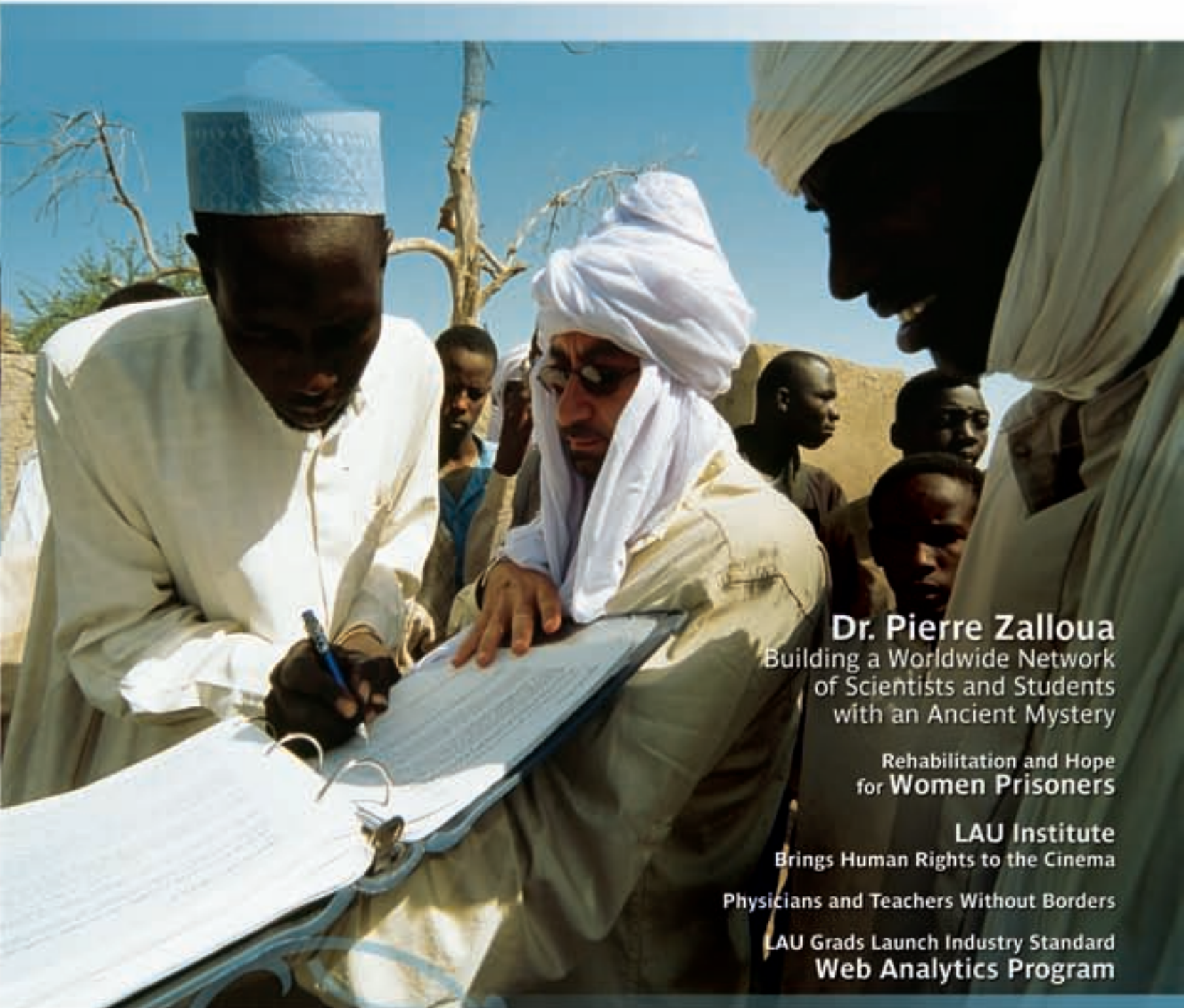


LAU magazine

VOLUME 11 | issue n° 1 | Winter 2009

& ALUMNI BULLETIN



Dr. Pierre Zalloua

Building a Worldwide Network
of Scientists and Students
with an Ancient Mystery

Rehabilitation and Hope
for **Women Prisoners**

LAU Institute
Brings Human Rights to the Cinema

Physicians and Teachers Without Borders

LAU Grads Launch Industry Standard
Web Analytics Program

*Making a Difference
Outside the Classroom*



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Letters to the Editor

We want to hear from you! Letters may be sent via email or post, and may include substantive response/commentary on this or previous issues, as well as suggestions and story ideas for future consideration. (Kindly note that letters may be edited for clarity and brevity.)



