

Professor illustrates homeland connection

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Roberson mentors Willis

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Nation faces challenge of baby boomers

U.S. preps as quarter of population set to retire

By CAITLAN OSBORN
STAFF WRITER

While many Americans are still reeling from the effects of the Great Recession, they may need to prepare for another economic crisis as the first of the historical "baby boomers" get ready to retire.

Baby boomers are defined as people who were born between 1946 and 1964, according to the Center for Disease Control and Prevention website. There are more than 77 million Americans who were born during the post-World War II boom, roughly a fourth of the nation's current population.

The first of these boomers will reach retirement age this year, with the last retiring in 2029. Robert Barnhill, an adjunct professor within the personal financial planning division, said this is going to create a number of problems for the future of the U.S. workforce, partially because current generations may not be able to fill the large amount of jobs that will be left by the retirees.

"There are two types of groups that contribute to this problem," Barnhill said. "There are the baby boomers, who are reaching retirement age fairly soon, and the baby busters, who aren't having enough children to fill in that large gap in employment that the boomers are leaving behind."

When the standard retirement age first was established in 1935 by Franklin D. Roosevelt's New Deal, the life expectancy was much shorter than it is today. Barnhill said the Social Security Act, which is still being used by the government, was not designed to cover people who live a decade or more past the typical retirement age.

"When social security first began, the average life expectancy was 68 to 70," Barnhill said, "so retirement funds were basically designed to last a person around three to four years. Now people are living past 80 and even up to 100, and that creates a big issue because the government can't pay for all those extra years."

BOOMERS continued on Page 2 ➤

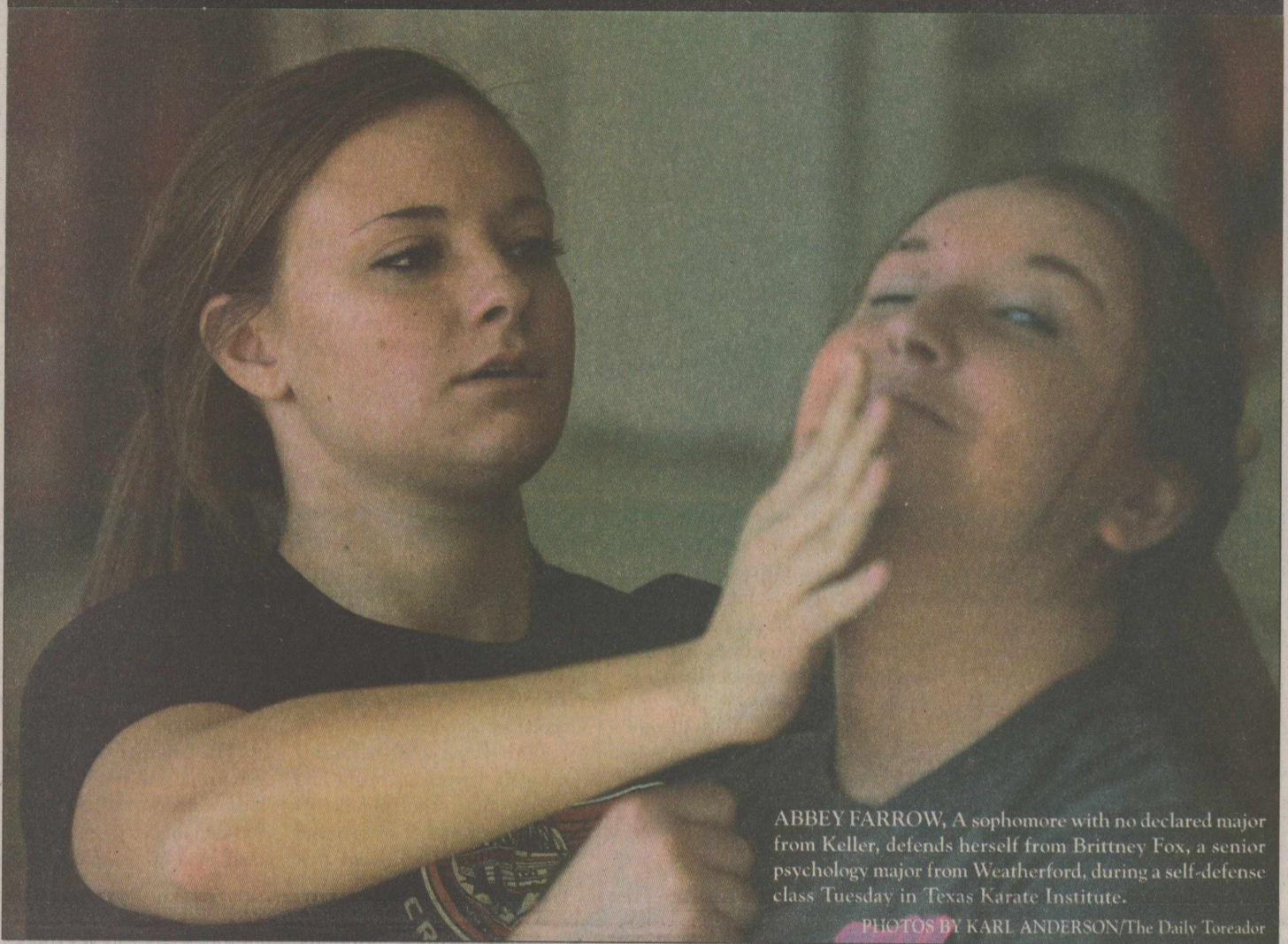
Mohican music, Page 5



The Red Raider hip-hop duo of Devan-Bernard Calvin, left, and David Morgan aims to change the rap genre. The Mohicans, as they are known, record their music out of Calvin's bedroom. **LA VIDA**, Page 5

Get Defensive

Tech students learn how to defend themselves



ABBEY FARROW, A sophomore with no declared major from Keller, defends herself from Brittany Fox, a senior psychology major from Weatherford, during a self-defense class Tuesday in Texas Karate Institute.

PHOTOS BY KARL ANDERSON/The Daily Toreador

By ROCIO RODRIGUEZ
STAFF WRITER

With violence not unheard of in college students' lives, taking necessary precautions is a must when it comes to physical aggression and assault.

"Human predators are just like the ones in the animal kingdom. The lion doesn't go after the alpha-male or alpha-female zebra. It takes the young, the sick, the old," said Tom Downs, adjunct instructor of self-defense through personal fitness and wellness at Texas Tech. "It takes someone that looks like a victim, and if your personality and demeanor looks like you have 'victim' written across your forehead, you have increased your chances of being attacked. Awareness, alertness, focus, self-confidence."

Downs has taught martial arts for 38 years and has taught self-defense at Tech for 21 years. He believes the average citizen knowing how to defend himself or herself without a weapon is important, though he is a concealed handgun advocate.

