Duro Canyon.... this program has been (great) in getting people together, out and about trying to get in better health."

Monica Hicks, team member from the Mathematics Department, said, "My participation in the F.I.T. Tech program helped me lose 20 pounds."

The F.I.T. Tech website (www.ttu.edu/fittech) provides a mechanism for sharing additional nutrition and physical activity information via links to reputable sources. It also showcases weekly winners and success stories.

During the week of April 24 – 28, F.I.T. Tech will host several events including salsa dancing, a pre-Arbor Day stretch, several walking opportunities and seminars by Robert Sweetgall ("the original Forrest Gump") who has walked across the United States seven times.

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CONTACT: Debra Reed, professor and Helen DeVitt Jones Chair, Department of Nutrition, Hospitality and Retailing, Texas Tech University, (806) 742-3068, or e-mail debra.reed@ttu.edu.



News Release

FOR IMMEDIATE RELEASE

April 17, 2006

CONTACT: Suzanna Cisneros Martinez, suzanna.martinez@ttuhsc.edu
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GARRISON INSTITUTE ON AGING TO CELEBRATE RIBBON CUTTING AND HEALTH FAIR

LUBBOCK –The Texas Tech University Health Sciences Center Garrison Institute on Aging invites the West Texas community to a ribbon-cutting ceremony and Healthy Aging Fair beginning at 11 a.m. May 4 at their new facility located at 6630 S. Quaker Ave.

In 1999, the Health Sciences Center leadership identified aging as a strategic priority for the 21st century. The Board of Regents approved the establishment of the Institute for Healthy Aging to meet this strategic priority in aging. The institute was renamed in 2005, to the Garrison Institute on Aging in honor of Mildred and Shirley L. Garrison's commitment and leadership to advancing aging and Alzheimer's disease research, education, and service for West Texans.

Paula Grammas, Ph.D., executive director of the Garrison Institute on Aging, said when it comes to aging it should not be about the quantity of years in a person's life but the quality of those years.

"This institute is committed to the issues of aging," Grammas said. "We will continually search for ways to improve the health of older adults through research, educational opportunities for students, health care professionals and the community, and by improving geriatric health care services."

The institute is a collaborative initiative of the four Health Sciences Center schools of Allied Health Sciences, Medicine, Nursing and Pharmacy, and addresses special challenges in geriatric training and health care.

After the ribbon cutting ceremony, the Healthy Aging Fair will feature information for seniors and caregivers on local health services, programs and senior housing options. Participants will have the opportunity to benefit from tai chi and exercise demonstrations, free health screenings for grief and depression, spinal nerve damage, oxygen saturation, BMI, blood pressure and sugar and cholesterol.

Exhibitors will include: the Allegiance Behavioral Health Center, Calvert Home Health, Grand Court of Lubbock, Home Care Solutions, Home Instead Senior Care, Hospice of Lubbock, LIFE-RUN, Lubbock Family Chiropractic, the Memory Shoppe,

Office of Communications and Marketing

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South Haven, Texas Tech Senior Trails Project and UMC Health Systems and Seniors are Special, and VistaCare.

The health fair also is sponsored by Home Instead Senior Care, Home Care Solutions of Lubbock Inc, and VistaCare.

Mark McDougal, mayor of Lubbock, will proclaim this day “Mildred and Shirley Garrison Day” in Lubbock, in hopes of urging all seniors, health care professionals and West Texans to show their commitment to supporting the Garrison Institute on Aging and its efforts to creating a more promising, healthy future for the aged.

For more information, contact Sheilah Patridge, Garrison Institute on Aging, at (806) 743-7821.



FOR IMMEDIATE RELEASE

Date: April 18, 2006

CONTACT: Michael Castellon, m.castellon@ttu.edu

**IMMIGRATION/MIGRATION ISSUES TO BE TOPIC OF
EXPERTS PANEL, COMMUNITY DISCUSSION**

LUBBOCK – Ethical, legal, political, economic, and humanitarian issues involved in immigration policy will be the topic of an experts panel and community discussion hosted by Texas Tech University at 3 p.m. Wednesday (April 19) at the Matador Room of the Student Union Building.

The event is free and open to the public.

A panel of experts representing law, political science and public administration, education, history, economics, and linguistics, as well as individuals from the community will present brief papers and participate in a questions and answers session.

“This topic is increasingly important to discuss in an open environment,” said Dr. Rosa Hernández Sheets, an associate professor in the College of Education. “With this event we hope to bring the Lubbock and Texas Tech communities together so they can acquire a knowledge base and get a perspective on this historic issue that isn’t necessarily addressed in the mainstream media.”

This event is co-sponsored by the College of Education and the Honors College.

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CONTACT: Rosa Hernández Sheets, associate professor of education, (806) 742-1998, ext. 253, or rosahernandez.sheets@ttu.edu



News Release

FOR IMMEDIATE RELEASE

DATE: April 18, 2006

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

MORE STUDENTS TAKING AMERICAN SIGN LANGUAGE TO FULFILL FOREIGN LANGUAGE REQUIREMENTS

LUBBOCK – Texas Tech University students are expected to line up in the wee hours of the morning Wednesday hoping to get a spot in American Sign Language classes.

That's because demand for the class has shot up more than 700 percent in the last five years, according to Melissa Hays, a faculty member in the Department of Classical and Modern Languages and Literatures. Last year, more than 300 students waited for hours to enroll for the 140 available seats. She expects the same amount this year.

At TTU and around the country, more students are signing up for the classes. The Modern Language Association found nationwide enrollment in ASL classes increased by 432 percent between 1998 and 2002.

"There is an increasing awareness of ASL and the deaf community," Hays said. "According to the National Institute on Deafness and Other Communication Disorders, American Sign Language is the fourth most used language in the United States. We often have students remark about meeting a deaf person at work or while out shopping. Many students are motivated to learn a language that they will be able to use. There are other students who assume ASL will be easier for them than a spoken language. Unfortunately for them, that is not always the case."

When the program started five years ago, only two classes taught by one instructor were offered at TTU per semester. The department now has 14 classes and five instructors/faculty members teaching ASL to meet demand. Of those instructors, three are deaf.

"Most people are taking it for a foreign language credit," Hays said. "This is the second year we've offered a minor. What we'd like to do is offer an actual bachelor's degree. As part of that degree we would like to add the option for students to obtain ASL teacher certification. More and more high schools are offering ASL, but qualified teachers are extremely difficult to find."

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CONTACT: Melissa Hays, faculty member in the Department of Classical and Modern Languages and Literatures, (806) 742-3145 ext. 253, or melissa.hays@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 18, 2006

CONTACT: Scott Slemmons, scott.slemmons@ttu.edu
(806) 742-2136

TEXAS TECH HOSTS GUIDED TOUR OF PUBLIC ART COLLECTION

LUBBOCK – Texas Tech University will host a special guided tour of the University Public Art Collection next month.

Dubbed "Going Public," the tour is scheduled for 1:15-3:15 p.m. Saturday (May 6) and will begin from the Animal and Food Sciences Building at the corner of Main Street and Indiana Avenue.

Texas Tech's public art collection has recently been named one of the top ten university public art programs in the United States by "Public Art Review," the only national journal that surveys many of the latest public art projects happening in the United States and around the globe.

The tour is designed to introduce the community to the newly formed collection of public art on the Texas Tech campus. Participants will travel as a group by bus to various sites on campus. After viewing and learning about works of art by some of today's leading artists, the tour concludes approximately an hour and a half later with a reception at COWamongus, a restaurant operated by the Department of Animal and Food Sciences.

Tour attendees will view and learn about artwork like Mike Mandel's mosaics in Jones Stadium, Deborah Butterfield's "Wind River" at Murray Residence Hall, Larry Kirkland's "Headwaters" sculpture and fountain at the English/Philosophy/Education Complex, and Texas Tech's newest sculpture, Jesus Moroles' "Square Spiral Arch" near the Experimental Sciences Building.

The tour guide will be Cecilia Carter Browne, public art manager for the Texas Tech University System.

Carter Brown said the tour is a good way for local residents and art lovers to get acquainted with Texas Tech's public art.

"The University Public Art Collection stresses importance of the arts in our daily lives and fosters a culture of learning, and the tour is a wonderful way to discover a treasure trove of great art – right here on campus," said Carter Browne. "I believe Texas Tech's University Public Art Collection demonstrates how the arts can stimulate the cultural, intellectual, and economic growth of a community."

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The tour fee is \$25 per person. All proceeds will benefit the University Public Art Collection Conservation Endowment. Group size is limited, so please register early to reserve a space. To register, contact Browne at (806) 742-1170, ext. 319, or e-mail her at cecilia.carter@ttu.edu.

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CONTACT: Cecilia Carter Browne, public art manager, Texas Tech University,
(806) 742-1170, extension 319, or e-mail cecilia.carter@ttu.edu.



FOR IMMEDIATE RELEASE

DATE: April 19, 2006

CONTACT: Michael Castellon, m.castellon@ttu.edu
(806) 742-2136

RAWLS COLLEGE OF BUSINESS TO MAKE MAJOR ANNOUNCEMENT

WHO: Rawls College of Business

WHAT: Major announcement

WHEN: Friday (April 21) 10 a.m.

WHERE: Merket Alumni Center, 17th Street and University Avenue

EVENT: News conference announcing major initiative involving the Rawls College of Business facility

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**CONTACT: Tammy Webb, development coordinator for Rawls College of Business
at Texas Tech University, (806) 742-1575 or tammy.webb@ttu.edu**



News Release

FOR IMMEDIATE RELEASE

DATE: April 19, 2006

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

HURRICANE'S INFLUENCE ON STOCK PRICES NOT ALWAYS NEGATIVE Initial Media Coverage of Hurricanes Can Boost Stock Prices

LUBBOCK – While hurricanes can be detrimental to the stock prices of insurance companies, Texas Tech University and East Carolina University economists have demonstrated that market performance varies widely depending on media coverage given to the storm as its direction and wind speeds shift.

In some cases, stock prices actually get a boost as insurance companies get what amounts to free advertising during the hurricane's early stages, when media coverage focuses on the importance of being insured.

The findings, published in the American Meteorological Society's "Weather and Forecasting," help determine what impact extended windstorms have on insurance firms and could prompt improved risk management strategies.

In finance, studies analyzing economic impact often focus on a relatively short period, such as the day the storm made landfall, said Brad Ewing, Rawls professor in operations management in the Rawls College of Business and member of Texas Tech's Wind Science and Engineering Research Center.

Using data gathered from Hurricane Floyd, which pounded North Carolina in September 1999, the researchers compared daily news coverage to insurance stock prices during the storm's 11-day span, or synoptic life cycle. The synoptic life cycle began when Floyd was classified as a tropical depression and lasted until the hurricane finally ended.