Dear Editors:

Thank you very much for sending me *LAU Magazine and Alumni Bulletin*. My great appreciation goes out to President Joseph Jabbra and to the entire MARCOM department for your care.

—Ms. Bushra Alamuddin '76

Dear Editors:

I want to congratulate you and your staff on a job well done. I liked the fall issue of *LAU Magazine*. It was so well presented and so meticulously designed. I just wanted you to know that your efforts and the efforts of the whole team did not go unrecognized! Keep the good work. Regards

—Nabelah A. Haraty
Instructor, School of Arts and Sciences, Beirut

Dear Editors:

Thank you to Olga Habre for the beautiful article about the LAU Model UN published in the fall issue of *LAU Magazine*.

—Elie Samia
Director of Guidance, Byblos

Corrections for *LAU Magazine*, Volume 10, Issue 2, Fall 2008

In the article "LAU Libraries Take a Trip to the U.S.," (p. 25) Mrs. Houeida Kammourie-Charara was identified as the Electronic Information Resources Librarian for the Byblos campus only; in fact she serves the Beirut campus as well. In the same article, Ms. Zeina Abou Fayed Guoin was mistakenly identified as retired. She is now working in the U.S., where she lives with her family.

The article "LAU Welcomes New Staff" (p. 30) omitted Dr. Tony Zreik's title of associate professor and assistant dean of the LAU Gilbert and Rose-Marie Chagoury School of Medicine. Dr. Zreik also holds an MBA.

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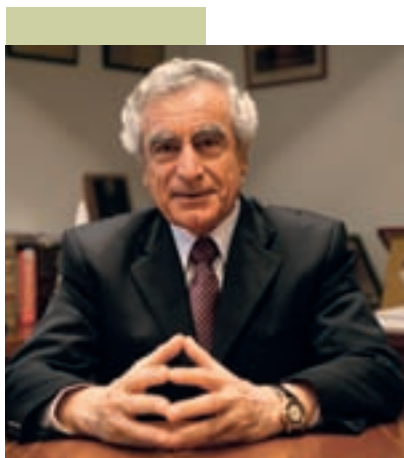
LAU Magazine is published quarterly by the Marketing and Communications Department at LAU, and is distributed free of charge to alumni, students, staff, faculty, friends and supporters worldwide.

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From the President's Desk

Dear Colleagues,

Our mission at LAU goes far beyond simply educating our students in the classroom. Our hope is to create future leaders, and in order to successfully achieve this goal, we must be able to provide more than just classroom lectures. We must lead by example and become integral members of our community.

I am proud to say that LAU has been making a difference outside the classroom for a very long time. In this issue, you will read about some of our truly exceptional faculty, students and staff, who are working hard and making valuable contributions in their communities and around the world.

Our cover story examines Dr. Pierre Zalloua's fascinating research into the genetic legacy of the Phoenicians. His remarkable work recently created an international sensation and made headlines across the globe. We are enormously proud of Dr. Zalloua and honored to have him as a member of the LAU family. He has made excellent strides toward helping the people of our region better understand their ancient origins.

You will also read about two outstanding young alumni who, through their own ingenuity and hard work, started WOOPRA, an Internet analytics company that might just give other providers a run for their money. WOOPRA is based on an idea that these two extraordinary students developed in one of their classroom projects at LAU. With the encouragement of their professors, the pair have turned that idea into a successful business. It is an incredible story and a true testament to the genuine entrepreneurial spirit that we foster at LAU.

The university has a long tradition of shaping leaders in a diverse world, and LAU places a special emphasis on cultivating well-rounded individuals by encouraging volunteerism. Service is at the cornerstone of our values, and our students receive a crucial educational experience while working to serve people in their communities and beyond.