"You can't have one on campus. You can't have one in a football game. You can't have one in a bar. So other than your maybe own house and the few times when you are out and about, you're going to be unarmed and you're going to need how to defend yourself," Downs said.

DEFENSE continued on Page 2 ➤



SELF DEFENSE INSTRUCTOR Tom Downs demonstrates a forward break fall Tuesday during a self-defense class in Texas Karate Institute.

Professor analyzes reaction to Super Bowl ads

Emotional responses tracked on Twitter

By CHOIS WOODMAN
STAFF WRITER

Mayukh Dass, assistant professor of marketing for the Rawls College of Business, analyzed the emotional response of Sunday's Super Bowl advertisements via social media network Twitter. "This analysis allows us to see the emotional response of the consumers for every advertisement that was run during the Super Bowl," Dass said.

DANLEY: Super Bowl ads, entertainment show best, worst of media. **Page 4**

Reactions to the ads are important because each 30-second Super Bowl ad cost advertisers \$3 million, he said.

"It's a lot of money," Dass said. "Each company wants to know how much they are getting out of the commercials."

He said many companies want to advertise during the Super Bowl just to show they are on top.

"Various companies are willing to pay the large amounts of money just to put the brand forward," Dass said.

The website feeltiptop.com uses real-time data on Twitter and analyzes different Tweets with the use of artificial intelligence, he said.

The website analysis then pinpoints specific emotions triggered by each advertisement and compares them based on emotional intensity, and it ranks the advertisements by overall positive and negative reactions, Dass said.

One advertisement sparking attention from viewers was a Pepsi Max commercial involving a black lady unintentionally hitting a white lady with a soda can, he said. Several people felt the Pepsi Max commercial was "racist."

ADS continued on Page 2 ➤

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CLIMB CONSTRUCTION



PHOTO BY PAUL HAILES/The Daily Toreador

TIM PENDLETON, LEFT, a Texas Tech alum, and Matt Hardin, senior law school student from Azle, set new climbing routes Tuesday in the Robert H. Ewalt Student Recreation Center for the Vertical Plains climbing competition taking place Feb. 11 and 12.

Defense

CONTINUED FROM PAGE 1

Downs urges students to be aware of surroundings, as the first level of self-defense. This is the first lesson taught in his class, followed by assertiveness and the techniques of actual self-defense.

They've interviewed convicted rapists and found out that one of they things they look for is a woman who's unsure of herself, confused or distracted," Downs said. "Every human being has a right to defend themselves; it's inherent within our nature and as people. And if you look at the Constitution it says 'life, liberty, and the pursuit of happiness.' Life, foremost. In fact, the Supreme Court even ruled that self-defense is the obligation of the citizen."

Downs referred to the Supreme Court case Castle Rock v. Gonzales, in which a mother of three sued the police department of Castle Rock for failing to protect her and her daughters after refusing to find her husband, who had abducted their daughters, a violation to a restraining order placed on him by his wife, and killed them. The Supreme Court ruled in favor of Castle Rock, stating Gonzales should not have expected the police to protect her but should have enforced her own safety if she herself felt danger.

"It is not only a right, it is an obligation that every citizen has,"

Downs said:

Karson Self, a chemical engineering sophomore from Tomball, is taking the self-defense class with Downs.

"I think it's an important skill just in general for everyone, but I decided to take it because this summer I'm actually doing an internship in Corpus Christi," Self said. "I'll be moving there by myself, and I don't know anybody at all, so just in case I'll be needing it."

J Cummings is a senior history major from Waxahachie and one of seven men in the class. Though a minority in the class, he is comfortable with it and believes self-defense is vital.

"Self-defense is an important skill to have inside of an everyday situation and inside of a modern life," Cummings said. "Every day you hear about people being abducted, or harmed or being attacked in a normal situation, and I think it's a necessary skill for a day-to-day life."

Downs stressed common sense and being aware of the circumstances and surrounding situations. But he said he tells students to not be discouraged before becoming a victim.

"(If you're small), you can be quick and run," he said. "There is usually always something you can do. But the main thing is the attitude that you can. If you have the attitude that you can't, there's not much I can do for them."

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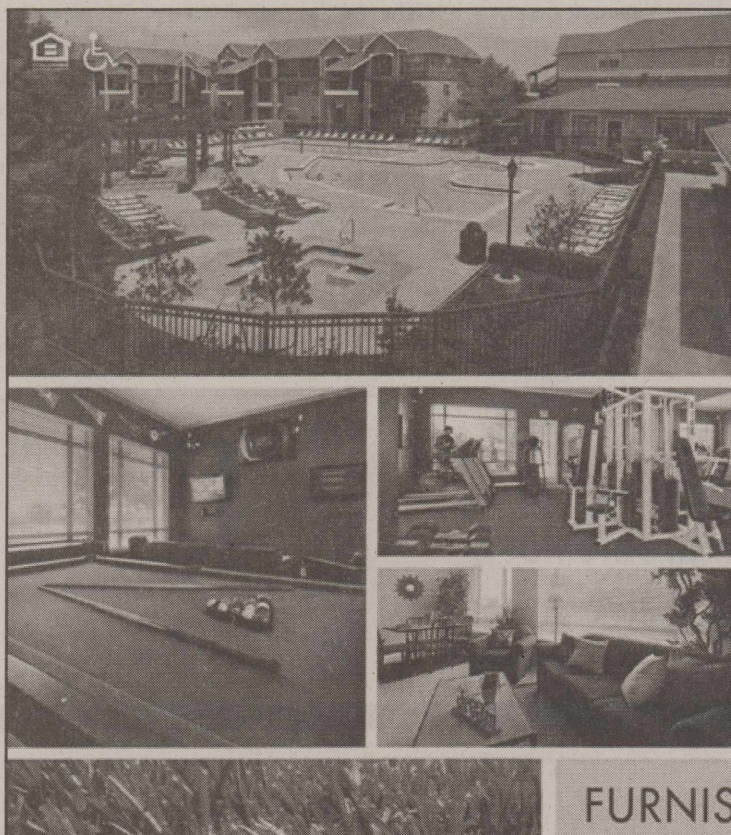
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Community Calendar

TODAY

Exhibition- Roger Holmes
Time: 11 a.m. to 5 p.m.
Where: Louise Hopkins Underwood Center for the Arts
So, what is it?
 An exhibition of pottery entitled "ALL MY FRENZ SED I SHUD WIRK BIGAR."

Exhibition- Johnnie Thurston and Eric Simpson
Time: 11 a.m. to 5 p.m.
Where: Louise Hopkins Underwood Center for the Arts
So, what is it?
 An exhibition of illustrations of insects entitled "Insecta."

Feminists of Lubbock
Time: 7 p.m. to 9 p.m.
Where: Sugar Brown's Coffee House

So, what is it?
 This discussion group aims to get feminists within the community talking.