"We found, essentially, that there is a lot of value placed in the media," Ewing said. "Markets valued the news and responded accordingly."

Early news reports given to the tropical storm gave little indication of impending damage, the researchers found. During this time, insurers saw their stock prices increase.

However, when the storm quickly grew to a category 4 and began racing toward the U.S. coast, prices plummeted as news sources began warning of possible devastation. When the storm weakened before making landfall, prices adjusted upward accordingly.

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Office of Communications and Marketing

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These responses are generally in line with models of investor behavior, where information is acted on quickly and assimilated into daily price changes, they reported.

The study was conducted by Ewing; Scott Hein, Briscoe Chair of bank Management in the Texas Tech Rawls College of Business; and Jamie Brown Kruse, with the Natural Hazards Mitigation Research Center at East Carolina University.

CONTACT: Brad Ewing, Rawls professor in operations management, Rawls College of Business, Texas Tech University, (806) 742- 3939, or bradley.ewing@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 19, 2006

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

GRAIN-FED BEEF CUTS PREVAIL IN NATIONAL TASTE TEST

LUBBOCK – Asked how American beef eaters prefer their sizzling slabs, almost 85 percent favored high-quality beef cuts produced from cattle fed on grain, according to a national taste tests report done by scientists at Texas Tech University.

The report, released last week, reflects a consumer preference toward higher fat content cuts, which were considered more tender, juicy and flavorful when compared with grass-fed cattle.

“Using this new information, beef producers can go back to the genetic drawing board to fine tune their products to more closely meet these specific consumer desires,” said Markus Miller, a meat science biologist at Texas Tech.

More than 1,400 volunteers participated in taste panels at sites in Lubbock, Phoenix, Ariz., and the Baltimore-Washington, D.C. area. At each location, they were given small samples of freshly grilled or cooked roasts and steaks and asked to rank the tenderness, juiciness and flavor of the cuts.

Evaluations included ribeye, round, sirloin and tenderloin cuts of beef, both as roasts and steaks.

“Technically, we were looking for what’s called the palatability target,” Miller said. “We found that consumers could sort out subtle differences among cuts, and based on those evaluations, they preferred grain-fed beef.”

Grass-fed beef has a taste and flavor similar to wild game such as venison, while grain-fed beef, with its higher white fat or marbling, has a more intense flavor, he said.

To get an accurate taste profile of U.S. beef consumers, the Texas Tech researchers teamed with the independent meat industry group Meat and Livestock Australia. The Australian group, led by noted cattle producer Rod Polkinghorne, assisted selecting and shipping the study’s Australian grass-fed cuts.

Asked the value in knowing that Americans prefer their high-quality cuts of beef grain-fed, Miller explained that specific taste preferences could one day be tailored to

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allow beef producers to essentially custom-build cattle from the start that better match consumer tastes.

It also opens the door for making beef cuts much more tiered in terms of quality, he said. Just as there are high-end levels of wine now, there could be extremely high quality beef cuts available in stores.

“Really, in the past, no one knew the consumer preference they needed to target,” Miller said. “This study moves us from a subjective type of opinion to real data based on real people.”

Miller said a more detailed analysis of the study in the coming months will focus on demographics, such as matching income, gender, education and regional variation levels to beef preferences.

“There are value differences,” he said. “Some people will pay almost anything for a steak as long as the eating experience is very good. Then there are some consumers who will only pay the minimum amount, regardless of the eating experience. They just want it cheap.”

The beef most Americans consume comes from cows that mature in a feedlot, eating corn and other grains, until slaughter – a cycle of between 14 and 16 months. By contrast, the average life span of a grass-fed cow is between 20 and 26 months. Pricewise, grass-fed beef – particularly if it’s organic – tends to be more expensive than conventional.

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Contact: Markus Miller, professor of animal and food science, (806) 742-2805, ext. 231, or mfmrraider@aol.com



News Release

FOR IMMEDIATE RELEASE

DATE: April 20, 2006

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

TIME GOES NANO

MEMS Clock Counts Minutes in Micrometers

LUBBOCK – Think your wristwatch is compact? Try beating this: Dr. Tim Dallas and his team of Texas Tech University nanotechnology students have created a clock so small that it can keep time on the head of a pin.

Granted, people shouldn't flock to replace their Seikos just yet – the heavy dose of electricity required to turn the tiny hands forces the clock to run fast. Plus, Dallas warns, the smallest bit of dust could clog its gears for, well, eternity.

Still, this proof-of-concept design was enough to grab the attention of Sandia National Laboratories during its 2005 microelectromechanical systems, or MEMS, design competition. The winning designs were built in Sandia's laboratories and returned to the universities for testing. Dallas, so far, has tested five of the 50 clocks built by the labs.

Texas Tech's team of students from the Department of Electrical and Computer Engineering, led by Phillip Beverly and advised by associate professor Dallas, didn't allow the small scale to hamper style: the clock included Texas Tech's iconic Double "T" and a gloved hand giving the university's "guns up" sign.

In addition to the two-millimeter-square clock, the entry included a miniature bicycle chain, a dynamic two-axis scanner and two types of mirrors. All five devices were built on a three-by-six-millimeter chip. A penny, with a 19-millimeter diameter, seems whopping by comparison.

MEMS devices allow development of smaller, higher performance systems with improved applications. They are used in devices such as pressure sensors, air bag sensors, projection televisions and biomedical devices.

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CONTACT: Tim Dallas, associate professor in the Department of Electrical and Computer Engineering, Texas Tech University, (806) 742-4753, or tim.dallas@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: April 20, 2006

CONTACT: Michael Castellon, m.castellon@ttu.edu
(806) 742-2136

**SCHOOL OF LAW SET TO UNVEIL 'LEGAL LEGENDS' PLAQUES,
RECOGNIZE WEST TEXAS LEGAL LEGENDS SCHOLARSHIPS**

WHO: Texas Tech University School of Law

WHAT: Unveiling of West Texas Legal Legends Plaques,
Announcement of Major Scholarship Funding

WHEN: 5 p.m. Friday (April 21)

WHERE: Texas Tech School of Law
1802 Hartford Ave.

EVENT: Texas Tech University School of Law alumnus Wayne Reaud will announce the establishment of three endowed scholarships totaling \$750,000. The West Texas Legal Legend scholarships will be named for W. Frank Newton, and the late Travis Shelton and the late John F. "Buddy" Maner.

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



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 20, 2006

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

EXPERTS AVAILABLE AS 2006 HURRICANE SEASON BEGINS

Wind Scientists Studied Katrina, Rita and Other Hurricanes

LUBBOCK – The United States is bracing for what predictions say will be another active hurricane season. Texas Tech University has a number of wind scientists with extensive experience researching hurricanes like Rita and Katrina and can speak as experts about various aspects of these devastating storms.

Through Texas Tech's multi-disciplinary Wind Science and Engineering Research Center, the scientists study various aspects of a hurricane, such as: the meteorological forces at work as the hurricane makes landfall, wind damage to buildings such as houses and "lifeline" infrastructure, and the economic impact that evacuations have on cities, banks and stock prices.

Our experts can speak about their findings in hurricanes Rita and Katrina and other data collected through the center's three decades of studying wind-related events:

Dr. Chris Letchford, professor of civil engineering, can speak to the impact that hurricanes have on engineered structures. He surveyed damage to structures in the wake of both Rita and Katrina for groups such as the Federal Emergency Management Agency. **Letchford can be reached at (806) 742-3476 Ext. 328, or chris.letchford@ttu.edu.**

Larry Tanner, research associate in civil engineering, was a member of the FEMA mitigation assessment team that studied Hurricane Katrina. **Tanner can be reached at (806) 742-3476 ext. 336, or larry.tanner@ttu.edu.**

Dr. Bradley Ewing, professor of operations management in the Rawls College of Business, has studied the economic impact of hurricanes and tornadoes for more than 12 years. Currently, he is sending 5,000 surveys to Katrina evacuees in a study of the long-term economic impact of the evacuation. **Ewing can be reached at 806-742-3939 or bradley.ewing@ttu.edu.**

Dr. John L. Schroeder, assistant professor of atmospheric science at Texas Tech University, visited Rita and Katrina to deploy instrumented towers that gather high-resolution storm data. He can offer insight into how hurricanes develop, move, and react to various meteorological elements. **Schroeder can be reached at (806) 742-2813 or john.schroeder@ttu.edu.**

Dr. Ernst Kiesling, professor of civil engineering and executive director of the National Storm Shelter Association, specializes in debris impact and above-ground shelters. He has more

than 30 years of experience documenting debris damage and testing materials and construction. **He can be reached at (806) 742-3476, ext.335 or ernst.kiesling@wind.ttu.edu.**

For more information: http://www.texastech.edu/news/currentnews/display_article.php?id=1987

http://www.texastech.edu/communications/display_article.php?id=1988

http://www.texastech.edu/communications/display_article.php?id=1989

More information about the Wind Science and Engineering Research Center can be found at:
<http://www.wind.ttu.edu/>

Texas Tech University news can be found at:
<http://www.texastech.edu/communications/currentNews.php>



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

April 20, 2006

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

NEW TREATMENT ADDS TO SERIES OF INTERVENTIONS AIMED AT REDUCING FOODBORNE PATHOGENS

Mixtures Nearly Eliminate Salmonella and E. coli O157:H7 in Beef and Poultry

LUBBOCK, Texas – A mixture of lactic acid bacteria shown to reduce foodborne pathogens such as *Salmonella* and *E. coli* O157:H7 in processed beef and poultry by as much as 99.99 percent has passed GRAS (or generally recognized as safe) status review by the Food and Drug Administration.

The mixture, to be sold under the name Bovamine Meat Cultures™, is one of the few post-production treatments available that protects meat and poultry during long-term storage. Administered during the processing phase, it works with other interventions throughout the beef production chain to provide an added layer of protection for consumers.

The treatment was developed through Texas Tech University and is available through Indianapolis-based Nutrition Physiology Corp. Research was funded by the Beef Checkoff Program, the Texas Beef Council and Nutrition Physiology Corp.

"Illness rates associated with *E. coli* O157:H7 have declined steadily over the past ten years. Each sector of the beef production chain has developed and implemented best practices aimed at reducing foodborne bacteria and this lactic acid mixture is another great example," said Mike Engler, Ph.D., Joint Beef Safety Research Committee chairman and Texas beef producer. "It is through the efforts of a united industry, sharing these data and best practices, that we have been able to attack illnesses attributed to pathogens such as *E. coli* O157:H7 and reduce their occurrence."

