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Tech eliminates 3 top admin jobs

Shonrock, Elkins, Childress let go; leadership flow restructured

ADMINISTRATION CHANGES

By JON ARNOLD
MANAGING EDITOR

Three administrative positions within the Department of Student Affairs have been eliminated, according to a memo to the President's Administrative Council signed by Tech president Guy Bailey.

The *Daily Toreador* acquired a copy of the memo, which states the positions of senior vice president for Enrollment Management and Student Affairs along with two associate vice president

positions in the department are eliminated effective Monday.

Bailey said the cuts were based solely on financial reasons.

"We're doing this because what we're trying to do is to create savings through administrative reductions rather than not teaching courses and that kind of stuff," he



SHONROCK

said via phone Monday night. "We're trying to make sure that our academic mission is sustained, and the best way to go about doing this is by looking for cuts administratively rather than in other areas."

Michael Shonrock, who filled the senior VP position, was relieved of his



CHILDRESS

duties. Jan Childress, associate vice president for student affairs, and Greg Elkins, dean of students, are the two associate VPs let go.

Chris Cook, Texas Tech director of communications, confirmed. "Basically, right now the budget has been challenging, obviously, and the



ELKINS

Departments now reporting to Kyle Clark (CFO):

- Student Union and Activities
- Recreational Sports
- University Student Housing
- Hospitality Services

Departments now reporting to Juan Muñoz:

- Student Media
- University Career Services
- Student Health Services
- Student Disability Services
- Student Counseling
- Ombuds for Students
- Center for Campus Life
- Student Legal Services
- Barnes & Noble Bookstore
- Student Judicial Programs
- Student Government
- Parent and Family Relations

university's had to make some tough calls and tough decisions," Cook said. "And it's involved some good people, but the one thing the university's tried to do is make sure it doesn't affect the students."

CHANGE continued on Page 5

Graffiti found in Engineering Key



PHOTO BY BRENT SORELLE/The Daily Toreador

POLICE WERE UNSURE Monday if graffiti found on the walls of several buildings in the Engineering Key following spring break were gang related.

Police unsure if gang related

By PRESTON REDDEN
STAFF WRITER

Both Texas Tech Police and Tech students said they were shocked to find graffiti on the walls of a handful of engineering buildings when they returned to campus after spring break.

Capt. Mark Miller of the Texas Tech Police Department said graffiti was discovered in the engineering key

around 5 a.m. Friday.

Col. Kenny Evans, also with Tech Police, said he was surprised to discover the graffiti because Lubbock does not have a large graffiti problem. Evans said compared to Austin or Dallas, Lubbock has a "very small" graffiti problem. Evans said the graffiti included derogatory comments and stick figures.

GRAFFITI continued on Page 2

States push for online sales tax

Collection would create revenue in wake of cuts

By BRIAN HOWARD
STAFF WRITER

In an attempt to generate more revenue while facing large budget cuts, states are aiming to pass laws requiring a sales tax to be levied on purchases from online retailers such as Amazon.com and Overstock.com.

For states to collect this additional sales tax, new laws would have to be enacted to bypass the Supreme Court ruling in 1992 that prohibits a state from forcing businesses to collect sales tax unless the business has a physical presence.

According to *The Associated Press*, Illinois governor Pat Quinn signed into action a law last week requiring online retailers that partnered with businesses located within the state to charge a sales tax and report the additional tax revenue they collect.

TAX continued on Page 3

High ASPIRATIONS

Junior dedicates time, passion as SGA internal vice president-elect.

By BAILEY EILAND
STAFF WRITER

After a long day of class, Alex Moore comes home to hang out with her roommate, catch an episode of "Law and Order" and try to get some shuteye before she begins meetings and homework in the morning.

For Student Government Association's newly elected internal vice president, it's a typical day. Between balancing school, SGA and her involvement in various organizations, the Texas Tech student still finds time to enjoy the everyday life of a college student.

"She is bubbly, energetic, is very social and makes friends with anyone she encounters,"

"She is bubbly, energetic, is very social and makes friends with anyone she encounters. But she is also very driven in life and never loses sight of her goals."

Caitlin Hendricks
Moore's roommate

too seriously," the junior said in an email response. "I love to laugh and have fun with life."

True to her word, Moore displays both hard work and dedication at Tech. Aside from majoring in psychology, the student also is involved with a number of different organizations, including SGA and Alpha Phi. She said she has meetings almost every night.

SGA continued on Page 2

ALEX MOORE, A junior psychology major from Flower Mound, was elected as the 2011-2012 Student Government Association internal vice president.



PHOTO COURTESY OF ALEX MOORE

Part 2 in a 3 part series introducing students to

SGA Leadership

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WEATHER

Today Partly Cloudy
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Wednesday Sunny
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Martin: Spring into shape this season
OPINIONS, Pg. 4



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THE DAILY TOREADOR

Community Calendar

TODAY

24th Annual Juried Art Student Exhibition

Time: 8 a.m. to 5 p.m.
Where: School of Art Galleries
So, what is it?

This juried show for current undergraduate students enrolled in the School of Art is an exhibition of some of the best pieces produced within the academic year of 2010-11. The juror, Virginia Rutledge, is an art historian and lawyer from New York who advises artists, authors, cultural organizations, collectors and dealers on intellectual property, transactions and new enterprises. The show runs through April 3.

"Soul of Sand"

Time: 6 p.m.
Where: Mass Communications, Room 101
So, what is it?

The Global Lens 2011 film series — a showcase of 10 critically acclaimed narrative feature films from Bosnia & Herzegovina, China, Argentina, Kyrgyzstan, India, Georgia, Brazil, Uruguay and Iran — will show throughout March, April and May.

Mad Planet

Time: 10 p.m.
Where: Bash Riprock's
So, what is it?
Come to Lubbock's oldest college bar and hear the sounds of this indie band from New York described as electro/indie/trip hop

WEDNESDAY

Pottery Sale

Time: 9 a.m. to 5 p.m.
Where: SUB West Plaza, between SUB and Library
So, what is it?
The Clay Club hosts its biannual pottery sale. Come early to pick out your favorite mug, bowl or teapot for Mother's Day, a present for graduation, or just something special for yourself. The sale will continue at 9 a.m. at the School of Art main entrance foyer.

Seminar: I want a job in London, Brazil, etc.

Time: 2 p.m. to 3 p.m.
Where: University Career Services
So, what is it?
Learn how to develop an effective international job search. Call 806-742-2210 for questions.

To make a calendar submission e-mail dailytoreador@ttu.edu.

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.