Wisebird
Time: 10 p.m.
Where: The Blue Light
So, what is it?
 Come out and enjoy live rock music and get over the hump day.

West to Balmorhea
Time: 10 p.m.
Where: Skooner's Grill and Bar
So, what is it?
 This acoustic indie band puts a new spin on favorite classics.

THURSDAY

Soup's On Troupe
Time: 6:30 p.m.

Where: Tornado Gallery
So, what is it?
 The Soups On Troupe presents an evening of dinner theater at Tornado Gallery. One-act plays are presented by this group and guest performers. Reservations through Dorey Schmidt at 806-445-4108.

Grandy Spencer
Time: 7 p.m.
Where: La Diosa Cellars
So, what is it?
 Enjoy pasta, pizza or tapas in this elegant venue while listening to this pop and alternative rock artist.

Silent Raiders
Time: 7 p.m.
Where: Qualia Room, Foreign Language Building
So, what is it?
 The Silent Raiders is a student organization dedicated to learning about the Deaf Community and learning and practicing American Sign Language. Whether interested in ASL or a skilled interpreter, all are welcome.

Austin Allsup
Time: 10 p.m.
Where: The Blue Light
So, what is it?
 Come hear the son of legendary musician Tommy Allsup and his band perform country and rock music in the historic Depot District.

To make a calendar submission e-mail features@dailytoreador.com

Events will be published either the day or the day before they take place. Submissions must be sent in by 4 p.m. on the preceding publication date.

Perry says no 'sacred cows' in budget

AUSTIN (AP) — Gov. Rick Perry declared Tuesday that there are "no sacred cows" in the strapped Texas budget, but he found a few hallowed programs that came close: the ones he uses to reward companies that expand or relocate to Texas.

Perry's advocacy for the economic development programs, called "corporate welfare" by his critics, stood in sharp contrast to the staggering cuts he has suggested. The governor's budget proposal, released right after his "State of the State" speech to lawmakers, would slash billions from public schools and state-provided health care, prisons, environmental protection and regulatory agencies.

With all the proposed cutting going on, lawmakers might find it tempting to slice out Perry's favored programs. The governor said emphatically Tuesday that would be a mistake.

"If we pulled the plug on our economic development efforts, no one would be happier than my fellow governors," Perry said. "We owe it to our citizens to maintain

our competitive edge."

Perry wants the Legislature to keep \$150 million in the Texas Enterprise Fund and is proposing that lawmakers give \$15 million to the Emerging Technology Fund. He also is proposing \$20 million for the "film and video game incentive program" that tries to lure technology companies to Texas.

Perry, the longest serving governor in the country, also wants new money for a disaster contingency fund, an expanded "virtual school" network and new tax breaks for businesses. All told, including the Enterprise Fund request, Perry is proposing more than \$500 million be spent on his initiatives and priorities, including business tax incentives costing \$150 million.

The governor's speech and budget proposals come as the state faces a budget shortfall of at least \$15 billion. Perry is opposed to new taxes, and his proposed cuts mirror reductions legislators are now contemplating.

In the budget documents he submitted Tuesday, Perry proposed reducing state spending by more than \$9 billion compared to the

last budget. He would cut almost \$5 billion in general revenue funding from public and higher education.

Perry also proposed cutting nearly \$2 billion in general revenue from health and human services. He gave scant details of where he would make the cuts, giving only broad categories in a report that he called a "starting point" for budget talks.

Perry has long opposed using the "rainy day fund" set aside for fiscal emergencies, but he seemed to open the door to using at least a portion of it. He said he did not want lawmakers to "spend dry" the account, which is projected to have more than \$9 billion in it by 2013.

"Emptying the savings account to pay for recurring expenses is a bad idea, whether it happens at home, the workforce or with our state budget," Perry said.

Perry is proposing savings of almost \$500 million, including more than \$200 million from the sale of land and other state assets.

He would entirely eliminate funding to four agencies, including the Texas Historical Commission and the Texas Commission on the Arts, while consolidating dozens of others.

"There should be no sacred cows in this business, and that reality is reflected in the budget that I submitted this morning," Perry said.

It surprised no one that Perry ridiculed the "partisan commentators" and "doomsayers" who are reeling from initial budgetary proposals that experts say could lead to tens of thousands of teacher layoffs, school campus closures around the state and a drastically scaled back social safety net.

"The mainstream media and big government interest groups are doing their best to convince us that we're facing a budget Armageddon," Perry said. "Texans don't believe it, and they shouldn't because it's not true."

Democrats wasted no time criticizing Perry's downsized vision of state government, holding a press conference to blast him a few minutes after he walked off the podium in the Texas House of Representatives.

"The governor's speech was mostly a right-wing review of the state of the state," said Rep. Joaquin Castro, D-San Antonio. "It's clear that he's out of touch with Texans."

Boomers

CONTINUED FROM PAGE 1

When retirement and Social Security was first created, Barnhill said, the government did not expect all of these changes in technology that would make many people live much longer. He said the solution is for the government to raise the retirement age to fit the new advances society has allowed.

"People need to start planning for retirement earlier and look at the possibility of maybe retiring at 70 and 75," he said. "People don't want to do that, but it's necessary to change to a long-term perspective to keep from a future retirement crisis."

Russell James, associate professor, said the U.S. is not the only country with this problem. For example, he said Greece currently is in economic turmoil because a majority of the demog-

raphics are much older and the younger generations are not having enough children. James said Japan is facing more extreme repercussions both because of the lower birthrate number and because of the almost complete lack of immigration.

"The one thing that the United States has as compared to more of these extreme countries is our higher level of immigration, both documented and undocumented," James said. "The country needs an increase in immigration, whether it wants it or not, to fill in this hole that the baby boomers are leaving open. It's necessary to stop this cycle from continuing."

Barnhill agrees immigration is key because of the demand of manual jobs and the lack of people who want to do them. With the way technology is changing, there will always be new jobs, he said, but the economy can only run right when there are enough people to do them.

Peggy Duffy, who worked in the graduate offices of Texas Tech for

24 years, recently chose to retire. Though at 59 she is younger than the average retirement age, she said her preparation and amount she has saved allows her to take that chance.

"My hope is not in the government," she said. "My hope is in what I've prepared for. My retirement exists because we've saved into it. I don't know what we'll have as far as the government can give, so I'm not really counting on that kind of program."

James said until the government solves this problem, however, the baby boomers — and everyone else — may need to take more drastic measures to preserve their financial security.

"People tend to over-predict the stability of our nation as far as the economy goes," he said. "America has this sort of sense of immunity, and now we're seeing what happens when that wall comes down."