The development of the mixture of lactic acid bacteria was led by Dr. Mindy Brashears, associate professor and director of the International Center for Food Industry Excellence at Texas Tech. Tested under conditions simulating meat storage and transfer to and from supermarkets, the product was found to reduce *Salmonella* by 99.9 percent and *E. coli* O157:H7 by 99 percent. In addition, the cultures were put through a battery of both subjective and objective taste tests and were shown to have no impact on flavor.

"Lactic acid bacteria are considered good bacteria in that they have a lot of benefits," Brashears said. "They are used to make several products like cheese, yogurt and sausages. They have a place in nature and they compete with other bacteria by producing compounds that kill the other bacteria. That is where the concept of using

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these bacteria to actually reduce foodborne pathogens came from. It is not a new concept, but some of the applications we have developed are unique.”

Meat and poultry products containing this mixture will be labeled to reflect the lactic acid cultures used to reduce foodborne pathogens. A link to the FDA’s letter can be found at: <http://www.cfsan.fda.gov/~rdb/opa-g171.html>

America’s beef producers have invested more than \$22 million in beef safety research and development of methods aimed at reducing foodborne bacteria since 1993. “We are committed to implementing the best practices for reduction and elimination of pathogens such as *E. coli* O157:H7 and *Salmonella*, and will continue to work with other sectors of the industry to meet our goals,” said Engler.

This research was published in the “Journal of Food Protection.”

E.coli O157:H7 is a virulent form of the bacteria that can cause diarrhea and, in some cases, kidney failure. *Salmonella* can cause food poisoning, typhoid, and paratyphoid fever in humans.

Other links:

<http://www.asft.ttu.edu/faculty/brashears.html>

<http://www.bifsc.org/>

<http://www.txbeef.org/>

CONTACT:

Dr. Mindy Brashears, director, International Center for Food Industry Excellence, Texas Tech University, (806) 441-3214, (806) 742-2805, ext. 235, or mindy.brashears@ttu.edu.

Michele Murray, director, Beef Safety Public Relations, National Cattlemen’s Beef Association, (303) 694-0305, mpmurray@beef.org.

Erin Kerley, senior manager of communications, Texas Beef Council, (512) 335-8663, ext. 300, or erink@txbeef.org.

Doug Ware, owner, Nutrition Physiology Corp., (800) 993-9899, or dware@bovamine.com.



News Release

FOR IMMEDIATE RELEASE

DATE: April 20, 2006

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

**THE INSTITUTE OF ENVIRONMENTAL AND HUMAN HEALTH TO HONOR
AREA STUDENTS FOR SCIENCE PROJECTS**

LUBBOCK – The Institute of Environmental and Human Health at Texas Tech will honor three winners of the South Plains Regional Science and Engineering Fair at 4 p.m. Thursday (April 20).

The event will take place in the lecture hall of the institute, located at Reese Technology Center.

The winners from this year's event include a student from an elementary school, a junior high school and a high school from the surrounding area. These students competed in the fair on March 25.

The recipients of the 2006 TIEHH Environmental Sciences awards are:

- Ivelisse Figueroa – A sixth-grader from Nat Williams Elementary School. She won \$50 for her project, "How polluted are the lakes around you?"
- Jayton Rainey – A seventh-grader from Slaton Junior High School. He won \$50 for his project, "Pig sneezes cause diseases."
- Mandy Forbis – A senior at O'Donnell High School. She won \$100 for her project, "Using *Dracaena sanderiana* as a vehicle to hyperaccumulate industrial waste."

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CONTACT: Alicia Knight, assistant director for administration, The Institute of Environmental and Human Health at Texas Tech, (806) 885-4567 ext. 225, or alicia.knight@tiehh.ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: April 20, 2006

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

NEW MASKED RIDER TO TAKE REINS

WHAT: Transfer of Reins Ceremony

WHEN: 3 p.m. Friday (April 21)

WHERE: The Frazier Alumni Pavilion on the Texas Tech University campus

EVENT: Outgoing Masked Rider Justin Burgin will transfer the reins of Midnight Matador to a new rider, continuing one of Texas Tech's most iconic spirit traditions.

CONTACT: Bruce Bills, spirit publicist, Center for Campus Life, Texas Tech University, (806) 742-5433, bruce.bills@ttu.edu.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 20, 2006

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

STUDENT FLORAL ARRANGEMENTS GO ON SALE

LUBBOCK – The talents of Texas Tech University's floral designers will be in full bloom April 21 as almost 30 special arrangements go on sale to benefit the Margaret Coil Endowment for Floral Design.

"The flower show and sale is the culmination of our spring floral design class," said Judith Wilmington, an instructor with Tech's Plant and Soil Science Department. "It gives the students the chance to work with some very specialized materials."

Each student-designed floral project is sold on a first come basis for \$25 each, she said. They'll be on display from 8 a.m. to noon in the lobby of the Tech's Plant and Soil Science building, and cash and checks will be accepted.

"The flowers are the stars of the show," Wilmington said. "Some of them will be spectacular. We'll have flowers from Hawaii, including orchids and birds of paradise."

The floral designs follow vacation themes of mountains, night life, tropics, water ways, historical places, desert oasis and the Caribbean. Size will vary, but they will typically range from a foot wide to two feet high.

For more information, or if you are an individual with a disability who is in need of an auxiliary aid or service to participate in the sale, please contact Wilmington at (806) 742-2856 or judith.wilmington@ttu.edu before the event.

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Advisory

FOR IMMEDIATE RELEASE

DATE: April 20, 2006
CONTACT: Scott Slemmons, scott.slemmons@ttu.edu
(806) 742-2136

RECEPTION SET FOR FACULTY ACADEMIC CONTRIBUTIONS EXHIBIT

WHAT: The 22nd annual Faculty Academic Contributions Exhibit (FACE) at the Texas Tech University Libraries will begin with a special reception.

WHEN: 2-4 p.m. Thursday (April 20)

WHERE: Croslin Room in the University Library

EVENT: This year's exhibit includes 122 scholarly and creative works submitted by 113 Texas Tech faculty members. Topics covered include architecture, engineering, art, music, chemistry, mathematics, education, literature, legal issues, political science, feminism, water conservation, dinosaurs, terrorism, the Vietnam War and much more.

The guest speaker at the reception will be Dr. Jonathan Marks, the interim dean of the College of Visual and Performing Arts, and music will be provided by Andy Wilkinson, artist-in-residence at the Texas Tech University Libraries.

CONTACT: Jeff Whitley, director of communications and marketing, Texas Tech University Libraries, (806) 742-3685, or e-mail jeff.whitley@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 21, 2006

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

CUBAN-AMERICAN NOVELIST TO READ FROM WORK AT FREE PUBLIC EVENT

LUBBOCK – Cristina Garcia, a former correspondent and Miami bureau chief for Time magazine, will read from her novels at 7:30 p.m. Monday, in room 001 of the English Philosophy Building at Texas Tech University.

Garcia, a Cuban-American novelist, is the author of “Dreaming in Cuban.” This was her first novel and was a finalist for the 1992 National Book Award. Her other novels include “The Aguero Sisters” and “Monkey Hunting.”

Garcia, who lives in Los Angeles, has been a Guggenheim Fellow, a Hodder Fellow at Princeton University and the recipient of a Whiting Writers’ Award.

The event, sponsored by the Program in Creative Writing in the Department of English, is free and open to the public.

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CONTACT: Dennis Covington, professor of creative writing, (806) 742-2500, ext. 343, or dennis.covington@ttu.edu.



FOR IMMEDIATE RELEASE

Date: April 21, 2006

CONTACT: Michael Castellon, m.castellon@ttu.edu

**CAPITAL CAMPAIGN FOCUSES ON DELIVERING
NEW FACILITY FOR RAWLS COLLEGE OF BUSINESS**

LUBBOCK – Jerry S. Rawls College of Business officials announced Friday the public phase of a Path to Preeminence capital campaign to build a state-of-the-art building for the 21st Century.

This \$60 million, 140,000-square-foot facility will be the third component of a program which will bring together outstanding faculty and talented students, supported by a first class physical platform for learning.

“It has been increasingly important that the Rawls College have a design that promotes great communication among all constituents including students, faculty, employers, the City of Lubbock and the State of Texas using the most up-to-date technology,” said Allen T. McInnes, dean of the college.

The site selected for the new complex is at the corner of 19th Street and University Avenue. The facility will fill all the college’s educational needs including appropriate-sized classrooms, team breakout rooms, a student lounge, multiple study areas, food service for large or small meetings and an employer career management center.

The campaign is co-chaired by Alan White, chairman and CEO of PlainsCapital Corporation, and Jack Hightower, chairman and CEO of Celero Energy.

To date, the college has raised \$17 million for the \$60 million project. Texas Tech has allocated \$25 million in for the project, leaving \$18 million of additional funding needed.

The completion date of the project is targeted for 2009.

For more information on the capital campaign, visit
http://www.rawlsbusiness.ba.ttu.edu/cap_campaign

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CONTACT: Tammy Webb, development coordinator for the Rawls College of Business at Texas Tech University, (806) 742-1575 or tammy.webb@ttu.edu.



News Release

FOR IMMEDIATE RELEASE

Date: April 21, 2006

CONTACT: Michael Castellon, m.castellon@ttu.edu

NEW LAW SCHOLARSHIPS HONOR LEGAL LEGENDS

LUBBOCK – Texas Tech University School of Law alumnus Wayne Reaud has announced the establishment of three endowed scholarships totaling \$750,000. The West Texas Legal Legends scholarships will be named for W. Frank Newton, the late Travis Shelton and the late John F. “Buddy” Maner.

Plaques honoring Newton, Shelton and Maner were unveiled at a ceremony at the School of Law Friday.

“This very generous gift demonstrates Mr. Reaud’s commitment to his alma mater,” said Walter B. Huffman, dean of the School of Law. “By honoring these West Texas Legal Legends, Mr. Reaud is providing for future legal legends.”

Reaud, a prominent trial lawyer, lives in Beaumont. He graduated from the Texas Tech University School of Law in 1974.

Maner was as a longtime plaintiffs attorney in Lubbock. He was considered an active leader in the Lubbock law community and was highly respected by his peers.

Shelton was an accomplished trial attorney before he was elected to three consecutive terms as Lubbock's district attorney. He served as president of the State Bar of Texas and the Lubbock County Bar Association. He also was president of the Lubbock Lions Club and a delegate to the 1968 Democratic National Convention. He died in 2003.

Newton served as dean of the Texas Tech School of Law from 1985 to 2001. He was a driving force behind the School of Law building renovation and law library expansion. He is a former president of the State Bar of Texas. Throughout his career, he was recognized for his efforts to further access to justice for poor and low-income Texans.