Correction

In the fourth paragraph of Monday's article entitled "Billy Ball: Tech hires Gillispie," Tech

athletic director Kirby Hocutt's name was misspelled. *The DT* regrets the error.

Graffiti

CONTINUED FROM PAGE 1

"There has always been graffiti in downtown Lubbock," Evans said. "However, graffiti on the Tech campus is very rare."

Miller said he did not know whether or not the graffiti was gang related. He also could not say why Tech, especially the engineering department, was targeted. He said grounds maintenance would be the ones in charge of cleanup and would probably use a power washer on the graffiti.

Multiple engineering students said they were shocked and embarrassed by the graffiti. Justin Felderhoff, a junior mechanical engineering major from Montgomery, said he was upset by the graffiti.

"It is pretty terrible that someone would deface the campus like that," Felderhoff said. "There are plenty of

other ways to express yourself that do not involve defacing property like that."

Evans said the graffiti happened during spring break for multiple reasons. Evans said the campus is relatively empty during the weeklong break, and the culprit might have taken advantage of this opportunity. Evans also said since school was out last week, students had more time on their hands, and a student might have gotten bored and sprayed the graffiti.

Jeff Sammons, senior editor at the Edward E. Whitacre Jr. College of Engineering, said he noticed the graffiti on Friday. Sammons said he was surprised to see the graffiti because it is not something normally see on campus. Sammons also said there are security cameras where the key was defaced, and the culprit has a good chance of being caught.

► predden@dailytoreador.com

PERFECT PUNCTURE

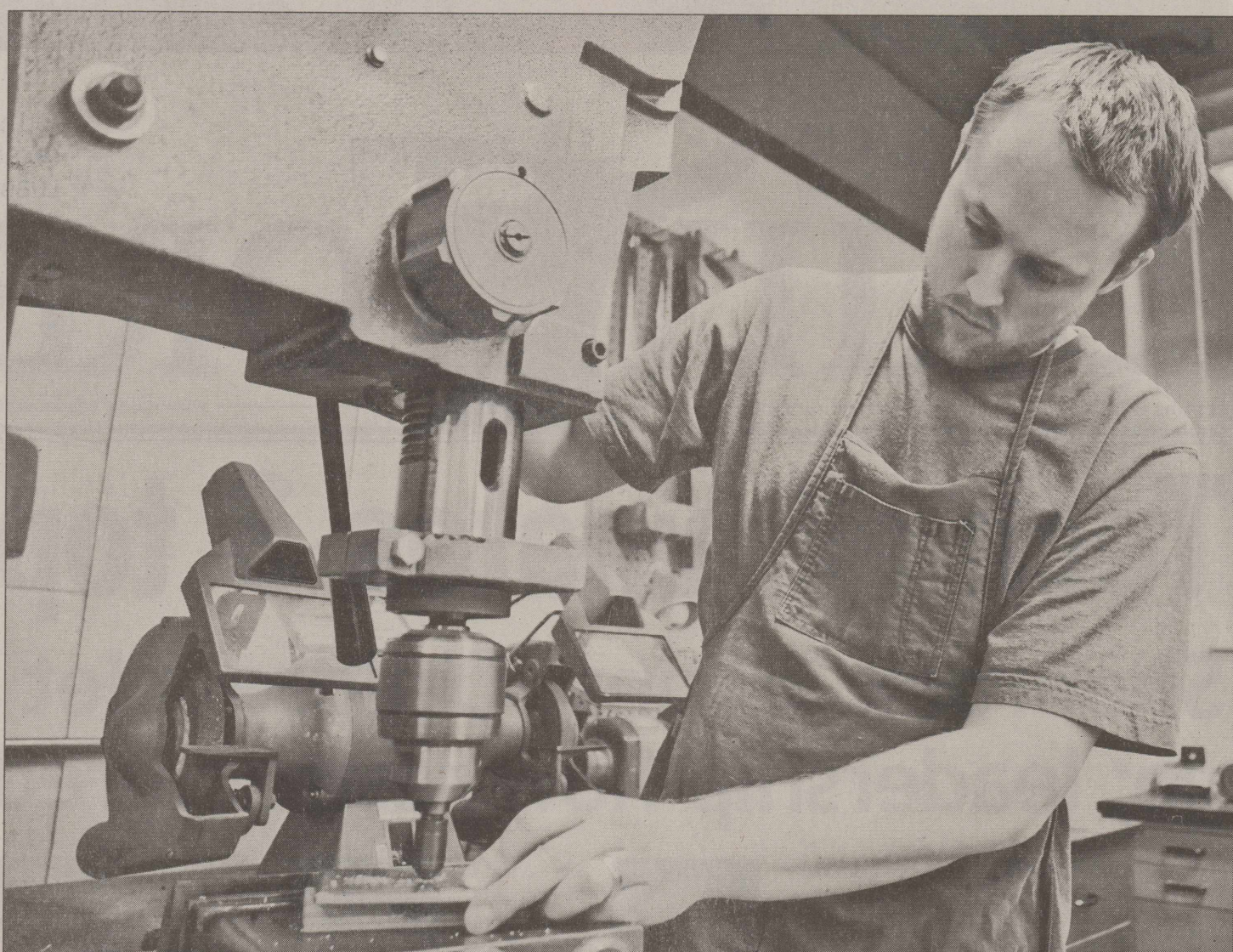


PHOTO BY BRAD TOLLEFSON/*The Daily Toreador*
DUSTIN WALLACE, A senior technician and Texas Tech alumnus from Lubbock, countersinks holes for an electronics box Monday in the Chemistry building.

BLOTTER

Footprints left on Mathematics building wall

March 7
3:07 p.m. — A Texas Tech officer investigated criminal mischief in the R-11 parking lot. A vehicle's front door was keyed.

March 8
11:24 a.m. — A Tech officer responded to a medical emergency at the Biology building. A student was feeling faint and was transported to the University Medical Center Emergency Room.

March 9
8:31 p.m. — A Tech officer investigated the theft of a wallet, iPhone and other items at the Robert H. Ewalt Student Recreation Center, Basketball Court No. 6.

10:41 p.m. — A Tech officer arrested a student for public in-

toxication at Wall Residence Hall. The student also is under investigation for aggravated robbery and criminal mischief. He was issued a criminal trespass warning and was transported to the Lubbock County Jail.

March 10
8:36 a.m. — A Tech officer investigated graffiti at Murchough Residence Hall. An unknown person wrote on the wall with a permanent marker.

March 12
12:18 a.m. — A Tech officer arrested a non-student for an outstanding Lubbock County warrant and for possession of cocaine after a bicycle stop in the 1800 block of Boston Avenue.