▶▶cosborn@dailytoreador.com

Ads

CONTINUED FROM PAGE 1

Dass said the commercial capturing the most "love" from Tweeters was the Chrysler 200 commercial involving rap artist Eminem and the slogan "Imported From Detroit."

He said the company receiving the most "hate" from Tweeters was GoDaddy.com.

Dass said outside of the Chrysler 200 ad, car commercials had little effect on Tweeters during this year's Super Bowl.

He said the alcoholic beverage advertisements were not strong, but they also did not have a negative reaction.

"It was nothing new," Dass said. "Beer commercials have had the same style for the past few years now, so it did not receive a large positive reaction by viewers."

The website can be found on Dass' homepage, mdass.com, by clicking on "superbowl advertisement analysis."

Omer Topalglu, a marketing doctoral student at Tech, is responsible for developing a theory for social media behaviors in pursuit of academic publication.

The website is as accurate as any of its kind, Topalglu said.

"Accuracy is always a concern in academic endeavor," he said. "But I can say the website has a quite extensive taxonomy, including hundreds of sentiments regarding emotions, more than any one of its counterparts."

Topalglu said the website is the first of its kind.

"It is an innovative way of doing things," he said. "There is no doubt that this method one step furthers the current way of doing market research."

Topalglu said feeltop.com was started by Yale graduate Shyam Kapur, who is currently CEO of the company.

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Sign language group opens doors for all

By **TALLY MCCORMACK**
CONTRIBUTING WRITER

Nearly 350 registered organizations at Texas Tech offer unique contributions to the university, and the Silent Raiders is no different.

The organization's mission is to promote and encourage interaction between deaf and American Sign Language students, as well as hearing students and staff, and increase awareness of deaf culture.

Danielle Pedigo, the organization's vice president, said Silent Raiders is a great way for her to practice and meet people with similar interests.

"I decided to join Silent Raiders so I could be around other people who were signing and make friends with people who were using the language," the senior early childhood education and human sciences major from Belton said, "and it's a good way to practice."

Pedigo said becoming involved in ASL organizations is important because students gain knowledge of the culture by immersing themselves.

"The deaf culture is separate from hearing culture. A lot of people don't know that," Pedigo said. "They have a different culture and different cultural norms and cultural differences, and it's important to become involved and understand those things."

Pedigo said she believes more schools should offer sign language because it can be used not only in the deaf community, but with children and people with disabilities as well.

"I have a cousin who is autistic, and he can communicate with sign language," Pedigo said as she signed, "and then you can actually start teaching babies sign language at six months, and they'll start signing at about 10 months."

Melinda Stuart, a senior general studies major from Lubbock and the president

of Silent Raiders, said she agreed ASL can be helpful in many situations, and that is what the organization is trying to promote.

"We're just trying to promote a community of deaf and hearing students and get them to interact," Stuart said, "because it is really a unique opportunity to be able to interact with the ASL and deaf community."

Stuart said the organization provides interesting aspects to its members, including guest speakers and games during the meetings, but her favorite part of Silent Raiders is being a part of a well-known Tech tradition.

"Every year for the Carol of the Lights, the officers of our organization actually sign the songs so that the deaf community is able to participate and enjoy the Christmas carols just as well as the hearing community can," Pedigo said.

Aaron Graves, a junior biochemistry major from Round Rock and the treasurer for the group, said anyone can join the organization, even if they don't know any sign language.

"It doesn't matter if they know American Sign Language or not," Graves said, "but if they are interested and have a curiosity about the deaf culture and ASL as a language, then I encourage them to come and experience it."

Pedigo said she believes the language is easy to enjoy because it is movement centered.

"ASL is fun because it's so expressive, and it's about body movements and facial expressions," Pedigo said. "It's a lot of fun to watch and be a part of."

The Silent Raiders' next meeting is at 7 p.m. Thursday in the Qualia Room in the foreign language building and will be Valentine's Day-themed.

>> tally.mccormack@ttu.edu

Professor captures West Texas

By **BAILEY EILAND**
STAFF WRITER

She unscrews the lens cap, pushes the power button and lifts the camera up to her face. Suddenly, professor Kippra Hopper is lost in a world of angles, f-stops and shutter speeds.

For Hopper, photography is more than a career or hobby — it's a passion. Although a self-taught photographer, Hopper learned by practicing with other photographers when she was younger.

After growing up in Amarillo, Hopper graduated from Texas Tech with a degree in print journalism and an interdisciplinary master's degree in women's studies, she said. Since then, Hopper has published two books, worked as a photographer and taught at Tech.

"I've made my income in different ways throughout the years," Hopper said, "but photography is my true passion."

For the past 30 years, her photography has emphasized the idea of places and how they affect personal identities. Hopper said that when she was young, she went through struggles of wanting to leave West Texas but finally realized her connection to the land.

"I decided West Texas was beautiful and I wanted to document it," Hopper revealed.

Hopper's unique relationship with West Texas is evident through her book "Art of West Texas Women, a Celebration." The book reveals the challenges West Texas artists surpassed in order to cultivate creativity and success, she said.

"One of the premises of the book is to celebrate these art-

ists' lives by telling stories about their art, their creative ideas and whether or not they are attached to the landscape here," Hopper said.

Currently, Hopper teaches photography in the College of Mass Communications at Tech. After going to school in Lubbock years ago, she said, it felt like coming home when she started teaching.

Hopper instills the same passion and dedication in her work as a professor as she does in her photography. The professor said she is devoted to her students and their success is important to her.

"When students leave my classroom at the end of the semester, I want them to be really passionate about photography," Hopper said. "If I have excited them about photography, I feel like I've done my job."

Jordan Gregory, a senior agricultural communications major from Klondike, feels Hopper is willing to help students learn and grow.

"Ms. Hopper does not settle for average because she pushes her students to strive for more than the easy shot and encourages them to look beyond what the normal eye sees," Gregory said.

Gregory believes Hopper urges students to find their own style and take it even further when it comes to photography. She also said the professor's personal style of photography captures her work in a true light.

"Her work as a photographer really represents her heritage," Gregory explained.

Joseph Hisey, a senior communications major from Arlington, also praised Hopper's work as both a professor and professional photographer.