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



FOR IMMEDIATE RELEASE

DATE: April 21, 2006

CONTACT: Michael Castellon, m.castellon@ttu.edu
(806) 742-2136

**SCHOLARSHIP, LUNCHEON TO HONOR FIRST
BLACK ADMINISTRATOR AT TEXAS TECH**

WHO: Texas Tech alumnus Kent. R. Hance

WHAT: Establishment of scholarship honoring George Scott, Jr., the first black administrator at Texas Tech University and a long-time pillar of the Lubbock community

WHEN: 11:30 a.m. Saturday

WHERE: Lubbock Country Club, 3416 Mesa Rd.

EVENT: A scholarship honoring George Scott, Jr., the first black administrator at Texas Tech University and a long-time pillar of the Lubbock community, has been established by Texas Tech alumnus Kent. R. Hance. Hance will recognize this year's recipient of the scholarship.

**CONTACT: Marcie Beasley, executive director of Texas Tech University
Stewardship Services, Marcie-johnston.beasley@ttu.edu, (806) 742-0012**



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 21, 2006

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

AMY BELL NAMED NEW MASKED RIDER

LUBBOCK – Amy Bell has taken the reins of Midnight Matador to represent Texas Tech as the 2006-2007 Masked Rider.

Bell, a senior animal and food science major from Kermit, became the new rider Friday during Texas Tech's annual Transfer of Reins ceremony. She will be the 45th Masked Rider to promote university spirit and goodwill at rodeos, parades and other events across Texas.

"The Masked Rider is the emblem of Texas Tech University and embodies the principles of respect, honor and school spirit," said Bell, who was a member of the Masked Rider's Field Safety Team this past football season.

Mounted on a black quarter horse and wearing a black mask and bolero hat with a red and black cape, the Masked Rider leads the football team onto the field and represents university spirit and pride.

Bell is a member of the Texas Tech Ranch Horse Team, Alpha Lambda Delta Scholastic Honor Society, Texas Tech Horse Judging, Phi Eta Sigma Scholastic Honor Society and serves as secretary for the Collegiate Horsemen's Society. She has been named to the Texas Tech Dean's List for the past five semesters and has provided equestrian lessons while working at the Texas Tech Equestrian Center and at the Grand Teton National Park in Wyoming.

She takes the reins from Justin Burgin, who traveled more than 10,000 miles and made 125 appearances as the Masked Rider. Burgin participated in seven home football games and attended three out of town games, including the 2006 AT&T Cotton Bowl. He also made history by becoming the first Masked Rider to attend pre-game activities at Lady Raider basketball games in his lighted cape and hat.

Justin will receive his Bachelor of Science degree from Texas Tech in May. He will attend the Texas A&M University College of Veterinary Medicine in the fall.

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CONTACT: Bruce Bills, spirit publicist, Center for Campus Life, Texas Tech University,
(806) 742-5433, bruce.bills@ttu.edu.

Office of Communications and Marketing

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: April 21, 2006

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

STUDENTS RECEIVE SCHOLARSHIPS DURING CONVOCATION

- WHAT:** Texas Tech College of Architecture Awards Day Convocation
- WHEN:** 2 p.m. Monday
- WHERE:** The Frazier Alumni Pavilion on the Texas Tech campus
- EVENT:** The event will recognize students, faculty and staff who have distinguished themselves through leadership and in academic and creative excellence.

A total 65 scholarships, ranging from \$300 to \$3,500, will be awarded to architecture students during the event. The scholarships are made possible by the support of private donors, the Lubbock Chapter of the Architectural Institute of America and the Texas Architectural Foundation.

CONTACT: Patricia Perkins, coordinator of academic programs, College of Architecture, Texas Tech University, (806) 742-3136, or patricia.perkins@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

Date: April 22, 2006

CONTACT: Michael Castellon, m.castellon@ttu.edu

FIRST BLACK ADMINISTRATOR HONORED WITH SCHOLARSHIP

LUBBOCK – A scholarship honoring George Scott, Jr., the first black administrator at Texas Tech University and a long-time pillar of the Lubbock community, has been established by Texas Tech alumnus Kent. R. Hance. The scholarship was awarded at a luncheon Saturday at the Lubbock Country Club.

This year's recipient is Tara Stevens, a senior at Monterey High School in Lubbock. Stevens will graduate in May and enroll at Texas Tech this fall.

Scott was born in Sugar Creek Taft, Oklahoma and attended Taft Public School and Manual Training High School in Muskogee, Oklahoma. He was a sophomore at Langston University when World War II interrupted his education. After serving two years in the United States Army he was honorably discharged and returned to college and earned a Bachelor of Science Degree from Langston in 1949.

Scott was a driving force at Texas Tech University and worked tirelessly to integrate the school. He later became the first black administrator at Tech. From 1969-1991, he served as associate dean of students and associate to the vice president for student affairs at Texas Tech. He died in 2005.

Hance, a member of the Texas Tech Alumni Association Board of Directors, served as a State Senator in the Texas State Legislature from 1974-1978. In 1979, he won the 19th District Congressional Seat in a race against current President George W. Bush. He served as chairman of the Texas Railroad Commission from 1987-1990, and also served on numerous state committees. He is a member of the Texas Tech Chancellor's Council, National Red Raider Club Board, and the Matador Society.

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CONTACT: Marcie Beasley, executive director of Texas Tech University Stewardship Services, Marcie-johnston.beasley@ttu.edu, (806) 742-0012



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 24, 2006
CONTACT: Scott Slemmons, scott.slemmons@ttu.edu
(806) 7842-2136

BASEBALL HISTORIAN AND AUTHOR TO SPEAK

LUBBOCK – Texas Tech University Libraries will host a presentation by noted baseball historian Sam Regalado in the Formby Room of the Southwest Collection/Special Collections Library at 7 p.m. Tuesday.

Regalado's presentation, "Invisible Baseball: Japanese Americans and their Game in the 1930's," explores how Nisei (persons born in America of parents who emigrated from Japan) baseball served as an important factor in Japanese-Americans' quest for acceptance and assimilation in America.

A professor of history and chair of the Department of History at California State University at Stanislaus, Regalado's credits include "Viva Baseball: Latin Major Leaguers and their Special Hunger," along with several scholarly articles concerning Latinos in American professional baseball and Japanese-Americans in baseball in general.

Regalado earned his doctorate from Washington State University. He was a 1994 Smithsonian Institute Faculty Fellow and a Davies Fellow at the University of San Francisco.

The scholarly lecture is a joint effort of the Southwest Collection/Special Collections Library, the Collegiate Baseball Foundation and the Texas Tech University Department of History. The goal of the joint project is to highlight sports history and to call attention to the libraries' ongoing sports collection initiative.

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CONTACT: Jeff Whitley, director of communications and marketing, Texas Tech University Libraries, (806) 742-3685, or e-mail jeff.whitley@ttu.edu.



News Release

FOR IMMEDIATE RELEASE

DATE: April 24, 2006

CONTACT: Scott Slemmons, scott.slemmons@ttu.edu
(806) 742-2136

WHITFIELD HORN FELLOWSHIPS ANNOUNCED

LUBBOCK – The Texas Tech University Women's Club has announced the recipients of the Paul Whitfield Horn Fellowships for Women Graduate Students for the 2006-2007 academic year.

The recipients, all of whom are candidates for doctorate degrees, are: Neetu Arora of New Delhi, India (marriage and family therapy); Faith Drew of Phoenix, Ariz. (marriage and family therapy); Tyla Holsomback of Fort Worth (biological sciences); Cheryl Juergens of Bozeman, Mont. (human development and family studies); Bobbi Crill Padgett of Midland (hospitality administration); Caitlin Pause of Midland (human development and family studies); Iris Rivera-Gonzales of Cayey, Puerto Rico (classical and modern languages and literatures); and Nilmini Wijeratne of Kandy, Sri Lanka (chemical engineering).

The Horn Fellowship Endowment was established in 1940 as a tribute to Paul Whitfield Horn, the first president of Texas Technological College by members of the Quarterly Club. The University Women's Club became co-sponsors of the endowment in 1964 and assumed sole responsibility for it in 2004.

"The fellowships were established in the belief that the woman who reaches her goal will be more likely to fulfill the promise of her ability," said Esther Lichti, chair of the University Women's Club's Horn Fellowship Committee.

Applicants for the fellowships must be women accepted for graduate study and working toward a degree at Texas Tech University. Whenever possible, the fellowship will be given to a woman who has previously earned a master's degree and is working toward a doctorate.

The following factors are taken into consideration during the awards process: professional achievement and potential for outstanding professional accomplishment; academic ability, demonstrated and potential; character; financial need; and likelihood of completion of degree in a timely manner.

**CONTACT: Esther Lichti, chair, Horn Fellowship Committee, University
Women's Club, Texas Tech University, (806) 742-4335, or e-mail
esther.lichti@ttu.edu.**



Advisory

FOR IMMEDIATE RELEASE

DATE: April 24, 2006
CONTACT: Scott Slemmons, scott.slemmons@ttu.edu
(806) 742-2136

**FITNESS EXPERT TO SPEAK AT TEXAS TECH
ON WALKING AND WEIGHT REDUCTION**

WHAT: Motivational speaker Robert Sweetgall will appear at Texas Tech University to present a lecture on "Walking off Weight and Stress."

WHEN: 7 p.m. Wednesday (April 26)

WHERE: Texas Tech's Frazier Alumni Pavilion

EVENT: Sweetgall is the author of 14 books and has walked across America seven times. He is the only person to walk all 50 states, a distance of 11,208 miles, in 365 consecutive days.

Sweetgall will challenge listeners to increase their physical activity over the summer. His visit is sponsored by Texas Tech's F.I.T. Tech organization and the Office of the President.

An expert on walking as a fitness and stress-relief regimen, Sweetgall can also address issues of diabetes and heart disease risk reduction, weight reduction, fitness for seniors and easy, practical fitness programs for at-risk populations. To schedule an interview with him before the event, please contact Dr. Margaret Lutherer in the president's office.

CONTACT: Margaret Lutherer, assistant to the president, Texas Tech University, (806) 742-2121, or e-mail margaret.lutherer@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 24, 2006

CONTACT: Scott Slemmons, scott.slemmons@ttu.edu
(806) 742-2136

TEXAS TECH UNIVERSITY LIBRARIES HOST DENNIS COVINGTON

LUBBOCK – Texas Tech University Libraries will host a book review and discussion Thursday featuring Texas Tech English professor and award-winning author Dennis Covington and his book "Salvation on Sand Mountain."

The event is scheduled for 7 p.m. at the Southwest Collection/Special Collection Library's Formby Room. It is free and open to the public.

Paperback copies of Covington's book will be available for check-out from the University Library.