March 13
4:21 a.m. — A Tech officer detained a student in Wall Hall. The student

was issued a citation for consumption of alcohol by a minor and was released. The student also was cited for possession of more than one valid driver's license.

March 14
2:30 a.m. — A Tech officer documented and issued a criminal trespass warning to two non-students who were urinating on the wall outside Carpenter Wells Residence Hall.

10:30 a.m. — A Tech officer investigated criminal mischief at the Mathematics building. An unknown person scaled the wall, leaving footprints on it.

Wednesday
2:55 p.m. — A Tech officer investigated criminal mischief at the Texas Tech Research Farm on Quaker Avenue. Two John Deere cotton

strippers had windows broken out.

Sunday
1:40 a.m. — A Tech officer documented property damage at Gates Hall. Seven ceiling tiles and 20 nameplates were damaged.

12:30 p.m. — A Tech officer investigated a burglary at Hulen Residence Hall. The dining hall door and a safe were pried open, and money was taken from the safe.

Monday
4 p.m. — A Tech officer detained five non-students following a traffic violation on University Avenue. The non-students were illegal immigrants from Mexico. The Department of U.S. Customs and Border Patrol arrived and took custody of them.

► tburkett@dailytoreador.com

SGA

CONTINUED FROM PAGE 1

When she is not busy, Moore likes to wind down by watching television and hanging out with friends in her free time.

"She loves reality TV," Hendricks said. "We love to watch the 'Real Housewives of Orange County' and 'The Bachelor.'"

Moore also likes being active and can often be found taking Zumba classes. Along with Zumba, some of her favorite things include "Law and Order," "Center Stage" and the book "Pride and Prejudice." She said Italian food is her favorite, especially baked ziti and lasagna.

When she is not in school, Moore goes home to Flower Mound to spend quality time with her family. She has a sister who plays soccer at Louisiana Monroe, two stepsisters and a stepbrother. Her family also extends to include her three dogs: Shorty, Jazy and Raider.

Amelia Martin, a Tech history alumna of 2010, served as both a mentor and friend to Moore during her time at Tech. Martin was not only Moore's pledge trainer and sorority sister for Alpha Phi, but also was a senator for SGA and showed Moore the ropes.

"The beauty about Alex Moore is that she has mastered the art of being a well-rounded student at Texas Tech," Martin said. "She is able to balance her social and academic life very well."

The alumna said while balancing her busy schedule, Moore has managed to give back to the university through SGA as well as the other organizations she is involved in.

In giving back to Tech through SGA, Moore said she has a number of goals.

"All in all, I want to make sure that the senate runs more smoothly this year and that students feel that the SGA is an avenue they can use to help enact change at our university," the internal vice president said.

Other ways the officer gives back to the university is through the advice she gives to fellow students, she said.

"Never give up," Moore said. "The most difficult goals to achieve are often times the most rewarding to obtain."

Following her own advice, Moore plans to go through law school and become a corporate lawyer in the future. That is, of course, if she does

not follow her dream career of being a weather woman and moving to California where the weather is always perfect, she said.

Moore gears up with this type of humor because she said embarrassing things happen to her on a daily basis. It is important not to take things too seriously, she said.

"I am incredibly clumsy, so I slip and fall all the time," she said. "I've learned to just shake it off and laugh about it."

One thing Moore does take seriously, she said, is her role at Tech. She attributes the person she is today to the people and experiences she has had at the university.

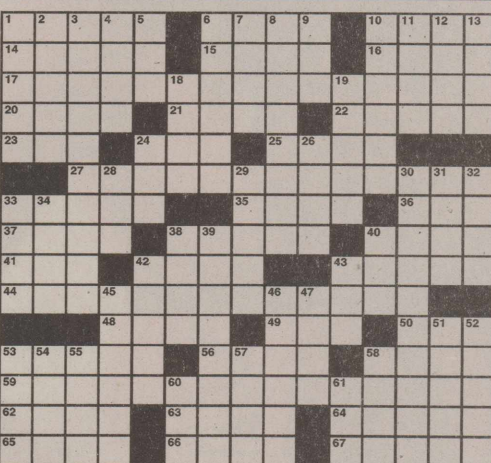
"Her loyalty, love and dedication to the university are evident in her everyday life," Martin said. "What more could you ask for in a leader and role model?"

► beiland@dailytoreador.com

Los Angeles Times Daily Crossword Puzzle

Edited by Rich Norris and Joyce Lewis

- ACROSS**
1 Crick in the neck, e.g.
6 Exec's "I want it now!"
10 Sci. class
14 Foil maker
15 The Big Easy, briefly
16 Golden rule word
17 Having a sense of the Prairie State?
20 Retreats
21 Pub quaffs
22 Between then and now
23 "V for Vendetta" actor Stephen
24 Mil. morale booster
25 Scandinavian capital
27 Webster's impression of the Natural State?
33 '50s song, e.g.
35 Ft. holy women
36 Not con
37 Soccer score
38 En... all together
40 Like the Reaper
41 Breakfast food
42 Rug; dance
43 Skip over
44 Watch the Evergreen State?
48 One-named Deco designer
49 Mine output
50 Verizon forerunner
53 Test during pregnancy, briefly
56 Start of a birth announcement
58 Potting soil
59 Close to the Magnolia State?
62 Have to have
63 Sooner State tribe
64 Staggering
65 Estimate words
66 Political org. until 1991
67 Things to solve for, in some equations
DOWN
1 Not so dangerous



By Kurt Mengel and Jan-Michele Gianette 3/22/11

Monday's Puzzle Solved

- CARD HTTP ARLES**
ALDA IOWA COUNT
RYANONEAL CYNDI
ANTI STO OODON
LOT TANK ERRING
ARARAT RANDB
STRAP HALO ILKS
THON ROMAN SEAT
SOTS USES CONGO
OWNER IONIAN
OROMELO SONS NNE
MADONNA SHEL
ATILT RICO CASEK
HONDA IMAC ONCE
ANGST DARK SLUG
- 39 Nonbelievers
40 Mop & floor cleaner
42 Pool shot
43 Lyon summer
45 Nut
46 More snoopy
47 Mardi
51 Recorded, in a way
52 Most popular baby girl's name, 1996-2007
53 A.D. part
54 The Mediterranean, to Hans
55 Scot's turn-downs
57 General chicken
58 Old Italian dough
60 Debt acknowledgment
61 Clinton played one