Furthermore, extending LAU's commitment to academic excellence depends precisely on our determination to educate the whole person. This ambition goes beyond our core liberal-arts approach to education, which develops intellectual capacities on a wide range of subjects, and focuses on instilling a sense of dedication to the larger world outside the classroom, which is the focal point of this issue. We hope you enjoy the fresh perspective this issue will impart, and we appreciate your continued support and loyalty.

Thank you.

Joseph G. Jabbra
President



Catherine Deneuve (left) at the 2007 Cannes Festival and Queen Rania of Jordan(right) at Prince Felipe of Spain's wedding, both wearing purses made by incarcerated women in Lebanon



LAU Institute for Women's Studies Brings Hope to Women Inmates in Lebanon

By Ana-Maria Luca



Sarah Beydoun (up) and her associate Sarah Nahhouli

In May 2004, Queen Rania of Jordan arrived at Prince Felipe of Spain's wedding with a statement-making purse. It was made by women inmates in Lebanon. In 2007, on the red carpet of the Cannes Film Festival, actress Catherine Deneuve wore a silver beaded purse. It came from the same shop in Beirut, where a young designer with a degree in sociology sells the work of hundreds of women in Lebanese prisons.

Sara Beydoun began working in fashion by chance, and she never thought her idea would gain so much success. While writing her master's thesis on women in Lebanese prisons, she became involved in the rehabilitation program for prostitutes and imprisoned women started by the Dar el Amal organization and the LAU Institute for Women's Studies in the Arab World (IWSAW) in 2000.

"Over time, a lot of these women have gotten out of prison, and they are working with me. It's a complete change of attitude."



Sara's Bag, the name of the fashion line, is the success story of the Rehabilitation and Vocational Training Program for Women in Lebanese Prisons. "It's a company with a social conscience," Beydoun said.

The project to improve the lives of the women imprisoned in a facility in Baabda officially started in 2001, according to Anita Nassar, IWSAW's assistant director "but we had already been working with the prisoners for a few years," Nassar said. "In 1999, we did major research on the four prisons in Lebanon. I went through every single inmate's file, and we put together the background information about the crime and the sentence," Nassar added. "There were years of preparations."

Nassar recalls the difficulties at first: "I remember the first time I went into Baabda prison. They had no cells. There was one room for 35 prisoners. They slept on mattresses, and some were rotten. The women ate and smoked in the same room," she said. Beydoun remembers that "at the beginning it was creepy, and I felt really bad."

The management at Baabda prison was very responsive, and IWSAW work got under way. "We focused mainly on refurbishing the infrastructure," Nassar said. "We got hot water, and we furnished a new kitchen with a fridge and an oven. Then we created small laboratories for skills training."

"We were the pioneers in women's prisons. Then we found organizations interested in the work, such as Dar el Amal, and we partnered with them because we discovered we couldn't cover all the needs," added Nassar.

The IWSAW and Dar el Amal have been rehabilitating four women's prisons in Lebanon and teaching embroidery, beading, hairstyling and other handicrafts to hundreds of inmates for seven years.

According to Nassar, the women had nothing inside the prisons. "They don't get anything. They don't get shoes. They don't have coats. This is why we give them sweaters. We collected clothes; we had donations," said Nassar.

Together with other humanitarian organizations, the institute also started to address health problems. "When you spend time with the women, you see that they need medical care. The system provides them with care but only when they're really sick, and they send them to the hospital," Nassar says. "We tried to get a gynecologist to come take care of them. We managed to have a dentist." 🌸



The Showroom in Ashrafieh, Beirut, displaying the bags and clothes made by Lebanese women inmates



In addition to providing training, clothing and medical care, the program allowed many women, after years in prison, to see their children. "It meant a lot to them," Nassar said. "Once when we wanted to paint the walls, a mother told us to put the children's handprints on the wall. So every time the mothers missed them, they placed their hands on the prints and felt connected."

According to Nassar, every year the IWSAW program focuses on a specific need of the inmates. In 2008 the focus was legal counseling. "We identified women who had the chance to get out and bailed them out in order to send them to their countries," Nassar explained. She says many of the women the program helped through legal means were maids falsely accused of theft by employers who didn't want to pay their wages.