When an Alabama pastor was convicted in 1992 of trying to kill his wife with poisonous snakes, Covington, a freelance journalist at the time, covered the murder trial during which he unearthed the bizarre and mysterious world of snake handling. As he got to know parishioners, the author discovered a community of unshakable faith, where worshippers handle poisonous snakes and drink strychnine as part of their religious experience.

As Covington explored the lives and beliefs of the poor white Southerners who adhered to an assortment of unorthodox practices, he writes of his Appalachia ancestors, the riveting power of the faith he witnesses, and ultimately, his own spiritual transformation, which leads him to taking up the snakes himself. "Salvation on Sand Mountain" is a National Book Award finalist.

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CONTACT: Jeff Whitley, director of communications and marketing, Texas Tech University Libraries, (806) 742-3685, or e-mail jeff.whitley@ttu.edu.



FOR IMMEDIATE RELEASE

Date: April 24, 2006

CONTACT: Michael Castellon, m.castellon@ttu.edu

**KEYNOTE TO DISCUSS NO CHILD LEFT BEHIND ACT'S
ROLE IN CORRUPTION OF EDUCATION, TEACHING**

LUBBOCK – The effectiveness of The No Child Left Behind Act and its impact on children's education will be topic of a keynote speech given at Texas Tech University Friday by Dr. David Berliner, a regents professor of education at Arizona State University.

The speech will begin at 8:30 a.m. in Room 001 of the Education Building (3008 18th Street).

The event is free and open to the public.

Berliner's keynote is titled "Troubles for the NCLB: It May Not Be Improving Achievement and It Corrupts the Profession."

Berliner, who is nationally recognized in the field of educational research, is a long-time critic of the act, which was signed by President Bush in 2002.

"It remains important for us to always have an open dialogue about the effectiveness of legislation that governs the quality of education in the United States," said Dr. Sheryl Santos, dean of the Texas Tech University College of Education. "West Texas especially has so many dynamic and special needs that it remains crucial to examine how we can better serve our system of education."

Berliner's appearance is part of the Texas Tech College of Education's annual Research Conference. This year's conference features 45 presenters speaking on various aspects of education.

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CONTACT: Karen Jacobsen, director of public relations, Texas Tech University College of Education, (806) 742-1998 ext. 455



News Release

FOR IMMEDIATE RELEASE

Date: April 24, 2006

CONTACT: Cory Chandler, cory.chandler@ttu.edu

STORM SHELTERS COULD EASE HURRICANE EVACUATIONS

LUBBOCK – As was seen in Houston preceding Hurricane Rita, evacuations often can put immense strain on traffic corridors, leading to traffic jams and – in the case of Houston – fatalities. By utilizing in-home storm shelters, some homeowners who are not required to evacuate can remain where they are and ease the hurricane evacuations of others.

Dr. Ernst Kiesling, professor of civil engineering at Texas Tech University and executive director of the National Storm Shelter Association, recommends that homeowners who live above the flood plane in hurricane prone areas buy a storm shelter for their home.

Kiesling and other Texas Tech wind and hurricane researchers say this is especially important since many hurricane regions are too heavily populated to allow for proper evacuations. Also, the uncertainty of storm tracking often leads to evacuation from a larger area than is ultimately required.

However, Kiesling urges buyers to look for a seal of the National Storm Shelter Association when they buy a shelter for their home. Although there are a variety of products available for homes, Kiesling says many shelters are not designed by engineers or architects who are familiar with the wind loads present during hurricanes.

Kiesling specializes in debris impact and storm shelters quality. He can speak on the construction and use of personal and community shelters. Kiesling has more than 30 years of experience in the field documenting debris damage and testing different materials and types of construction.

Texas Tech's Wind Science and Engineering Research Center tests building materials using a wind cannon that simulates the impact of debris hurled at 100 mph. It has performed dozens of product tests for an international slate of manufacturers and organizations like the Portland Cement Association, The Engineered Wood Association and DuPont.

More information about the storm shelter research can be found at:

<http://architecture.about.com/cs/buildyourhouse/a/concretehomes.htm?terms=concrete+homes+Texas+Tech>

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CONTACT: Ernst Kiesling, professor in the Department of Civil Engineering, Texas Tech University, (806) 742-3451, ext. 235, or ernst.kiesling@ttu.edu.

Office of Communications and Marketing



Advisory

FOR IMMEDIATE RELEASE

DATE: April 24, 2006

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

DAYLONG EVENT GETS TO THE ROOTS OF DNA TECHNOLOGY

- WHAT:** DNA Day
- WHEN:** 10 a.m.-2 p.m. Tuesday (April 25)
- WHERE:** Biotechnology Core Facility in the Texas Tech University Experimental Sciences Building
- EVENT:** Area high school students can learn about cutting-edge biotechnology techniques and development of new biofuels in a special scientific program called DNA Day.

Hosted by Texas Tech's Plant and Soil Science Department and Bayer CropScience, the free program for 125 sophomore biology students from local communities will focus on creating transgenic plants, testing seed for the presence of an inserted gene and viewing a demonstration of DNA instrumentation in the university's Biotechnology Core Facility.

"The students will also tour the International Center for Food Industry Excellence," said program coordinator Ginger Light. The daylong program begins at 10 a.m. with laboratory tours and a noon luncheon.

Among the presentations will be a discussion on restriction enzymes and transgenic cotton development, in addition to a talk about the core facility, robots, gels and microarray technologies.

Mindy Brashears, director of Tech's International Center for Food Industry Excellence, will review emerging food microbiology programs. Nazmul Karim, chairman of Tech's Department of Chemical Engineering, will give a presentation of the development of biofuels.

For more information, or if you are an individual with a disability who is in need of an auxiliary aid or service to participate in the meeting, please contact Ginger Light at (806) 742-2837 or ginger.light@ttu.edu before the event.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 25, 2006

CONTACT: Scott Slemmons, scott.slemmons@ttu.edu
(806) 742-2136

TEXAS TECH STAFF ASSIST ON NEW HISTORICAL SERIES

LUBBOCK – Staff members from Texas Tech University helped bring a new PBS history series to life.

History Professor Alwyn Barr, Architecture Professor John White, Texas Tech University Museum Curator of History Henry Crawford, National Ranching Heritage Center Curator Robin Crawford and National Ranching Heritage Center Executive Director Jim Pfluger all served as consultants for "Texas Ranch House," an eight-part series that will premiere on PBS early next month.

The series focuses on a group of average people who set out to learn what Texas ranching was like in the 1860s by actually running a ranch using period tools, technology and clothing.

The show's participants have been asked to reveal few details about the program until after it premieres, but Henry Crawford said that the consultants helped guide the historical development of the show's scenarios and participated in a "boot camp" for the program's cast members to teach them how to live and work in a frontier environment.

"An additional role I had was portraying a buffalo soldier on camera to help tell the story of the U.S. Army's presence on the Texas frontier after the Civil War," said Crawford. "I helped arrange for other buffalo soldier re-enactors for the Army scenarios, and we appear in two episodes."

Pfluger also served as one of the evaluators who graded the participants on how well they accomplished the tasks and met the challenges and expectations of the experience. He appears on camera with the other evaluators in the last episode.

Crawford said the program's producers were very interested in making certain that everything on the show was historically accurate.

"Rarely did a day go by when an e-mail didn't come from one of the producers asking about types of saddles, historical chronology, lifestyles, illness, the proper type of lighting device or the like," Crawford said. "Once the shooting began, until well into post-production, we continued to field specific historical questions and were asked our opinions

on many issues. The producers always made sure our opinions were heard, and 95% of the time, I believe our advice was followed."

The series will air locally on KTXT-TV (PBS) Channel 5, Cox Cable channel 4 Monday through Thursday, May 1-4, 8-10 p.m. The website for the series is located at <http://www.pbs.org/ranchhouse>.

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CONTACT: Michelle Dillard, manager of television programming, KTXT-TV, Texas Tech University, (806) 742-1991, ext. 228, or e-mail michelle.dillard@ttu.edu.



News Release

FOR IMMEDIATE RELEASE

DATE: April 25, 2006

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

TEXAS INTERNATIONAL COTTON SCHOOL DATES ANNOUNCED

LUBBOCK – Students can now enroll for the next Texas International Cotton School session beginning Monday, Aug. 21 and continuing through Friday, Sept. 1.

The school is a cooperative effort between the Lubbock Cotton Exchange and the International Textile Center at Texas Tech University. 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.

Four hundred students, managers, merchants and textile workers from 53 countries have joined top cotton, commodity and textile experts in 20 past sessions for intensive two-week sessions of the Texas International Cotton School.

“We really believe that we offer 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.”

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 us at www.texasintlcottonschool.com.

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Contact: Mike Stephens, communications coordinator, the International Textile Center, Texas Tech University, (806) 747-3790 x513 or Michael.l.stephens@ttu.edu.



FOR IMMEDIATE RELEASE

Date: April 25, 2006

CONTACT: Michael Castellon, m.castellon@ttu.edu

**GROUNDWATER SHORTAGE, MANAGEMENT TO BE
ADDRESSED BY PANEL OF EXPERTS**

LUBBOCK – The affect of groundwater pumping and methods to correct groundwater shortages will be presented as part of the 2006 Holden Lecture at Texas Tech University.

The event is set for 5 p.m. Thursday (April 27) at the International Cultural Center auditorium, 601 Indiana Ave.

The event is free, open to the public and will include a reception at 4:45 p.m. Speakers will include:

- Dr. Ken Rainwater, director of the Water Resources Center at Texas Tech, presenting the topic “Water Research at Texas Tech University: Making the Glass Half-Full.”
- Jim Conkwright, manager of the High Plains Underground Water District No. 1, presenting the topic “New Directions in Groundwater Management for the Texas High Plains.”
- Robert Glennon, professor of law and public policy at the University of Arizona, presenting “Water Follies: The Impact of Groundwater Pumping on the Environment.”

The International Center for Arid and Semiarid Land Studies at Texas Tech University scheduled the event, which focuses on regional and general groundwater issues and water research, as part of its 40th Anniversary Program.

ICASALS was created in 1966 to lead Texas Tech’s mission to study arid and semiarid environments with a focus on water-related issues and the human relationship to these environments worldwide.

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CONTACT: A.C. Correa, Director of ICASALS at Texas Tech, (806) 742-2218 ext. 252, or ac.correa@ttu.edu



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: April 25, 2006

CONTACT: Michael Castellon, m.castellon@ttu.edu
(806) 742-2136

**TEXAS TECH TO ANNOUNCE WINNERS
OF "FROM HERE, IT'S POSSIBLE" CONTEST**

WHO: Texas Tech University

WHAT: Announcement of 18 winners of the Texas Tech University System's "From here, it's possible" contest.