parkridge

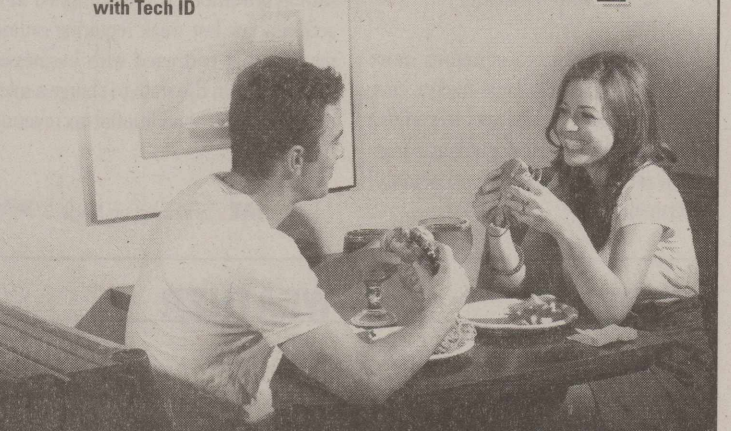


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GALLERY GAZING

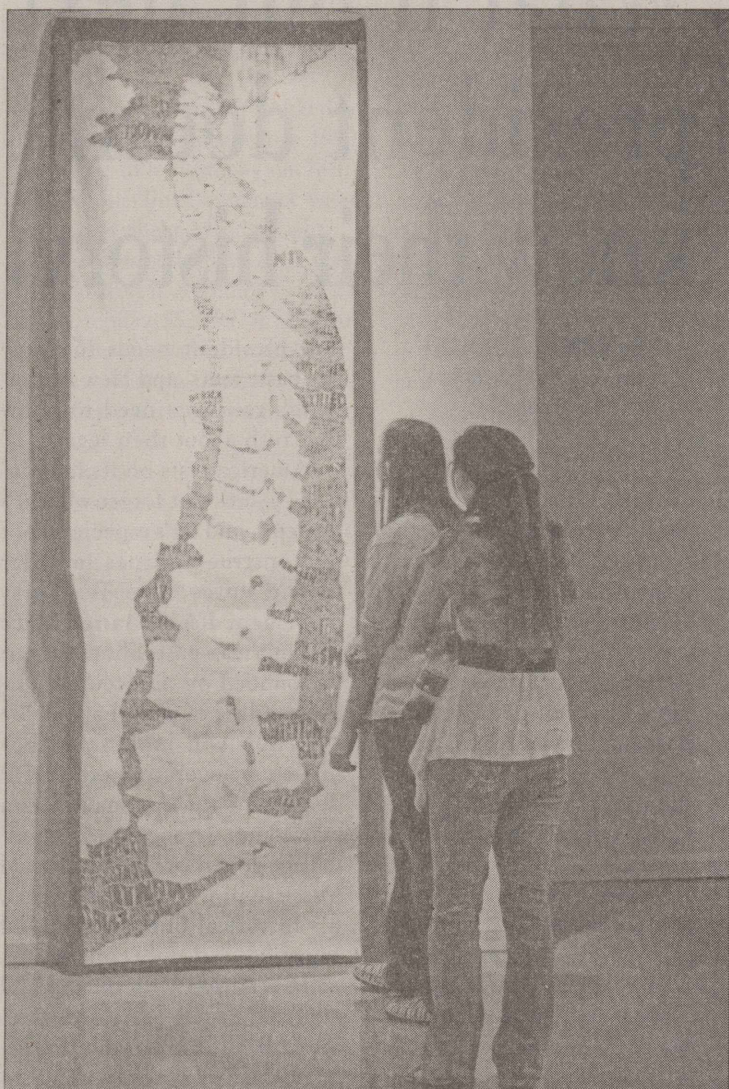


PHOTO BY LAUREN PAPE/The Daily Toreador
CATIE POWE, A junior studio art major from Midland, and Allison Masaki, a senior studio art major from Sugar Land, look at other Tech students' artwork in the Landmark Gallery in the Art building on Monday.

Tax

CONTINUED FROM PAGE 1

The Illinois Department of Revenue estimates the new law could help to bring in an additional \$170 million in previously uncollected sales tax revenue during the fiscal year 2012.

The idea of collecting sales tax from online retailers isn't necessarily a new one. California lawmakers passed a bill in 2009 similar to the one Illinois just enacted, but the governor vetoed it.

If Texas were to pass an online sales tax law, many Lubbock residents and Texas Tech students would be forced to shell out extra cash in order to shop at some of their favorite stores not offered locally in the city.

Abbey Vilardo, a junior public relations major from Orlando, Fla., said charging a sales tax on online purchases will make it more costly than buying locally, especially when you factor in shipping.

The convenience of purchasing items online, Vilardo said, will keep people from abandoning online shopping completely.

"I don't think there will be a decline in online shopping because the main reason we do it is because it's convenient," she said, "and for those of us in Lubbock and surrounding small towns, there are a lot of stores that aren't offered."

Kathleen Cloninger, an elementary school teacher with Frenship ISD, agreed there will not be a large change in the overall amount of online shopping since most people shop online for convenience.

"Even if a sales tax is added, I don't think that this will stop people from

online shopping, since it is so easy and convenient," she said. "People might hate it and complain, but we're just going to end up accepting it."

Although there may not be a large change in people's buying behavior, Cloninger said the additional sales tax still seems very unfair given the current state of the economy.

"I don't think it's fair, but since budget cuts are being made all over the state, the addition of a sales tax to online shopping seems like the least of our worries right now," she said.

►►bhoward@dailytoreador.com

Tent City expands after 1 week in new location

By CARRIE THORNTON
STAFF WRITER

One week after Tent City's relocation, the village reached its largest population yet.

Lubbock's homeless, who caught the city's attention by sleeping in tents at Broadway and Avenue Q, recently moved to land donated by Link Ministries at Avenue A and 13th Street housing remnants of an old cotton gin.

Forty individuals now take refuge inside the chain link fence, and upcoming upgrades and renovations light up Tent City's future.

"As soon as we get the OK from the city permits, we will start," said Les Burrus, executive administrator for Link Ministries. "We'll have men and women's bathrooms with two showers and two toilets on both sides. We'll really bringing some needed amenities to the village as well as having some washer and dryers in the facilities to use.

"We'll have a place for them to come in and eat and for other ministry organizations to come in and bring food."

Existing structures on the property include a scale house with one usable bathroom without a shower that includes several rooms in need of updating, as well as the large cotton gin that will serve as a community hall once the floors are evened out.

"The scale house is the priority," Burrus said. "The next is then getting the old cotton gin cleaned out inside and smoothed down, so we'll put some picnic tables and different benches in there just for them to get out of the sun and have a place that's open air but provides protection from the weather."