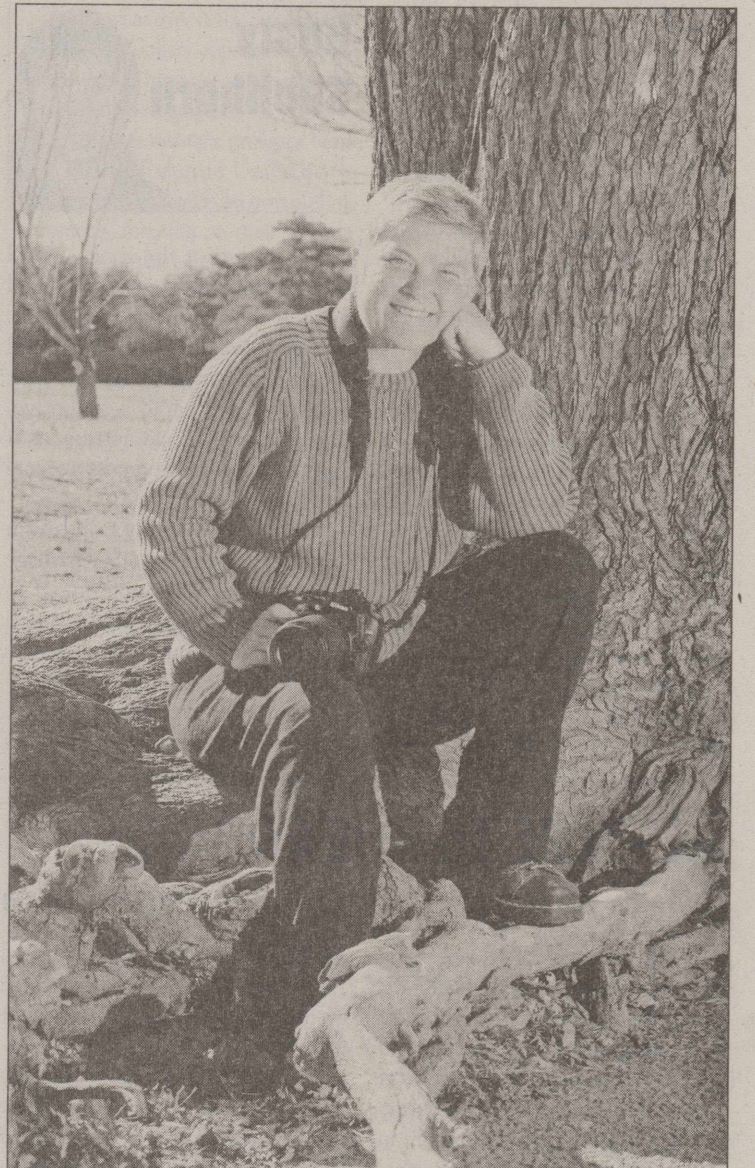


PHOTO BY RIANNON ROWLEY/The Daily Toreador

KIPPRA HOPPER, A mass communications photography professor, has focused most of her work on the people and landscapes of West Texas. She recently published a book titled "Art of West Texas Women."

"Her photography has helped to tell stories of local artists and showcase the landscape of the region in ways not everyone may have the chance to see," Hisey said.

Ultimately, Hopper's goal is for her students to learn to see

the world as photographers and to find their own voices in the industry. With her inspiring work alone, Hopper is quickly reaching that goal. Her work can be viewed at www.knownworlds.com.

>> beiland@dailytoreador.com

Artists take inspiration from royal wedding

LONDON (AP) — Call it inspiration, call it opportunism — as long as you call it art.

Like business bosses and tourism chiefs hoping for a royal-wedding boost, artists are using the upcoming marriage of Prince William and Kate Middleton as fodder for their work.

A group of art students have posed in front of Buckingham Palace all dressed as Kate, a street artist has given Middleton a

punk makeover, and a show by American artist Jennifer Rubell that opens Tuesday features a life-size wax model of William, and invites visitors to slip an arm through his and briefly live out dreams of becoming a princess.

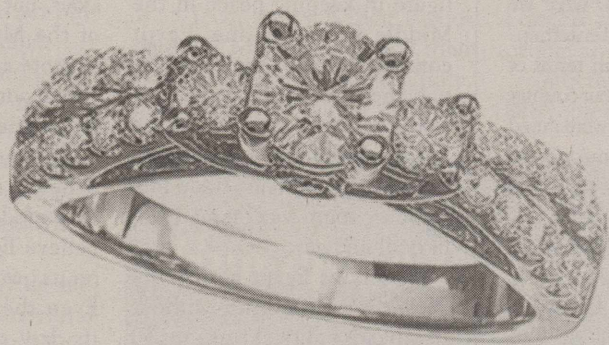
Rubell, a 40-year-old New Yorker best known for large-scale installations involving food, said that as soon as she heard news of the engagement in November, she knew she would use the event and

its imagery in her work.

"I also had the reaction that any woman has, whether you want to admit it to yourself or not: 'What if that were me?'"

"My first instinct is to be dismissive and judgmental, to think less of myself for wishing it were me for a second," Rubell said. "This piece is all about choosing to validate that emotion and live out that emotion and that fantasy, rather than getting your feminist hackles up."

If she is going to cry
this Valentine's...

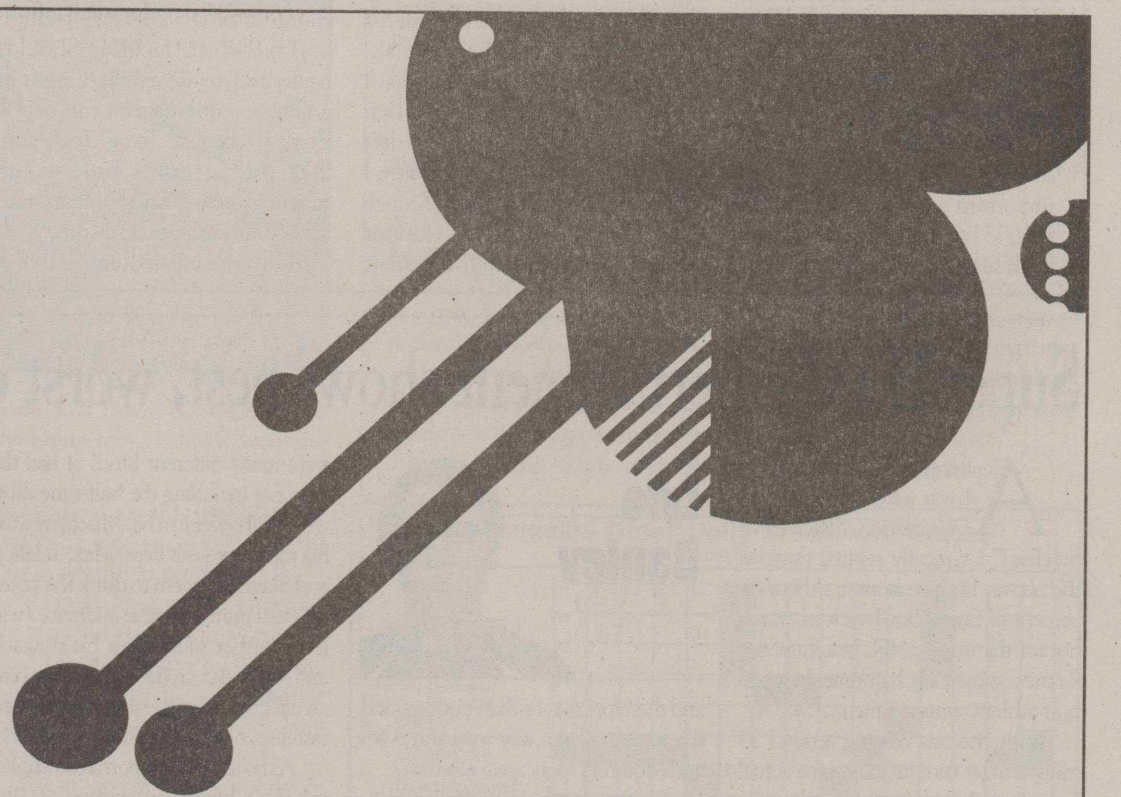


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SPORTS

PAGE 6
WEDNESDAY, FEB. 9, 2011

Healthy Packers should be Super Bowl favorites

Sunday's victory against the Pittsburgh Steelers made the Green Bay Packers world champions and favorites to repeat next year when football is played.