WHEN: 4 p.m. Thursday

WHERE: Merket Alumni Center
17th Street and University Avenue

EVENT: The Texas Tech University Office of Communications and Marketing will host a celebration and reception thanking the 86 contest entrants who shared their stories of challenge, triumph and success at Texas Tech, and announce the 18 prizewinners whose stories were selected for awards.

CONTACT: Dr. Alice White, director of public relations for the Texas Tech University System, (806) 742-4719, or alice.white@ttu.edu



TEXAS TECH UNIVERSITY SYSTEM

Advisory

FOR IMMEDIATE RELEASE

DATE: April 25, 2006

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

PROFESSOR TO ADDRESS CONGRESS ON NEED FOR BETTER RADIATION STUDIES, STRATEGIC STUDIES OF RADIATION AT CHERNOBYL

[Editor's note: To attend the event, reporters should make reservations through the U.S. Civilian Research and Development Foundation. Contact Linda Staheli, congressional liaison, at (202) 415-7175, or lstaheli@crdf.org; or Eric Dyson, communications manager, at (703) 526-2339, or edyson@crdf.org.]

WHO: Ron Chesser, director for the Center of Environmental Radiation Studies at Texas Tech University

WHAT: Congressional briefing on Chernobyl, held by the Congressional Ukrainian Caucus

WHEN: 2-6 p.m. Thursday

WHERE: Room HC-6 of the U.S. Capitol Building

EVENT: Chesser will be one of nine speakers who will address a panel of congressional staff members on the 20-year legacy of the Chernobyl nuclear plant explosion. He will call for more and better studies of the Chernobyl disaster site to prepare for the possibility of another nuclear plant disaster or detonation of a "dirty bomb" by a terrorist group. Also, Chesser will call for better, more coordinated biological studies by universities and other institutes who will contribute their independent data results into comprehensive databases on the effects of radiation in the area. Chesser has studied Chernobyl since 1992. Through grants from organizations such as the U.S. Department of Energy, he has mathematically mapped and reconstructed the two radiation plumes from the disaster.

CONTACT: Ron Chesser, director for the Center of Environmental Radiation Studies at Texas Tech University, (806) 252-5871, or ron.chesser@ttu.edu.

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News Release

FOR IMMEDIATE RELEASE

Date: April 25, 2006

CONTACT: Cory Chandler, cory.chandler@ttu.edu

HYBRIDS AND HYDROGEN: CURES FOR THE GAS PUMP BLUES?

Alternative Fuels Researcher Says Alcohols, Hydrogen May Have Automotive Future

LUBBOCK -- "Hydrogen has a future, but it will be a few years before hydrogen production, distribution and on-board storage are really available. Hydrogen fueled engines will be practical much sooner than fuel cells." Timothy Maxwell, professor of mechanical engineering, Texas Tech University's Department of Mechanical Engineering.

Rising costs at the gas pump could prime consumers for new fuel alternatives, Maxwell said. Hybrid vehicle sales in the United States are growing as a wider variety of models attract consumers.

Hybrid electric vehicles with diesel engines could be even more efficient than hybrids fueled by gasoline, Maxwell said, though he noted that they are more expensive.

Other fuels like ethanol, methanol and mixtures of those alcohols with gasoline could increase in popularity, he said, while options like liquid petroleum gas or propane likely will see more use by farmers and ranchers.

Researchers in Texas Tech's Mechanical Engineering Department have been involved in alternative fuels research since 1988, when they were first awarded a 1988 Chevrolet Corsica to be converted to operate using a combination of methanol and gasoline. Since then, the department has been involved in vehicle design projects and research programs using methanol, ethanol, natural gas, hydrogen and hybrid electric drive trains. They have cold-started methanol engines, operated engines using enriched oxygen and studied the long-term effects of engine operation using pure methanol.

Maxwell is the author of "Alternative Fuels: Emissions, Economics and Performance." During his 30-year-career, he has worked with automobile manufacturers including Ford, General Motors and Chrysler.

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CONTACT: Timothy Maxwell, professor of mechanical engineering, Department of Mechanical Engineering, Texas Tech University, (806) 742-3563, or tmaxwell@coe.ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 26, 2006

CONTACT: Scott Slemmons, scott.slemmons@ttu.edu
(806) 742-2136

TEXAS TECH SCHOOL OF MUSIC TO HOST MUSIC BUSINESS WORKSHOP

LUBBOCK – Texas Tech University's School of Music will host a special workshop and roundtable discussion on the music business.

The workshop will take place in Room 248 of the Music Building from 6-8 p.m. Monday. Admission is free and open to the public.

Texas Tech faculty members will discuss a variety of topics:

- Andy Wilkinson, artist-in-residence at the Southwest Collection/Special Collections Library, will speak on publishing and copyright issues.
- Alan Shinn, percussionist and professor of music, will discuss professional and studio skills.
- Matthew Santa, jazz pianist and associate professor of music, will give general career advice.
- Angela Mariani, producer, radio host and visiting assistant professor of music, will address professional and studio skills, relationships with engineers, producers and other music professionals and how to deal with the media.

The event is co-sponsored by the School of Music and the College of Visual and Performing Arts. It will be hosted by Phi Mu Alpha, Mu Phi Epsilon and the Vernacular Music Center.

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CONTACT: Violet Badger, event organizer, Texas Tech University,
violet.l.badger@ttu.edu.
Christopher Smith, director, Vernacular Music Center, Texas Tech
University, (806) 742-2270, ext. 249, or e-mail
christopher.smith@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 27, 2006

CONTACT: Scott Slemmons, scott.slemmons@ttu.edu
(806) 742-2136

TEXAS TECH UNIVERSITY TO CELEBRATE ARBOR DAY

LUBBOCK – Texas Tech University will celebrate Arbor Day beginning at 11 a.m. Friday at Memorial Circle on the Texas Tech campus. Planting will begin at 1:30 p.m.

The band The Trees is scheduled to perform at noon. A presentation at 1 p.m. will honor student organizations and advisers who have made outstanding contributions to the Lubbock community. Food and activities will be available for free to students.

Jobi Martinez, assistant director for leadership and civic engagement for the Texas Tech Center for Campus Life, said the Arbor Day celebration is an opportunity for students, faculty and staff to give back to the university and have fun.

“Arbor Day is an opportunity for students to help beautify the campus and celebrate,” Martinez said.

Sponsors of the event are the Center for Campus Life, Grounds Maintenance, University Catering, Starbucks, and the Arbor Day student committee.

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CONTACT: Jobi Martinez, assistant director for leadership and civic engagement, Center for Campus Life, at (806) 742-5433 or jobi.martinez@ttu.edu.



News Release

FOR IMMEDIATE RELEASE

April 27, 2006

CONTACT: Suzanna Cisneros Martinez, suzanna.martinez@ttuhsc.edu
(806) 743-2143

TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER OFFICIALLY LAUNCHES NATIONWIDE MEDICARE PILOT PROJECT

LUBBOCK – Texas Tech University Health Sciences Center announced Thursday (April 27) the launch of the Texas Senior Trails project. The Health Sciences Center is one of six organizations nationwide chosen by the Centers for Medicare and Medicaid Services to operate a three-year demonstration project to help Medicare beneficiaries improve their quality of life while reducing their medical expenses and Medicare program costs.

Participants will work with a team of health care advocates to guide them through the complex maze of health care issues.

The health care team will coordinate care with the participants' various physicians and other medical services and programs, including in-home or nursing home care givers. The health care team also will develop individualized care plans based on the participants' specific circumstances, providers and needs as well as help them overcome obstacles to receiving appropriate and timely care, such as transportation. Additionally, the health care team will oversee their prescription needs, as well as keep doctors informed about their medication use.

"The pilot project will focus on Medicare beneficiaries who are considered 'high cost' and 'high risk' and will seek to improve their health through better quality care," said Mark B. McClellan, M.D., Ph.D., administrator for CMS. "Beneficiaries with multiple progressive chronic conditions typically see numerous doctors without any one doctor knowing about or coordinating the care provided by the other doctors."

On average, McClellan said, these patients see seven different physicians and have 20 prescriptions each year.

Texas Senior Trails, a consortium of Texas Tech University Health Sciences Center, Texas Tech Physician Associates and TrailBlazer Health Enterprises LLC, will coordinate an integrated health care delivery pilot project for beneficiaries in 48 counties in the Texas Panhandle and South Plains area.

TrailBlazer Health Enterprises is the Texas Medicare fiscal intermediary and carrier. The company brings a successful 39-year history of working with the Medicare fee-for-service program, its beneficiaries and their providers.

“One of the primary goals of this project is to improve the patient outcomes and quality of life,” said M. Roy Wilson, M.D., M.S., president of the Health Science Center. “The Health Sciences Center is tremendously excited to be a part of this project.”

Lorri Velten, Texas Senior Trails Project administrator, said CMS has identified 5,117 patients in the Lubbock and Amarillo area who meet the standards of high utilization as described by Medicare.

“We are proud to be able to have an opportunity to offer cost-effective quality care in a large group practice setting in the Lubbock and Amarillo demonstration site, as well as provide leadership for testing methods to transform care and implement more cost-effective care at a national level,” said Lorri Velten Texas Senior Trails Project administrator.

The Care Management for High Cost Beneficiaries demonstration will be the first effort by CMS to focus specifically on provider-directed models of care for high-cost, fee-for-service Medicare beneficiaries. The Senior Trails Project currently has more than 2,000 participating beneficiaries enrolled, of which 1,600 are in the Lubbock area, and more than 400 in the Amarillo area. Enrollment into the project will continue for several months.

“With this support through Texas Senior Trails, participants can maintain an active role in their well-being and can achieve a more independent and healthier lifestyle,” Velten said. “They can work their way through the health care system with professional assistance and gain better control of their health.”



News Release

FOR IMMEDIATE RELEASE

DATE: April 27, 2006
CONTACT: Julie Toland, julie.toland@ttuhsc.edu
(806) 743-2143

HEALTH SCIENCES CENTER STUDENT, RESIDENT, FACULTY RECEIVE AWARDS FROM GLOBAL HEALTH CARE PUBLISHER

LUBBOCK – A leading global health care and scientific publisher, Elsevier, has announced the winners of two distinctive new U.S. award programs established to foster innovation and acknowledge the vital role of health care professionals.

First prizes in the Elsevier “Medical Information Can ...” Awards went to Texas Tech University Health Sciences Center medical resident Clifford Pereira and to medical student Gregg Schmedes. Their winning essays address the critical link between access to medical information and improving quality of life as medical professionals.

In addition to the award, recipients will receive prizes including thousands of dollars in cash, a year of free Elsevier textbooks, online subscriptions and charity donations. Only 18 first prizes were awarded nationally.

Valerie Gregory, instructor in the Health Sciences Center School of Nursing, received a first prize in Elsevier’s Student & Faculty Awards for Nursing Excellence.