As of now, Link Ministries picks up the utility bills, he said, and plans to continue to do so as long as it can afford to. The organization also plans to eventually divert all clothing donations to them first so the items



PHOTO BY SAM GRENAIER/The Daily Toreador

JENNIFER, A TENT City resident decorates a tent Monday at the new location of Tent City at the intersection of 13th street and Avenue A.

can be sorted and placed in a store for Tent City residents to visit and claim what they want.

"(It's) so they don't have to store everything on site because it gets chaotic when people just dump stuff there," Burrus said. "We want to bring some order to that."

With renovation projects starting up within the next week, Tent City residents can't help but share their enthusiasm. Since the move on March 12, the population has increased and the flow of donations and visitors has remained steady.

"When we first moved here, it was a little quiet," said Cliff Van Loan, one of the village's managers, "but once they found us, people started coming in like they did at the park."

A nearby business owner donated bench kits for assembly, and one Lubbockite brought a gas grill. Food donations still pour in, Van Loan said, and for that they are very thankful,

and everyone seems pleased with the new spot.

"This is almost an ideal location, as far as I'm concerned," he said. "We are out of sight, next to downtown and not underneath anyone's feet."

One gate controls the traffic into the property, and Tent City managers lock it every night around 10 p.m. and open it around 5 a.m., Van Loan said. Individuals can come and go as they please, but the closure acts to protect from unwanted cars.

"It's not to lock the residents in but to keep unfamiliar cars out," he said.

Residents still must abide by certain rules and sign contracts like at the previous location, Van Loan said. The villagers do not tolerate unruly behavior.

"We feel the contract is a necessary step," he said. "You have to agree to obey the rules to come into Tent City. It shows a willingness to work with others, because this is not a free ride.

"We are looking to encourage

people to make improvements in their lives."

Four managers, including Van Loan, currently oversee the day-to-day operations of Tent City and meet with a board of advisers every Thursday.

The community has continued to work with its citizens to ensure a smooth relocation and continued growth. One example is a bus stop added at Broadway and Avenue A for easily accessible transportation.

"It's great because it shows city council really cares," Van Loan said.

Melissa Brown, a Tent City regular and a student at Kaplan College, said she appreciates the added bus route because it makes her commute to school easy.

Despite train noise and distance from the showers, Brown said she enjoys the new location.

"I like it because it's quiet and I feel safe here," she said.

►►cthorton@dailytoreador.com

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The scholarships will be awarded to the currently-enrolled undergraduate or graduate student submitting the best original essays on

"The Role and Importance of Academic Freedom in the University"

TFLAA was formed in 1985-1986 when then President Lauro Cavazos sought to replace the existing tenure system with a system of rollover contracts. The scholarship was created with money contributed by many faculty members to a fund that could be used to challenge the proposal in the courts. Since that proposal was later modified, and tenure and academic freedom are still protected. Interest from the fund has been used to fund the scholarships.

Typed entries must be no longer than 1,000 words with a cover sheet that indicates the name of the student. The essay should be submitted in three copies by Monday April 11, 2011. Typed entries with a cover sheet that includes the name of the student may also be submitted to Prof. William G. Hartwell, School of Music, Texas Tech University, Lubbock, Tx, 79409-2033.

A faculty committee will judge the essays.

The winner will be announced by April 29, 2011.

Zhongyi Xiao of Chong Qing, China was the 2001 winner

Deanna Kramer of Spring was the 2008 winner

Eric Braden from Katy was the 2007 Winner

Joshua Lyte from Lubbock was the 2006 winner.

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Change

CONTINUED FROM PAGE 1

Shonrock's salary was \$236,251 annually, according to a government employee database maintained by *The Texas Tribune*. He also is an associate professor in educational psychology and leadership. Bailey said Shonrock will stay on faculty since he "has a great contribution to make as a faculty member."

Shonrock, who has worked in administration at Tech since 1990, according to a biography on Tech's website, declined comment when reached by phone Monday night.

Childress and Elkins each made \$142,350 a year, according to the database, totaling \$520,951 in salary between the three administrators. The database reports Childress was hired as a government employee in November 1979. She was formerly the department chair of Student Media. The database reports Elkins' hire date as the first day of 1996.

Childress was out of the office when her office was contacted Monday afternoon. Elkins' office directed communication through Cook.

The memo states departments under the auxiliary services branch of the division will now report to Kyle Clark, vice president for administration and finance and chief financial officer.

Auxiliary Services includes Student Union and Activities, Recreational Sports, University Student Housing and Hospitality Services.

Departments under the student affairs umbrella now report to Juan Muñoz, the vice president for institutional diversity, equity and community engagement and vice president for undergraduate education. Calls to Muñoz's office were not returned as of press time.

The group now under his direction encompasses 12 departments: Student Media, University Career Services, Student Health Services, Student

Disability Services, Student Counseling, Ombuds for Students, Center for Campus Life, Student Legal Services, Barnes & Noble Bookstore, Student Judicial Programs, Student Government Association, and Parent and Family Relations.

Enrollment Management, which also previously reported to Shonrock, retained its associate VP, Jim Burkhalter, who will report directly to Bailey.

The president said he hopes these are the last cuts he has to make, but it is a time of uncertainty for the university.

"We don't know fully what the extent of our budget cuts will be," he said. "We hope there won't be anything else that has to be done, but we'll try to handle as much as possible centrally, and then we'll try to do the rest of it through essentially not hiring vacant positions."

Bailey said he also added the SGA president to his advisory committee to make sure students' voices are heard during this time.

SGA president-elect Tyler Patton attended the Monday morning meeting in which the changes were announced to department heads. He said the only

changes SGA will experience are the ones already underway with new executive officers taking their places.

"I'll be honest, as far as we're concerned with our new administration, we're going to keep going with things as normal because really this is more of an administrative reorganization," Patton said. "So our day-to-day operation inside student government isn't going to change, as far as I'm concerned."

Cook said while the cuts are tough, ultimately the elimination of these positions will benefit the student body.

"It's kind of, I guess, a more direct line," he said. "It kind of puts the two areas — the one area that affects the students and the other area that oversees — it puts them closer together."

"In the long run, this is going to be something that benefits our students."

► jarnold@dailytoreador.com

Big 12 retailers face off in challenge for fans

By HALLIE DAVIS
STAFF WRITER

Although Texas Tech and Texas A&M will not compete on the baseball field until April 8, rivalry is already heating up.

Red Raider Outfitter, a local retailer that sells Texas Tech clothing and merchandise, faces off against Aggieland Outfitters, a similar store in College Station. The two have begun a Facebook competition to determine which store can get the most "likes" on its page.