Though it took a lot of hard work, the program is extremely successful, Nassar said. She is most heartened by the change in attitude. "The internal security forces welcome everything we do. They admit they don't have enough income to train the women guards, and they're open to change," Nassar commented. She added that even the inmates' outlook shifted. "The most difficult step was to make them trust us. Once we got their confidence, they could do anything. That was the key for the whole work," she explained. "We gave them hope for a future. Now they are waiting for us."

Beydoun, too, believes the rehabilitation and training program transformed the inmates' lives. "Over time, a lot of these women have gotten out of prison, and they are working with me. It's a complete change of attitude," she said. "They can even provide work for their neighbors."

Group of women interested in buying the bags designed by Sara Beydoun and manufactured by women involved in the LAU IWSAW program



Educating Women in the Arab World

IWSAW is LAU's oldest institute. "It is unique in its structure," said Dr. Dima Dabbous-Sensenig, the IWSAW director. "It's part of the historical identity of LAU". IWSAW reflects the history of LAU as a place for higher education for women because, historically, the university was for women. Only in 1973 did it begin accepting men," she added.

IWSAW designs and implements programs that promote literacy and develop social and political awareness. Three of the most successful programs are Basic Living Skills, an informal integrated educational kit in Arabic, geared to illiterate and semi-literate women in the Arab world; Empowering Arab Women Through Literacy, a series of 12 second-level literacy booklets building on the Basic Living Skills program; and Rehabilitation and Vocational Training Program for Women in Lebanese Prisons. IWSAW also publishes *Al Raida*, a quarterly journal aimed at enhancing networks between Arab women and women all over the world and promoting research on the condition of women in the Arab world, especially with respect to social change and development. The institute also sponsors research in several fields related to women's studies.



First Beirut Human Rights Film Festival Hits the Big Screens in Beirut and Tripoli

From the film "Um Hassan"

LAU Institute Brings Human Rights to the Cinema

By Ana-Maria Luca

The child on the screen was 10 years old, but his life had taught him lessons beyond his years. Abused by his father after his mother left the family, little Ali had chosen to live a violent and dangerous life on the streets of Beirut. He told his story in front of the camera with the hope that someday his life would change.

The 100-plus high school students watching the documentary "Children of the Streets" at Cinema Empire at Ashrafieh's Sofil Center suddenly went silent. Ali's story had done in a few minutes what the teachers had been trying to explain to them in class all year—that every child deserves a childhood and a future.

This was the message the organizers of the First Beirut Human Rights Film Festival were trying to spread. The event was put together by LAU's Institute of Diplomacy and Conflict Transformation (IDCT) in partnership with the United Nations Office of the High Commissioner for Human Rights, World Vision Lebanon and the Embassy of the Kingdom of the Netherlands.

The festival was the first of its kind in Lebanon, and aimed at raising awareness of children's and women's rights. Held on Oct. 27–31 in Beirut and Nov. 24–28 in Tripoli, it featured 25 animated and documentary films directed by Lebanese university students competing for three awards. During the five days, each cinema was crowded with pupils who had come to watch and discuss the movies with experts on human rights.

IDCT director Dr. Walid Moubarak was impressed by the reaction of the young viewers. "While watching the movies with the kids, I became aware of the different values and the different interpretations. At least now they are asking questions. We raised their curiosity by showing them that there are other opinions outside their community," he said. 🌸



LAU President Dr. Joseph Jabbra, thanking the participants who submitted their work in the festival



Students film directors and experts on human rights in an informal discussion before the Award Ceremony in Cinema Emnpire, Sofil Center, Ashrafieh

Scene from Bechara Damouni's "Life's Hope", the third prize winner in the festival, a film about life in the Palestinian camps



Putting the project together was hard work, according to Dr. Iwona Safi, one of the directors of the festival. "A project like this needs an investment of time and money and very good management," she stressed. "It also needs devoted people." Twenty project assistants and designers worked under the supervision of the two directors, Safi and Maurice Maalouf, an associate professor of communication arts at LAU Byblos. But according to everyone involved, it was worth every minute spent in the office or arranging meetings. "It was a success," Safi said. "We're getting excellent feedback. Universities are calling already, asking to take part in the next edition. Being recognized by experts is very encouraging," she added. Safi said that many human rights organizations in the Middle East are eager to be partners for the second festival next year.