In an era where distance education hinders the human touch of classroom participation, Valerie Gregory exemplifies the basic nursing philosophy of caring and radiates excellence in nursing to those privileged to be called her students,” said distance nursing student Teresa Jones, who nominated Gregory for the award.

Nationally, 20 first-prize winners were selected for the nursing excellence award.

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: April 27, 2006

CONTACT: Michael Castellon, m.castellon@ttu.edu
(806) 742-2136

**COMEDIAN GEORGE LOPEZ TO BE AWARDED
CERTIFICATE OF APPRECIATION**

WHO: Actor and comedian George Lopez

WHAT: Presentation of certificate of recognition

WHEN: Sunday, following 7 p.m. concert

WHERE: United Spirit Arena

EVENT: Actor and comedian George Lopez will be recognized by Texas Tech University, the City of Lubbock, and the Lubbock Hispanic Chamber of Commerce for his contributions to the arts, business development and charitable activities.

SPECIAL NOTE: Media must pre-register before attending. No exceptions.

To register, please contact Cindy Harper by April 28th (806-742-7362).

No television cameras or interviews will be permitted.

Still photography by advance approval only.

CONTACT: Dr. Juan Munoz, special assistant to the president, (806) 742-1997 ext. 257, or juan.munoz@ttu.edu



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: April 27, 2006

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

**STUDENT GOVERNMENT ASSOCIATION BREAKS GROUND
ON DONOR TRIBUTE**

WHAT: Groundbreaking ceremony

WHEN: 11 a.m. Friday

WHERE: Memorial Circle on the Texas Tech Campus

EVENT: Texas Tech's Student Government Association will break ground on its tribute to donors in the Paving the Way to Student Success scholarship campaign.

The ambitious, student-led drive seeks \$5 million for new merit and opportunity student scholarships by allowing donors to purchase a brick with the donor's name on it. The bricks will be placed in a sidewalk on Memorial Circle.

The campaign, launched in November, has raised more than \$1.5 million.

CONTACT: Ryan Worley, president, Student Government Association, Texas Tech University, (806) 742-3631, or ryan.a.worley@ttu.edu.



FOR IMMEDIATE RELEASE

Date: April 27, 2006

CONTACT: Michael Castellon, m.castellon@ttu.edu

**HUFFMAN INDUCTED INTO NATIONAL
BLACK LAW STUDENTS HALL OF FAME**

LUBBOCK – Texas Tech University School of Law Dean Walter Huffman has been inducted into the National Black Law Students (NBLSA) Hall of Fame.

The NBLSA Hall of Fame Award is given to an individual who has displayed exemplary support for NBLSA.

Huffman is one of only four individuals nationwide nominated for the honor. Huffman's Hall of Fame citation notes his consistent commitment to the NBLSA, diversity and the community. Joining Huffman as a Hall of Fame inductee was Charles Ogletree, a Harvard law professor and former NBLSA chair.

Texas Tech Law School BLSA President Demarcus Ward said Huffman has been a consistent supporter of the Texas Tech School of Law Black Law Students Association and its initiatives. In January 2004, the School of Law hosted the NBLSA- Rocky Mountain Region Convention.

The induction ceremony was held at the 38th Annual NBLSA National Convention in March in Washington, D.C. The event was attended by several members of Congress, world-renowned law professors, representatives of major non-profit organizations and other government officials.

Huffman joined the Texas Tech School of Law in 2002 after a distinguished 25-year career in public service. As Judge Advocate General and the top military lawyer for the U.S. Army, Huffman stepped down in 2001 after managing and leading a diverse legal workforce of more than 4,000 full-time uniformed and civilian attorneys and paralegal and support personnel in the United States and 17 foreign countries. During that time he was the first uniformed lawyer since World War II selected to serve on the Texas State Bar Board of Directors.

In 2005, Huffman completed an appointment to a congressionally directed panel to examine legal services in the Department of Defense. He teaches National Security Law and has been interviewed as an expert on national security law issues by national radio and print media. He is a veteran of the Vietnam War, where he was the commander of a field artillery battery, and Desert Storm, where he was the staff judge advocate of the U.S. VII Corps.

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CONTACT: Casey Carson, director of alumni relations, Texas Tech School of Law,
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FOR IMMEDIATE RELEASE

Date: April 27, 2006

CONTACT: Michael Castellon, m.castellon@ttu.edu

**WINNERS OF TEXAS TECH'S 'FROM HERE,
IT'S POSSIBLE' CONTEST ANNOUNCED**

LUBBOCK – Texas Tech University officials announced Thursday the winners of the “From Here, It’s Possible” essay contest, an initiative designed to bring increased visibility to Texas Tech’s academic achievements.

The Texas Tech Office of Communications and Marketing hosted a celebration and reception Thursday recognizing the 86 contest entrants who shared their stories of challenge, triumph and success at Texas Tech. They also announced the 18 prizewinners whose stories were selected for awards.

Any well-told story about Texas Tech illustrating the theme of “From Here, It’s Possible” was eligible for the contest as long as the entry was created by a student, alumni, a former or current faculty or staff member from Texas Tech University or Texas Tech University Health Sciences Center or a former or current staff member from the Texas Tech University System.

Lance Sullivan, a graduate student in the Department of Biological Sciences, won first place in the category of Current Texas Tech Student for his essay “*Veni, Vidi, Vici*” (Latin for “I came, I saw, I conquered”).

In his essay, Sullivan describes how he conquered a variety of challenges, including anxieties about his learning disability. He writes, “I owe the majority of my accomplishments to the professors who went above and beyond to assist me whenever I had a difficult time in understanding complex concepts.”

Melinda Kaye Williams, a student in the School of Allied Health Sciences, won first place in the category of Current Texas Tech Health Sciences Center Student for her essay “Serving My Purpose.” Williams considers herself lucky to be alive following an accident in the summer of 2003. Through weeks of therapy she had to relearn how to do things she once took for granted.

She writes, “Today, I cannot imagine my life without my near-death experience. (It) allowed me to overcome adversity, realize my strength and attend Texas Tech University Health Sciences Center to pursue a degree in my chosen profession.”

Prizes include \$500 scholarships, 2-ticket sets of box seats to a 2006-2007 football or basketball game and books published by Texas Tech University Press.

Winners of other contest categories are:

Texas Tech University Current/Former Faculty/Staff

- 1st Place, Sheri Westerfeld Lewis, BA, Mass Communications, 2001, assistant director/editorial & broadcast advisor in student media
- 2nd Place, Ambassador Tibor P. Nagy, Jr., BA, Arts & Sciences, 1972, vice provost for international affairs
- 3rd Place, David E. Williams, Ph.D., associate professor, Communication Studies

Texas Tech University Current Student

- 2nd Place, Kevin Garrison, MA, Arts & Sciences, 2004, doctoral student
- 3rd Place, Janis Henderson, BS, Human Sciences, 2004, graduate student

Texas Tech University Alumnus/Alumna

- 1st Place, Jane Nagy and William "Bill" Edward Whitfill
Nagy: MA, Interdisciplinary Studies, 2005
Whitfill: BA, Arts & Sciences, 2003
- 2nd Place, Lina Alvarez Williams, BA, Arts & Sciences, 2003
adjunct professor, Tallahassee Community College
- 3rd Place, Nancy Shomette, bachelor's of general studies, Arts & Sciences, 2004
Houston

Texas Tech University Health Sciences Center Current Student

- 2nd Place, Hayley Blackwell
graduate student, Physician Assistant Program,
- 3rd Place, Alexia Rendón, BS, Arts & Sciences, 1999
pharmacology student



Texas Tech University Health Sciences Center Alumnus/Alumna

- 1st Place, Pam Alsbaugh and Misty Criswell
Alsbaugh: BS, Arts & Sciences, 1971,
associate director, Fredericksburg Campus
Criswell: BS, CASNR, 1994; BSN, 2004

Texas Tech University Health Sciences Center Current/Former Faculty/Staff

- 1st Place, Misti Dawn Wooten
Midland, Physician Assistant Program
- 2nd Place, Dereesa Purtell
Department of Opthamology, 1997-1999
- 3rd Place, Yvonne Carrillo Brown
Department of Orthopedics, 1977-2003

Texas Tech University System Current/Former Staff

- 1st Place, Janie Landin Ramirez, BS, Arts & Sciences, 1979
Outreach Specialist, College of Education
- 2nd Place, Janet Barrett
lead account processor, Institutional Advancement



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: April 27, 2006

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

ENGINEERING FACULTY AND STAFF REGOGNIZED

WHAT: Faculty and Staff Awards Banquet

WHEN: 6 p.m. Thursday

WHERE: The Matador Room of the Texas Tech Student Union Building

EVENT: College of Engineering faculty and staff will be recognized for distinguished service. Recognitions include tenure and promotion announcements, service acknowledgements and teaching and research excellence awards.

CONTACT: Sharon Smith, communications coordinator, College of Engineering, Texas Tech University, (806) 742-3451, ext. 267, or sharon.smith@ttu.edu.

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Advisory

FOR IMMEDIATE RELEASE

DATE: April 28, 2006

CONTACT: Cory Chandler, cory.chandler@ttu.edu
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GPS TO GUIDE ROBOTS THROUGH RACE COURSE

WHAT: Robot Project Demonstration Day

WHEN: 9:30 a.m. to noon Saturday

WHERE: The R4 parking lot west of the Texas Tech University's Electrical Engineering Building (across Canton Ave. from the Robert P. "Bob" Fuller Track)

EVENT: Teams of sophomore electrical and computer engineering students will test autonomous robots they have designed and built. The robots, guided by a Global Positioning System sensor, must navigate a parking lot without assistance.

Systems like these have direct military applications in unmanned vehicles and show great promise for future civilian applications.

Additional junior and senior laboratory projects will be available for viewing and discussion in the Electrical Engineering Building from 10 a.m. to noon.

Dr. Jim Dickens, an associate professor of electrical and computer engineering, and Dr. Richard Gale, a professor of electrical and computer engineering, are the sponsoring faculty members.

The event is hosted by the Department of Electrical and Computer Engineering in cooperation with the Institute of Electrical and Electronic Engineers' South Plains Section and the Texas Tech University Student Chapter.

CONTACT: **Dr. Micheal Parten, professor, Department of Electrical and Computer Engineering, Texas Tech University, (806) 742-3533, or m.parten@ttu.edu.**



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 28, 2006

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

FEMALE HIGH SCHOOL STUDENTS ENCOURAGED BY TEXAS TECH PROFESSORS TO STUDY MATHEMATICS

LUBBOCK – Mathematicians at Texas Tech University's Department of Mathematics and Statistics hope to inspire about 190 local and area high school students for the 4th Annual Emmy Noether High School Mathematics Day.