Currently, Aggieland Outfitters has about 16,800 "likes" to Red Raider Outfitter's 12,400, but the online specialist for Red Raider Outfitter said that number is quickly growing.

"Between the two of us, being able to raise so many fans is staggering," said Jason Hartline, a Tech alumnus.

The competition began when Aggieland Outfitters' social media and community director Martin Hooper called Red Raider Outfitter with the challenge. The store receiving the most "likes" by April 8 will have its flag flown at the opposing team's store for the Tech versus A&M baseball game.

"With baseball season ramping up, we were looking at how to get fans interested," Hooper

said, "and looking to stir up the rivalry."

The aspect of rivalry is one thing that makes the competition perfect for the two companies. John Wirtz, an assistant professor in the College of Mass Communications, said competition draws in college students, who are the main demographic shopping at both stores.

While marketing is neither side's main objective, Wirtz said it will help with business.

"From a customer engagement standpoint, both Red Raider Outfitter and Aggieland Outfitters are getting talked about," he said.

This is a great way to get the stores on people's minds without forcing advertising on them, Wirtz said. Though marketing is often considered "adversarial," he said, when a customer opts in by "liking" the page, it creates a cooperative relationship.

It's also about school spirit more than anything else, Hartline said.

Hooper agreed, saying on the Aggie side, feelings are the same — it's not just about selling spirit gear.

"We're seeing we're able to connect with more people, to have more conversations with the community," Hooper said. "We like being able to talk to the people

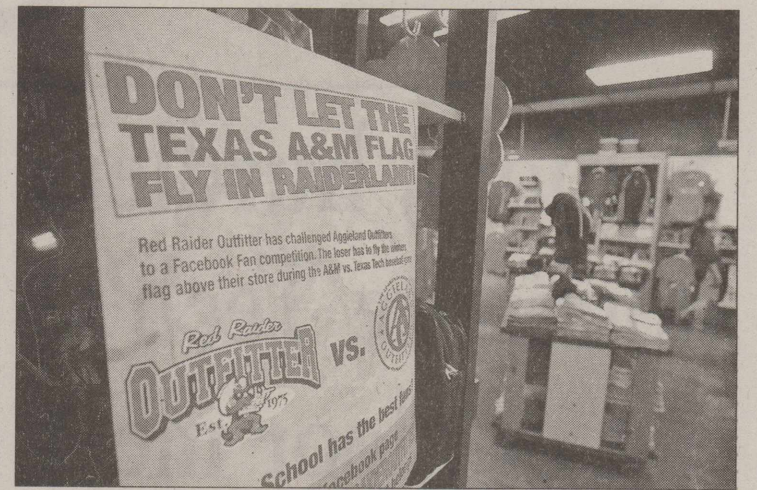


PHOTO BY KARL ANDERSON/The Daily Toreador

RED RAIDER OUTFITTER has challenged Aggieland Outfitters to a Facebook Fan competition: whoever has the most "likes" by April 8 wins. The losing store has to fly the winner's flag above its store during the A&M vs. Texas Tech baseball series.

who shop at our stores."

In the spirit of trying not to be too marketing-focused, Hartline said Red Raider Outfitter is offering giveaways and deals on their page for the people who like them.

"Since it's just a friendly competition, we've got free stuff," he said. "It's not a marketing gimmick."

Hartline said he also wanted to clear up any rumors that the two companies were related — they are not; Red Raider Outfitter is owned by Tech alumni, and Aggieland Outfitter is owned by Aggies.

There are no business ties between the two, Hooper said; he just knew Red Raider Outfitter existed and decided to give them a call.

Red Raider Outfitter agreed to the challenge, hoping to get fans more involved, Hartline said. This competition is one way social media is great for both business and school spirit.

"In the long run, it won't matter (for the businesses) whether Tech wins or loses," Wirtz said. "I certainly hope Texas Tech gets the most fans."

► hdavis@dailytoreador.com

'Dancing' costumes custom-made for contestants

LOS ANGELES (AP) — For Randall Christensen and his wardrobe team at ABC's "Dancing With the Stars," the next 10 weeks are going to be a crystal-encrusted, chiffon-wrapped blur.

"Dancing" is known as much for its dazzling costumes as its disco-ball trophy. Every week, celebrity contestants and their professional partners step out in costumes ranging from glamorous to outrageous; from swingy dresses reminiscent of Ginger Rogers and old Hollywood elegance to

skimpy spangled hot pants.

Each outfit is one-of-a-kind, handmade and custom-designed with the dancer's personality, figure and ability in mind. They're couture pieces, cut and assembled by veteran costumers and seamstresses from fabrics selected specifically for each performance. Every feather wisp is glued on individually, each rhinestone and sequin carefully sewn on by hand. And the entire episode's attire is conceived of, styled and stitched into reality in about four days.

"People really don't realize that

there's no magic closet that we pull this from. It is a bolt of fabric every Wednesday," says Christensen, a dancer who's been making costumes professionally since 1978. "We never use a ready-made costume ... every single solitary thing is made from scratch."

Twenty-two custom-made costumes and 11 new stars will make their debut on Monday's season premiere (8 p.m. EDT). The cast includes actors Kirstie Alley, Ralph Macchio and Chelsea Kane; athletes Sugar Ray Leonard, Hines Ward and

Chris Jericho; singer Romeo; radio host Mike Catherwood; talk-show host Wendy Williams; reality star Kendra Wilkinson; and model Petra Nemcova. Each contestant is paired with a professional dancer who choreographs and teaches the week's routines and dreams up the costume concepts.

Christensen translates their visions into sketches on Tuesday and buys the fabrics on Wednesday. His team of two patternmakers and 10 seamstresses transform the raw materials into costumes by Friday.

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Seniors, hurdlers dominate Tech's 1st outdoor meet

By JOSHUA KOCH
STAFF WRITER

Quitting is never an option. A simple, but meaningful, phrase to senior Omo Osaghae, as those are the words written on his headband.

The locally grown track star said he looks to this phrase in everything he does on and off the track.

"I get it from a lot of different places, mainly from my dad," Osaghae said. "It's something I try and run by, but more importantly something I try to live by just day to day. Never have that down-and-out mentality."

The Texas Tech track and field team had a lot of things to be smiling about during Monday's practice coming off an impressive outing in the first outdoor meet of the year.

The Red Raiders and Lady Raiders competed at the TCU Invitational on Friday in Fort Worth.

Osaghae had himself a historic day in the 110-meter hurdles. The senior ran the event in 13.49 seconds, setting a school record and recording the fastest mark in the NCAA this year.

He was not alone on the podium, as juniors Brandon Tucker and Shane Brathwaite took second and third place.