Let's go ahead and get the whole possible lockout idea out of the way. There will be football next year. I expect it to start when it usually starts. Both sides, the players and the owners, know the most money is in a 16-game football season.

Now, onto the future MVP. The Packers have to be the favorite to win it all next year. Usually I wouldn't say this with the champions from previous years, but the Packers faced so much adversity throughout the year and the playoffs, they will be ready.

The Packers had multiple contributors on the team take a trip to injured reserve. Jermichael Finley was emerging as one of the best pass catching tight-ends in football before he went down for the season. Aaron Rodgers missed time due to concussions. Heck, the Packers even had to face an injury to top-line contributor Charles Woodson on Sunday.

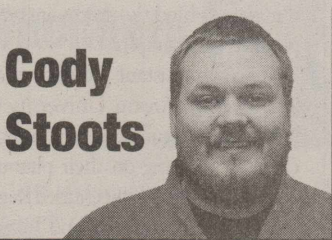
The point here is, the injuries that can tear a team apart, much like the Saints this past year, obviously didn't have the same depth of impact on the Packers. Their scouting department has done a great job in adding quality depth to the roster.

Tramon Williams was cut by the Houston Texans and is now a Pro-Bowl cornerback. Sam Shields was an undrafted free agent. Each NFL draft has its steal by the Packers. Jordy Nelson was a second-round pick in 2008. B.J. Raji looks every bit worth his ninth-overall selection in 2009, but the real steal is Clay Matthews at 26. The player evaluation on this team is unreal. Just look at the quarterback.

We all know Aaron Rodgers' story by now. He waited on draft day. He had to sit behind Favre. He had to replace Favre's legacy.

Rodgers played very well in the playoffs. Not the best performances

Cody Stoots



ever — he had a bad hiccup in the second half against the Bears — but a very good performance Sunday. He surely enters the year as the favorite for MVP and likely the No. 1 pick in fantasy drafts across the land.

The Packers are the favorites because I trust their staff to take advantage of one of the largest free-agent pools in NFL history. I also trust this staff to acquire talent with their draft picks.

The only teams that really pose huge threats to the Packers play in the AFC. The Patriots have a phenomenal draft ahead of them. The Patriots will take advantage of their solid draft, but they still need seasoning on defense. The Steelers looked old and slow. They will need help. The Jets, Ravens and Colts should be within shouting distance.

The Packers already have beaten the toast of the NFC. They beat the Bears, Falcons and Eagles. They beat all of those teams on the road. A healthy Green Bay squad would surely secure home-field advantage.

The NFL is a quick turnaround league. Teams can turn things around very quickly, but they can also fall apart quickly. Repeat results are never guaranteed. The Packers will get important guys back from injury. They will make good moves in free agency and the draft.

I am not saying the Packers are going to win it all next year; there are too many unknowns. I am saying they are the first team you should think about when you think about the NFC representative at next year's Super Bowl.

■ Stoots is a senior broadcast journalism major from Houston. >>cody.stoots@ttu.edu

Lady Raiders attempt to snap skid at OSU

By JOSHUA KOCH
STAFF WRITER

Turnovers, lack of rebounds and the absence of solid defense are just some issues plaguing the Lady Raiders during their current five-game skid.

Despite problems on the court, Texas Tech sophomore guard Casey Morris said the mood in the locker room has not changed one bit.

"I think all of us are just trying to keep a positive mindset and stay together," she said. "The worst thing you can do is try to turn on the team and on your teammates and find something negative to point out, and blame a certain person when it's the team in general."

"We're trying not to do that as best we can and stay together as a family."

The Lady Raiders (16-6, 3-5 in Big 12 Conference play) will try to pull together and bring an end to the losing streak against Oklahoma State today at 7 p.m. in Stillwater, Okla.

The Cowgirls (13-8, 1-7) may be one of the better teams to end that kind of streak against considering they have notched only one win in conference play this season. The Cowgirls currently are last in the Big 12 standings.

The lone victory came Jan. 18 against Colorado in Stillwater.

Since the win, three of the Cowgirls' four games were against ranked opponents, including No. 22 Iowa State and, most recently, No. 1 Baylor.

Sophomore forward Toni Young, who averages 13 points per game, has been a glimmer of hope for Oklahoma State through its recent struggles.

Another player that could cause some trouble for the Lady Raiders is not a starter, but rather someone who comes off the bench as a spark.

Cowgirl freshman center Vicky McIntyre, the team's second-highest scorer, averages 10.1 points per game. McIntyre



PHOTO BY PAUL HAILES/The Daily Toreador

DANIELLE ADAMS FOULS Ebony Walker as she takes a shot during the game on Saturday in United Spirit Arena. Texas Tech lost 79-65.

also leads the team with 38 blocks on the season.

Considering the weapons in Oklahoma State's arsenal, Tech coach Kristy Curry said her players should not approach this as a guaranteed victory.

"The bottom line is in this league there's no easy anything," she said. "You got to roll up your sleeves and play your best basketball night in, night out. That's why you love playing in this league and coaching in this league — because it's a challenge every night."

The Lady Raiders have not been able to overcome those chal-

lenges of late, their most recent loss coming at the hands of No. 6 Texas A&M on Saturday.

In that game, Tech had just two players break into double digits in scoring — nobody else scored more than five.

One of the players who broke the double-digit barrier was Morris, who has been a steady contributor for Tech as of late. Morris had good outings in the previous three games after scoring one point against Baylor on Jan. 22.

Since her one-point outing in Waco, Morris has strung together performances of 13, 14 and 23

points, respectively. Her 23-point total was a career high.

But as Morris' totals continue to rise, Tech's place in the conference standings keeps falling.

Tech junior forward Jordan Barncastle said this week's opponents provide good opportunities for this team to get this season back on track.

