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College of Arts and Sciences
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Texas A&M International University

A.R. SANCHEZ, SR.

Distinguished Lecture Series

2011-2012

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ABOUT THIS SERIES

The Texas A&M International University Distinguished Lecture Series honors Antonio R. Sanchez, Sr. (1916-1992). After 20 years as the owner of an office equipment business, Sanchez began buying oil and gas leases and used his earnings to establish a bank. Sanchez, along with his son, A.R. Sanchez, Jr. and geologist Brian O'Brien, established the Sanchez-O'Brien Oil and Gas Corporation. Under his leadership as chairman, the International Bank of Commerce grew to become the International Bancshares Corporation, with branches in more than 90 communities throughout Texas and Oklahoma.

A. R. Sanchez, Sr. is best remembered in Laredo for his philanthropic efforts. Known for his work ethic and generosity, he was a major crusader for a four-year University in Laredo and a supporter of the Mexican American Legal Defense and Education Fund. This lecture series is presented through the vision and generosity of Mr. and Mrs. A. R. Sanchez, Jr.



For additional information on

The A. R. Sanchez, Sr. Distinguished Lecture Series, please contact Texas A&M International University's College of Arts and Sciences Office of the Dean, at 956.326.2460 or visit offices in the Lamar Bruni Vergara Science Center, room 301 e-mail hdennis@tamiu.edu or visit tamiu.edu

DAVID EAGLEMAN Incognito: The Brains Behind the Mind

THURSDAY, APRIL 5, 2012
TAMIU CENTER FOR THE FINE AND PERFORMING ARTS
RECITAL HALL
7 P.M.



ABOUT THE LECTURE

If the conscious mind -- the part you consider you -- accounts for only a fraction of the brain's function, what is all the rest doing? This is the question that David Eagleman has spent years researching and which he answers in this up-to-the-minute talk, chock full of verve, wit, and startling new discoveries. Our behavior, thoughts, and experiences are inseparably linked to a vast, wet, chemical-electrical network called the nervous system. The machinery is utterly alien to us, and yet, somehow, it is us. Eagleman takes us into the depths of the subconscious to answer some of our deepest mysteries. Why does the conscious mind know so little about itself? What do Ulysses and the subprime mortgage meltdown have in common? Why is it so difficult to keep a secret? Eagleman charts new terrain in neuroscience and helps us understand how our perceptions of ourselves and our world result from the hidden workings of the most wondrous thing we have ever discovered: the human brain.

Often called the Carl Sagan of neuroscience, David Eagleman is a scientist and bestselling author who provides a new framework for understanding our brains -- and, by extension, ourselves. His speeches and articles deal with everything from how the brain rewires itself to why art and science must learn from each other. Known for a unique and active exploration of ideas, he throws himself into experiments, literally: he once dropped himself in free fall from a 150-foot tower to see if time could be perceived in slow-motion during times of fear. Erudite, engaging, and able to connect scientific discovery to daily life, Eagleman prompts audiences to celebrate the beauty of the brain, question what we perceive as reality, and re-think what we know about human nature.

A 2011 Guggenheim Fellow, David Eagleman holds joint appointments in the Departments of Neuroscience and Psychiatry at Baylor College of Medicine in Houston, Texas, and is the founder and director of the Initiative on Neuroscience and Law. His influential neuroscience books include *Incognito*, *Live-Wired*, and *Wednesday is Indigo Blue*. He writes regularly for the *New York Times*, *Wired*, *Discover*, *Slate*, and *New Scientist*, and is a repeat guest on NPR, discussing both science and literature -- his twin passions. Eagleman's novel, *SUM*, was named a Best Book of The Year by Barnes and Noble and inspired U2 producer Brian Eno to write 12 new pieces of music, which he performed, with Eagleman, at the Sydney Opera House.