With so many historic hurdlers that have run for Tech, Osaghae said this is a special accomplishment.

"It was good; it meant a lot. There's a rich tradition of hurdlers here, and it's always good to be mentioned in the same breath as them," Osaghae

said. "Not only that, but to be able to have the best school record ever ran here at Tech."

The other school record recorded came from Lady Raider Kelsey Lloyd. The senior recorded a new personal best, 13.25 seconds, which also broke the school record in the 100-meter hurdles. Sophomore Katie Grimes came in second with a time of 13.51.

Hurdles were the specialty of both teams, as senior Bryce Brown and junior Jamele Mason came in first and second in the 400 hurdles.

Brown said he was just excited about finally getting to run outdoors after a long indoor season.

"It felt real good getting outdoors," Bryce Brown said with a chuckle. "I've been waiting for this all indoor season, just waiting to get outdoors. It felt real good."

There is no time to rest for the Red Raiders and Lady Raiders as they prepare for the UTEP Invitational.

Tech coach Wes Kittley said looking back on this weekend he saw a completely different team and is excited about the future.

"What I was so pleased with is that's what it felt like; these kids were like, 'Oh man, we're outside now,'" Kittley said. "It was like they were rejuvenated, and everybody was focused, and it was just a really, really good track meet and a good start for us."

jkoch@dailytoreador.com

Lady Raiders move forward following NCAA tourney loss

By JOSHUA KOCH
STAFF WRITER

The practices, film sessions, workouts and the other components that go into preparing for the next game on the schedule are now over with as the final chapter of the Lady Raiders' 2010-2011 season is in the books.

The Texas Tech women's basketball team overcame challenges this year past squads have failed to do — making the NCAA tournament was one of them.

"Just really proud of our team," Tech coach Kristy Curry said. "Learning how to fight through adversity, these kids just handled every day with the upmost effort and just every day how hard they worked getting better for the next day. Just proud of the kids."

The Lady Raiders finished 22-11 overall and 8-8 in Big 12 Conference play, marking the program's best finish since the 2004-2005 campaign.

Tech's final loss came in the first round of the NCAA tournament on Saturday against No. 9 seed St. John's, 55-50, in Palo Alto, Calif.

Tech claimed an early lead and carried it into the half but could not overcome poor shooting in the final 20 minutes to advance.

The Lady Raiders owned a 30-28 advantage going into the locker room, but the Red Storm came out on an 8-0 run to start the second half.

Tech only hit four of 22 shots in the second half, scoring a season-low 20 second-half points.

Casey Morris was the lone Lady Raider to reach double-digit points, 10, and junior forward Kiera Mallard was not far behind with nine.

The Lady Raiders experienced the same problems they have been trying to fix all year, Morris said, and just could not overcome them.

"It was tough; I think we came out kind of slow," Morris said. "That was something that we needed to correct from the beginning of the season, and our shots just weren't falling. I think we played well on defense, and we were all playing hard, but the shots just weren't going

in for us."

The loss, however, meant the end of a career for just one Lady Raider — Teena Wickett.

The lone senior had one of her worst games of the season, scoring just two points and grabbing four rebounds against St. John's. Wickett, a Vallejo, Calif., native, finished her only season in a Tech uniform as the team's third-leading scorer.

The senior was forced to sit out two seasons due to transfer rules and academics but got the chance to play in her final year at Tech.

Wickett's career numbers at Tech include 9.6 points and 6.0 rebounds per game.

Morris said it was not easy after the loss to St. John's since they all knew Wickett's career had come to a close, but they know she is destined to do great things.

"It was hard to know that it's the last time I could play with Teena, but we're all happy for her because we know she's going to do big things after she leaves here," Morris said. "Whether that's basketball or something else, she's going to be successful in whatever because of her drive. So we're all excited for her."

The early exit from the NCAA tournament is not what the Lady Raiders had hoped for, but looking back on the season as a whole, there are a lot of positives they will take away.

Tech opened the season 16-1 and went 3-0 to begin conference play before losing 71-61 to Oklahoma on Jan. 19 in Norman, Okla.

That loss turned into a six-game losing streak, which was put to rest with a 72-44 blowout victory against Colorado.

The following week, then-No. 20 Iowa State and then-No. 1 Baylor were slated to come to Lubbock.

The Lady Raiders first opened some eyes with an 11-point victory against the Cyclones and turned things up with an upset of Baylor, 56-45, only a few days later.

Tech, however, lost its final two road games of the regular season to then-No. 5 Texas A&M and Texas. With tournament hopes in mind, the Lady Raiders bolstered their resume



FILE PHOTO/The Daily Toreador
THE TEXAS TECH Lady Raiders suffered a 55-50 loss to No. 9 seed St. John's in Palo Alto, Calif., during the opening round of the 2011 Women's NCAA Championships. Tech, a No. 8 seed, finished the season with 22 victories, the most since the 2004-05 season.

with home wins against Oklahoma State and then-No. 18 Oklahoma to close the regular season.

"It was an exciting season," Morris said. "Of course, this season was just like a rollercoaster, but in the end we pulled it out, we showed we had a lot of heart."

The next step for the Lady Raiders was the Big 12 Tournament in Kansas City, Mo., where Tech had four players break into double digits in a 75-52 beating of the Cowgirls.

With the victory, the Lady Raiders got matched up against the team they had defeated only four days earlier: Oklahoma.

This game went down to the wire, but the Lady Raiders could not get the final shot to fall, losing 71-69.

A waiting game ensued until March 13, when the Lady Raiders found out they were California-bound for their first-round matchup with St. John's.

"It was awesome. Obviously we're really proud of the progress we've made, and there's so many positives," Curry said. "We just continue to build for the future; this is a huge step forward. We're not looking back, and just so much growth by our team this year in a good way."

Mallard and forward Jordan Barncastle will be the two seniors for next year, but Tech's current group of sophomores will make

up the majority of the roster.

Six sophomores round out the middle of the Tech roster card, and four of them have starts under their belt. Morris, Monique Smalls, Chynna Brown and Christine Hyde are a few players that look to make an impact down the road.

Hyde, an Ontario, Canada, native, was never afraid to drive to the hoop and draw a foul. She traveled to the charity stripe 100 times — second most on the team.

Morris, Tech's second-leading scorer, was key from behind the arc this season and averaged 9.8 points per game. Smalls has started 66 consecutive games in a Lady Raiders jersey.

Brown was a clutch player all season, including a game-winning shot with 0.1 seconds left on the clock in a double-overtime victory against Kansas State. The sophomore's two starts came in Big 12 play, where she averaged 8.8 points per game.