"We're going to two places that aren't necessarily the most hostile environments," she said. "They're both tough games. We know we need to get these, and our back's kind of against the wall. We're ready to face the challenge."

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Puzzles by PageFiller

In Sudoku, all the numbers 1 to 9 must be in every row, column and 3 x 3 box. Use logic to define the answers.

1	4	6	7	8	3	5	9	2
9	3	8	1	2	5	6	4	7
5	7	2	9	4	6	3	1	8
3	5	9	4	6	8	7	2	1
2	1	7	5	3	9	8	6	4
8	6	4	2	7	1	9	5	3
7	9	5	3	1	2	4	8	6
6	2	3	8	9	4	1	7	5
4	8	1	6	5	7	2	3	9

Solution to yesterday's puzzle

www.ombuds.ttu.edu

Ombuds Office

A safe place to bring concerns and find solutions.

Quality is the result of a carefully constructed cultural environment. It has to be the fabric of the organization, not part of the fabric.

Philip Crosby

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Losses mount for Huskers, former surprise team

LINCOLN, Neb. (AP) — Nebraska basketball coach Connie Yori knew this season would be tough. Yet what a difference a year makes.

The Cornhuskers (12-10, 2-6) go into Wednesday night's game against No. 1 Baylor sit-

ting 10th in the Big 12, with fading hopes for a postseason berth after losses in four of their last five games.

One year ago this week, they were 21-0, ranked fourth in the nation and well on their way to the Big 12 championship, the NCAA Sweet 16 and a 32-2 record.

"We thought going into the season that a good goal for us would be to be an NCAA tournament team," Yori said Tuesday.

Of course, no one expected the Huskers to repeat their 2010 magic, not with the departures of Big 12 player of the year and All-American Kelsey Griffin and two other all-conference first-teamers.

Baylor coach Kim Mulkey said she remains more surprised by the Huskers' accomplishments last season than by their recent struggles.

"In this business, injuries can really turn your year upside down," Mulkey said. "I just think they're playing extremely hard. They're not winning games, but that doesn't mean they're not doing OK. You have to be fair and look at the big picture. She lost a lot of great players, and she's had some injuries that have affected her. You just keep coaching and make those players better."

Hooper is one of the top fresh-

men in the league, averaging a team-leading 15.2 points and 6.8 rebounds. She's shooting 40.5 percent from 3-point range. Moore has increased her scoring to 12.2 points a game.

After those two players, the offense drops off. In league games, the Huskers are last in points (55.1) and shooting (32.6 percent). They're 11th in 3-point shooting (26.7 percent), 3-point defense (38.3 percent) and overall field-goal defense (42.3 percent).

Nebraska, which has the 28th-toughest schedule, started 8-1 and had six top-100 RPI wins. The Huskers had Dominique Kelley in the lineup for three of those.

But the team's most experienced player has missed seven straight games and nine of the last 10 because of joint pain stemming from offseason knee surgery. Kelley is among eight players who have missed games or been limited because of injuries.

The resulting depth problems have forced Yori to scrap her full-court, player-to-player pressure and employ zone defense — a move that would have been unthinkable in past seasons.

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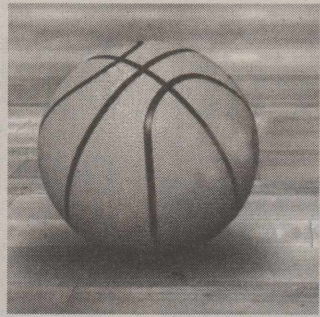
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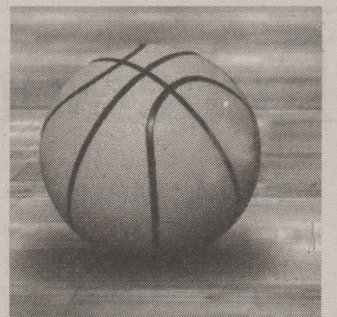
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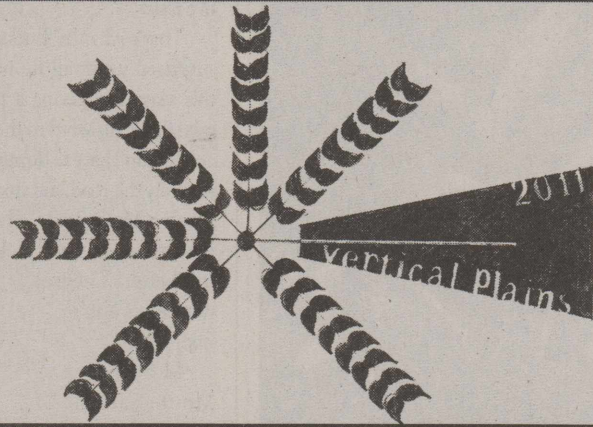
A quick pulse around the Rec Sports World...

Sport Club Update
 Women's Rugby 17
 New Mexico 32

Massage Therapy
 Treat yourself to a therapeutic massage by one of our licensed massage therapists. Starting at \$25/half hour and \$40/hour, you will not find a better value on a massage anywhere in town!

Personal Training is Your New Year's Resolution Solution!
 Get the new year started off right! We have many different types of training available. Overall fitness training, A Better U (Yoga/Pilates training), sport specific, lifestyle, area specific, and time limited training are all available! Sign-up in the Fit/Well or just stop by for more information!

Wellness Blood Screenings
Thurs. Feb. 17 6:30 - 8:30am
 Make a commitment to better health. Begin by learning your current blood levels and continue with exercise, better nutrition and stress management. All tests are administered by Covenant Corporate Services. Once blood is drawn, a number of tests can be run. Tests listed on the Rec Sports Website. Rec Center membership is NOT required.
 Please register by noon the day prior to testing by calling 742.3828. Cash, check, Visa, Mastercard or Discover accepted. Payment is due the morning of the tests.



Reel Rock Tour - FRIDAY - FREE Human Sciences 169 starting at 8:00pm
 We will take you on a global ride like never before. From death-defying speed link-ups of the wildest faces in The Alps, to Olympian displays of strength and tenacity on the hardest boulders ever climbed, REEL ROCK 2010 features a breathtaking journey through the vertical realm with the heroes of rock and snow.

Vertical Plains Adventure Festival
 This year's Vertical Plains Climbing Competition will be on February 12. The competition is open to climbers of all levels, with three skill classes available: beginner, intermediate, and advanced. We encourage everyone, regardless of their experience, to join in the competition and have a great time! Register in the OPC today.

Outdoor Pursuits



The Outdoor Pursuits Center's Ski and Snowboard Shop is open!
 Ski package includes skis, boots and poles. Snowboard packages include board and boots.
 Helmets and other accessories are also available for rent!