The event runs from 9 a.m. to 3 p.m. Wednesday in both the Mathematics and Statistics building and Chemistry building on the Texas Tech Campus.

This annual event is geared to encourage female students in ninth through 12th grades to pursue studies in mathematics and careers in math, engineering and science. Also, the event provides these students an opportunity to experience the university environment and learn what career opportunities exist in math and science.

"The program includes a competition, a career panel with some of our own graduates and six workshops on diverse subjects like mathematical origami, symmetries and using math in searching war zones," said Mara Neusel, associate professor of mathematics.

In addition, Dr. Betsy Yanik from Emporia State University in Emporia, Kan., will give a workshop to the 20 teachers in attendance. Last May, Dr. Yanik was awarded the Presidential Award for Excellence in Science, Mathematics, and Engineering Mentoring.

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CONTACT: Mara Neusel, associate professor of mathematics, (806) 742-2580 ext. 248, or mara.d.neusel@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 28, 2006

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

PROFESSORS CREATE GEOGRAPHY WORKSHOP TO HELP SECOND-GRADERS LEARN MAP-READING SKILLS

LUBBOCK – Two Texas Tech University professors are piloting a new teaching tool that uses technology and an elementary school's neighborhood to help second-graders learn to read a map, understand aerial imagery and create geographic awareness of their local environment.

Reese Todd, an assistant professor in the College of Education, and Tina Delahunty, assistant professor in the Department of Economics and Geography, created a four-stage exercise that trains children to understand directions, scale, perspective and map symbols.

Their project uses children's literature to show aerial perspective in picture books, Todd said. Then, instructors and students map neighborhood streets and landmarks around the school with masking tape on the floor. Also, children are shown aerial photographs of the neighborhood and asked to pick familiar landmarks. Children create their own aerial perspective landscape paintings at the end of the lesson.

During the second workshop, children are shown older aerial photographs so they can identify changes and development.

"We are contributing to increasing geography literacy in the state of Texas," Todd said. "There's a new report from the National Research Council that says there is a decrease in the number of minutes of social studies instruction in the kindergarten-through-fifth-grade classrooms. By the time students get into grades six through 12, they don't have the foundational knowledge they'd need to do the work in sixth, seventh and eighth grades."

Delahunty said the workshop was funded with a National Geographic Society Education Foundation grant. The professors presented their workshop in November at the National Conference for Geographic Education in Birmingham, Ala.

"National Geographic reports that now, more than ever, geographic literacy is necessary to understand global events," Delahunty said. "U.S. citizens ranked second to

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last in a nine-country geographic literacy survey. The National Research Council now is stressing the importance of geographic literacy in the kindergarten-through-12th grade curriculum. We're just trying to do our part. But, what is great is that the children just love the learning activities. It is amazing how quickly they pick up the concepts."

Delahunty and Todd will teach workshops at 12:30 p.m. Monday at Arnett Elementary School, 701 E. Queens St.; 8:30 a.m. Wednesday at Idalou Elementary School, 601 S. Walnut Ave.; and 1 p.m. May 8 at Casey Elementary School, 501 Seventh St. in Wolfforth.

Media should contact Todd or Delahunty before attending the classes.

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CONTACT: Tina Delahunty, assistant professor in the Department of Economics and Geography, (561) 414-4372, or tina.delahunty@ttu.edu; or Reese Todd, assistant professor in the College of Education, (806) 742-1997 ext. 281 or reese.todd@ttu.edu



FOR IMMEDIATE RELEASE

DATE: April 28, 2006

CONTACT: Michael Castellon, m.castellon@ttu.edu
(806) 742-2136

**VIETNAMESE COMMUNITY COLLEGE RECTORS TO DISCUSS
FUTURE GOALS, RELATIONSHIPS WITH TEXAS TECH**

WHO: Texas Tech University officials, six rectors (presidents) of
Vietnamese community colleges

WHAT: Welcoming ceremony, series of presentations

WHEN: 9 a.m. Monday

WHERE: Marshall Formby Room
Southwest Collections/Special Collections Library

EVENT: A delegation representing two-thirds of Vietnam's
community colleges will be welcomed at a ceremony
featuring Texas Tech Interim Chancellor Donald Haragan
and Lubbock Mayor Pro-Tem Tom Martin.

The delegation will be on campus to conduct a series of
presentations focusing on the further development of
Vietnamese community colleges and community college/
university relationships.

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CONTACT: Dr. James Reckner, director of the Vietnam Center at Texas Tech
University, (806) 742-3742 or james.reckner@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 28, 2006

CONTACT: Cory Chandler, cory.chandler@ttu.edu
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SGA BEGINS "PAVING" THE SIDEWALK TO STUDENT SUCCESS

LUBBOCK -- Texas Tech's Student Government Association broke ground Friday on its tribute to donors in the Paving the Way to Student Success scholarship campaign.

The ambitious, student-led drive seeks \$5 million for new merit and opportunity student scholarships by allowing donors to purchase a brick with the donor's name on it. The bricks, highlighting three levels of giving, will be placed in a sidewalk leading from the Administration Building to Memorial Circle.

"These bricks will serve as a permanent tribute to the donor's generosity in the heart of Texas Tech's picturesque campus," said Ryan Worley, president of the Student Government Association.

Three levels of giving – Distinguished, at \$1,000 or more; Leadership, at \$10,000 or more; and Excellence, at \$100,000 or more – are recognized.

The campaign, launched in November, has raised more than \$1.5 million to this point.

CONTACT: Ryan Worley, president, Student Government Association, Texas Tech University, (806) 742-3631, or ryan.a.worley@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: April 28, 2006

CONTACT: Cory Chandler, cory.chandler@ttu.edu
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SENIORS STRUT STUFF DURING FASHION SHOW

WHAT: Senior Day fashion show

WHEN: 7-9 p.m. Saturday

WHERE: Texas Tech Student Union Building Ballroom (15th Street and Akron Avenue)

EVENT: Senior apparel design and manufacturing students will host the annual fashion show, showcasing more than 100 original designs and student portfolios.

Reception, displays and refreshments will begin at 6 p.m. The fashion show starts at 7 p.m. Professional attire is required.

Tickets are \$3 per person in advance or \$5 at the door. For information about tickets, contact April Baird at 713-253-9975 (send text message) april_ayn@yahoo.com.

CONTACT: **Seulhee Lori Yoo, Ph.D., assistant professor of apparel design and manufacturing, Texas Tech University, (806) 742-3050, ext. 262, seulhee.yoo@ttu.edu**

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 28, 2006

CONTACT: Cory Chandler, cory.chandler@ttu.edu
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U.S. NEWS & WORLD REPORT RANKS ENGINEERING AMONG BEST

LUBBOCK – The Texas Tech University College of Engineering's graduate program has joined the elite ranks of U.S. News & World Report's top colleges and universities. In the magazine's yearly assessment of America's best schools, the graduate program broke into the rankings by tying for 93rd.

"This recognition validates my belief that our programs, faculty, students and graduates are among the best in the nation," said Dr. Pamela Eibeck, dean of the College of Engineering. "It is an important component in our visibility with potential students – especially graduate and international students – and we see it as a step toward improving our standings in all areas."

College graduate programs to receive rankings include the Department of Petroleum Engineering ranked 10th in the Petroleum category; the Department of Industrial Engineering ranked 33rd in the Industrial/Manufacturing category; the Department of Electrical and Computer Engineering ranked 61st in the Electrical/Electronic/Communications category; and the Department of Civil Engineering ranked 66th in the Civil category.

The graduate rankings, available in the April issue of the magazine, were calculated based on a weighted average of 10 indicators including student selectivity, research activity, faculty resources and assessments by peers and recruiters.

The graduate rankings can be found at:

http://www.usnews.com/usnews/edu/grad/rankings/rankindex_brief.php

More information about the college can be found at:

<http://www.depts.ttu.edu/coe/>

CONTACT: Sharon Smith, communications coordinator, College of Engineering, Texas Tech University, (806) 742-3451, ext. 267, or sharon.smith@ttu.edu.



News Release

FOR IMMEDIATE RELEASE

DATE: April 28, 2006

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

**CHEMISTRY PROFESSOR, ELECTRICAL ENGINEERING STUDENT
EARN FULBRIGHT SCHOLARSHIPS**

LUBBOCK – A biochemistry professor and an electrical engineering student at Texas Tech University both received scholarships from the Fulbright Scholars Awards.

Paul W. Paré, an associate professor in the Department of Chemistry and Biochemistry, was one of approximately 6,000 international recipients of this year's Fulbright Scholars Program for U.S. Faculty and Professionals.

In January 2007, Paré will travel to Brazil to work with a team of scientists from the Brazilian equivalent of the U.S. Department of Agriculture, called EMBRAPA. They will investigate what role certain bacteria, indigenous to South America, may play in enhancing growth rates of agricultural crops.

Mary Jocelyn Donahue, a graduate student in the Department of Electrical Engineering, was one of 1,000 recipients of a scholarship through the Fulbright U.S. Student Program.

In August 2006, Donahue will travel to the Technical University of Ilmenau in Germany to study microscopic electro-mechanical sensors for chemical and biomedical applications. Development of such sensors has several applications, including advancements in the medical field with the ability to fight disease on a cellular level.

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CONTACT: Paul Paré, associate professor in the Department of Chemistry and Biochemistry, (806) 742-3062, paul.pare@ttu.edu; Jane Bell, Fulbright program advisor, (806) 742-2974, or jane.bell@ttu.edu



FOR IMMEDIATE RELEASE

Date: April 30, 2006

CONTACT: Michael Castellon, m.castellon@ttu.edu

**TEXAS TECH HONORS COMEDIAN LOPEZ
FOR CIVIC, SOCIAL CONTRIBUTIONS**

LUBBOCK – Actor and comedian George Lopez was recognized by Texas Tech University, the City of Lubbock and the Lubbock Hispanic Chamber of Commerce Sunday for his involvement in social issues ranging from business development to the arts.

At a reception following a concert at the United Spirit Arena, Lopez was awarded a certificate of recognition from representatives of the organizations.

“It’s important for Lubbock and Texas Tech to recognize the type of commitment George has demonstrated,” said Dr. Juan Munoz, special assistant to the president for diversity. “George has selflessly given of himself not only to the arts, but also to business development and other charitable efforts.”

Lopez is the co-creator, writer, producer and star of the ABC hit sitcom, “George Lopez.” He is a two-time host of the Latin Grammy Awards and a co-host of the Emmy Awards.

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CONTACT: Dr. Juan Munoz, special assistant to the president for diversity, (806) 742-1997 ext. 257, or juan.munoz@ttu.edu