"Continuing to lead the way for us, they've been thrust in a leadership role at a young age, and they just continue to every day work on their game to improve," Curry said of the sophomores. "They'll be the first ones in the gym and the last ones out. That sophomore class, their leadership, as youthful as they are, has been incredible."

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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.

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

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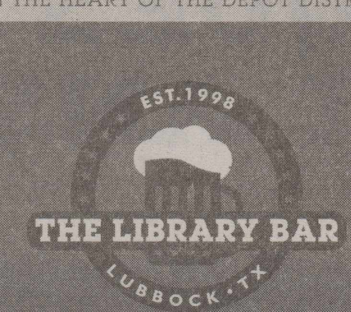
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AP Source: Tennessee fires coach Bruce Pearl

KNOXVILLE, Tenn. (AP) — Tennessee has fired Bruce Pearl after a season that saw the coach charged with unethical conduct for lying to NCAA investigators during a probe into recruiting, according to a person with knowledge of the decision.

The person spoke with The Associated Press Monday on condition of anonymity because the university has not announced the firing.

In six seasons, Pearl, 51, led the Volunteers to their first No. 1 ranking in 2008 and first NCAA tournament regional finals appearance, missing out on a trip to the 2010 Final Four by a single point.

Pearl acknowledged in a tearful press conference on Sept. 10 that he had given investigators false information when asked about a cookout at his home attended by high school juniors. The NCAA has since charged the Tennessee

basketball and football programs with a dozen violations.

After a 75-45 loss to Michigan on Friday in the second round of the NCAA tournament, Pearl said that he planned to be accountable for the mistakes he had made but his "goal and desire is to be the basketball coach at Tennessee next year and for a long time."

Tennessee docked his salary by \$1.5 million over five years, banned him from off-campus recruiting for a year and terminated his contract in September. Southeastern Conference Commissioner Mike Slive tacked on an eight-game suspension from conference play.

Athletics director Mike Hamilton and UT-Knoxville Chancellor Jimmy Cheek had voiced support for Pearl after he admitted lying, but last week Hamilton said that Pearl's future would be reviewed once the season ended.

Softball suffers first loss during break, prepares for Big 12 play

By THORN COMPTON
STAFF WRITER

The No. 21 Texas Tech softball team, unlike most other Tech students, was hard at work during spring break.

Over the break the Red Raiders showcasing their shut-down pitching and powerful bats en route to finishing two tournaments: the Masked Rider Invitational at Rocky Johnson Field and the USF - The Game Tournament in Clearwater, Fla.

Tech coach Shanon Hays said his team played well against good competition during the break. He said the

pitching this weekend was dominant and the lineup was just a powerful as it has been all season.

"There were lots of positives from the team this week," Hays said of his team's performance. "We had some real timely homers, like (Cydney Allen's) grand slam in the seventh against Jacksonville, and our pitching really did great this weekend."

In the first game of the Masked Rider Invitational, the Red Raiders had their first slip of the season — the team lost to Alcorn State, 4-2, but took the blow to their record in stride.

Hays said he has a very mature team this year, and it understands undefeated records usually do not last long in their sport.

"When you play a bunch of games in a row like we did these last couple of weekends," Hays said, "there are going to be slip ups. I am happy with how the girls approached the games in Florida this weekend."

They rebounded well, only allowing one run the rest of the tournament.

They defeated Alcorn State 15-0 and 18-0, and then handled Evansville 8-0, 5-1, 8-0 throughout the rest of the Masked Rider Invitational.

The Red Raiders showed their maturity by not letting the loss go to their heads. They have been tested in their last 11 games since the loss, but the Red Raiders head into conference play this week boasting an



FILE PHOTO/The Daily Treador
TEXAS TECH INFIELDER Raven Richardson begins a double play against New Mexico in the top of the fourth inning during the second game of a double-header against the Lobos on March 9 at Rocky Johnson Field.

11-game winning streak.

Not every game was a blow-

"Every week people are giving us all they have. It's good because we have what might be the best conference for softball this year."

SHANON HAYS
COACH
TECH SOFTBALL

out, though; the last game of the USF - The Game tournament required the Raiders to recover from an early four-run deficit against Liberty. Relief pitching from Kermitria Ward and a four-run third inning helped take the game 6-5 in nine innings.

Tech infielder Sandy James was named the Big 12 Player of the Week for her performance in

the Masked Rider Invitational. James hit .667 for the tournament, with six home runs and 20 RBIs, garnering the Red Raiders' third-consecutive weekly accolade. Logan Hall and Allen also earned the accolade this season.

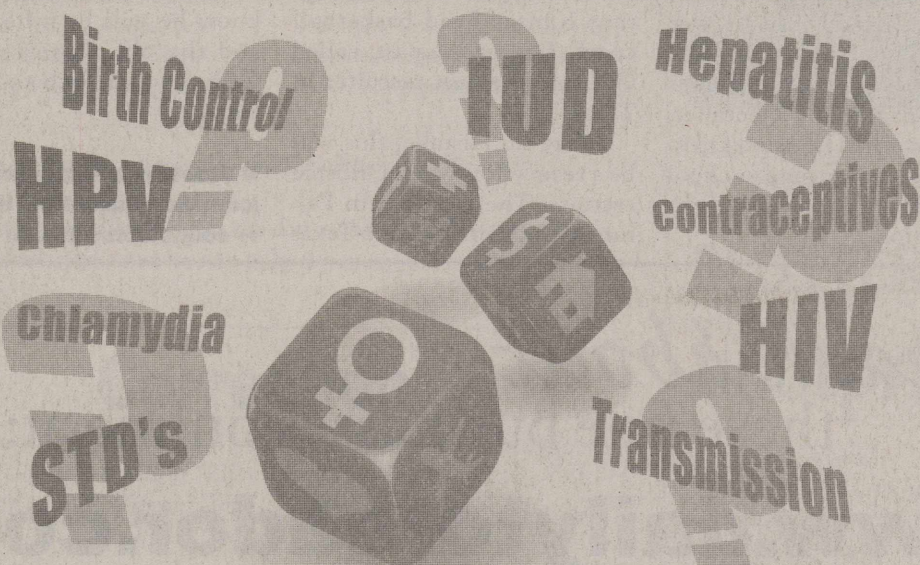
Hays said it is interesting being the ranked team other teams try to knock off, considering Tech was in that role last year.

"Every week people are giving us all they have," Hays said. "It's good because we have what might be the best conference for softball this year. Three of the pitchers we face in our first couple of games could be first team All-Americans."

The Red Raiders begin their conference schedule this weekend with a series against Missouri starting at 2 p.m. Saturday at Rocky Johnson Field.

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