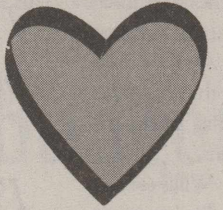


Colorado Ice Climbing
 February 17 - 20 | \$315
 Registration Deadline: TODAY!!!
 Come learn and experience spectacular ice climbing in Colorado's beautiful San Juan Mountains. Determined outdoor enthusiasts encouraged!

Fit/Well

Need a Gift for your loved one this week?

Stop by the Fit/Well office and pick up a massage gift certificate today! Even if your loved one is not part of the Rec Center, they can still enjoy a soothing massage by our licensed massage therapists!



Prices: Rec Member: \$25/Half hour \$40/Hour
 Non-Rec Member: \$35/Half hour \$50/Hour

Or give a truly unique gift from the Fit/Well: A Hot Stone Massage. This technique is truly relaxing and a great gift for Valentine's Day.
 Price: \$50/Hour

Wellness Blood Screenings
Thursday, Feb. 17 6:30am-8:30am
 Register by Noon on Wednesday, Feb. 16th by coming by the Fit/Well Office or by calling 806-742-3828. Cash, Check and Credit Card are accepted. A Rec Center Membership is NOT required for screening! Blood draws are done by Covenant Hospital. For more info, please refer to the Rec Sports website at www.rescsports.ttu.edu

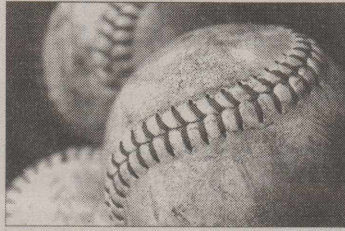


Intramurals

ALL INTRAMURAL BASKETBALL GAMES CANCELLED ON FEBRUARY 2 WILL BE PLAYED ON WEDNESDAY, FEBRUARY 16 AT THE SAME TIME, ON THE SAME COURT.

Need a job? Become a Softball Official!

Students wanting to officiate softball must attend one of the two officiating meetings: Monday, Feb. 14th or Tuesday, Feb. 15th from 5:00 - 8:00pm at the Student Rec Center (SRC), Room 201. Softball officials make \$9 per game and are thoroughly trained in rules, mechanics, and sportsmanship. Knowledge of baseball or softball is mandatory but no officiating experience is needed. Any questions should be directed to the intramural staff by calling 742-2945, by coming by the SRC's room 203, or by visiting the web at: www.rescsports.ttu.edu



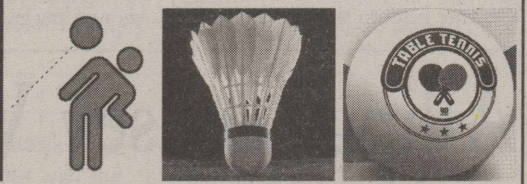
Softball Registration Is Almost Here!

Register your team starting Tuesday, February 15 and ending Thursday, February 17. Stop by early to get the best time slots for your team! Don't have a team? Come to the Free Agent Meeting on Wed. at 7:00pm in Rm. 206 of the Rec. Don't forget that each team needs a \$50 forfeit fee deposit. Get your team sign up and ready for the 2011 Softball Season!

Individual Sport Sign-ups

Register for these sports in the IM Office, Rm. 203 of the Rec Center today! ALL ARE FREE!

6on6 Dodgeball: TODAY IS THE LAST DAY TO REGISTER!
 Badminton Tournament: Now - Feb. 16
 Ping Pong: Feb. 14 - Feb. 24



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FOR MORE INFO: 742.3046 743.7821

COMPETITION SPECIAL EVENTS WEEKLY PRIZES

WWW.HEALTHYLUBBOCK.ORG/GETFIT

Aquatics

Aquatics is NOW HIRING!

We are looking for certified lifeguards and guest services positions. Job will start in March and go throughout the summer. All applications are due to the Aquatics Center by February 25th. Applications are online at www.rescsports.ttu.edu

Lifeguarding Positions:

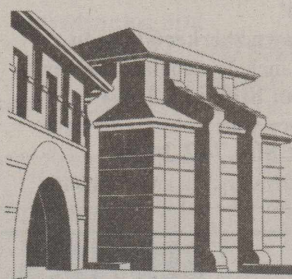
Interviews start February 27th
 Must be already certified as a lifeguard

Guest Services Position:

Interviews start February 28th
 Basic Qualifications: Phone Skills, Cash handling Skills, Customer Service Skills



Congrats to the 80+ people who completed the First Annual Texas Tech Polar Bear Swim! With a water temperature of 52 degrees when the swimmers gathered for the start, it was a cool way to start the day!



TEXAS TECH UNIVERSITY STUDENT UNION AND ACTIVITIES

EVENT CALENDAR FEBRUARY 9-15, 2011



TODAY, 2.9.11

Student Organization Workshop: Know Your Campus Resources & Event Planning Student Union Lubbock, 2:00pm

Matinee - The Next Three Days Student Union Escondido Theater, 3:00pm

Bo Burnham Student Union Allen Theatre, 8:00pm
 Internet sensation Bo Burnham's popularity started in 2006 with his song postings on YouTube, and with roughly 70 million views so, he has become extremely well known. Bo's writing of comedic and satirical songs with a politically incorrect slant has gained a lot of attention.

THURSDAY, 2.10.11

Happy Birthday Texas Tech! TTU Founder's Day Celebration Student Union Courtyard 12:30pm
 Birthday cake will be served while supplies last.

Movie: The Next Three Days Student Union Allen Theatre, 7:00pm

FRIDAY, 2.11.11

SATURDAY, 2.12.11

SUNDAY, 2.13.11

MONDAY, 2.14.11

TUESDAY, 2.15.11

COMING UP:

Visit 1923 in the SUB!
 Open Sunday 12pm-6pm, Monday-Friday 10am-4pm
 Offering the Turkey Techsan sandwich, Chicken Pesto Wrap and the famous Fluffer Nutter Sandwich! They also serve a wide selection of other specialty sandwiches, delicious flatbread pizzas, wraps and much more!

Student Union Building Regular Hours
 Monday-Friday 7am-11pm
 Saturday 8am-11pm Sunday 12pm-11pm

After Hours
 Texas Tech Café at Barnes & Noble, 7:00pm
 Enjoy music? Like coffee? Check out live music from fellow students and enjoy great food and a stress-free environment. Come appreciate the atmosphere which now offers free coffee and treats from Starbucks at the Market Café, along with comfortable seating and original songs from your fellow Red Raiders. Barnes & Noble will be open as well, and additional purchases of drinks and food can be made at the Market Café.

2.22.11
 S.O. Registration Meeting

2.23.11
 S.O. Advisor Meeting
 Movie: Burlesque

2.24.11
 "Your Slogan Here" T-shirts
 Movie Matinee: Burlesque

2.25.11
 Derek Hughes