The phone at the IDCT office was ringing off the hook after the festival's conclusion, said program coordinator Adiba Barq. Many of the teachers who brought students to the festival asked for copies of the films to screen in class. Consequently, IDCT, together with human rights advocacy organizations, is preparing information kits to accompany the movies that will be distributed to schools across Lebanon.

Given the success of the festival in 2008, the team behind the project is planning to expand. "We are going to the Arab world next year," Moubarak said. "We want to develop our aspirations and expectations." Safi said many universities in the Middle East already showed interest in the project. "It's a need in the region," she said, adding, "we are building a network."

An Institute Dedicated to Mutual Understanding

The first Beirut film festival dedicated to human rights exemplifies the main philosophy of LAU's Institute of Diplomacy and Conflict Transformation. "Because we live in Lebanon, which has witnessed conflict—what you may call perennial conflict—a good way to do things was to engage our students in projects in order to understand the cultural environment we live in," said the institute's director, Dr. Walid Moubarak.

From its start in 2005, the institute has organized successful workshops on identity and conflict resolution. "We had a summer camp on conflict transformation where we invited many students from Lebanon but also from countries in the Arab world. You can't imagine what kind of cultural diversity there was. It was very useful to everybody to understand each other, and they discovered the kind of misperceptions they were carrying," Moubarak said. "Whenever we can get students or Lebanese citizens to get involved in projects like this that can change their perceptions and help society, we are happy."



Scene from "Let's Play", Ghassan el Khouja's film about boys in Tripoli who can't find a place to play football



First Prize—Tania Choueiri for *Children of the Streets*

Director Tania Choueiri was awarded \$3,000 for her film “Children of the Streets”. The young director considered making a movie about children living on the streets after having worked with them as a volunteer. “They already knew me. I had spent time with them. The camera didn’t bother the children at all,” Choueiri said. “Actually there was a competition between them to give interviews.” Choueiri will finish her master’s degree at Saint Joseph University this semester and said she would use the money for her graduation project.



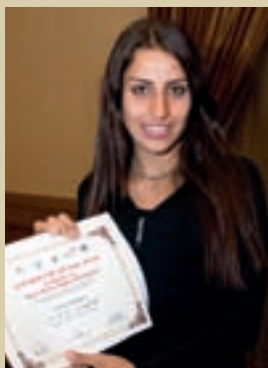
Second Prize—Yuri Tamer for *Most Beautiful Stories*

Yuri Tamer, a 28-year-old LAU graduate, won \$2,000 for a film he directed six years ago in his senior year in the arts and communication department. “Most Beautiful Stories” recounts the trauma of a woman who was raped but chose to keep it a secret for fear that she would be marginalized. What inspired Tamer was Article 522 in the Lebanese Penal Code, which states that a rapist can get away with his crime if he marries the victim. “I wanted to do a documentary about wine, but I gave it up after a friend told me about this law,” said Tamer. Tamer is now a professional television director.



Third Prize—Bechara Damouni for *Life’s Hope*

Bechara Damouni won third prize for “Life’s Hope”, the story of physically challenged people who struggle to live a regular life in a Palestinian camp—people who learn to drive even when they have lost their legs and who learn to work even though they have lost their hands. “I wanted to show their hope for having a normal life after being injured in the war,” said Damouni, a senior in the audio-visual department at Holy Spirit University of Kaslik. This is the second award the 27-year-old has won for his movie.



Special Prizes

The panel of judges also awarded two special prizes for movies that effectively focused on relevant human rights themes. They were impressed by Rawane Nassif’s “My Ball”, the story of children who had to sell scrap metal in order to buy a ball to play with. A special prize also went to Maya Dergham, a Beirut Arab University student, for directing “Girls Are the Scapegoat”, a movie that tackled abuse of underage girls.



Melhem Khalaf Receives Unsung Hero Award on Behalf of *Offre Joie*

LAU honors peace advocate's work

By Ana-Maria Luca

"Lebanon is a message, not just for itself but also for the world. We need to engage ourselves in civil society to solve problems—real problems—and not give up when faced with obstacles, nor give up hope."

It was 1985. Ten years of civil war had brought suffering throughout Lebanon. But a group of young Lebanese people sitting around a table were tired of war and were thinking of peace—and determined to act.

Thus began the Peace Camps in Lebanon, a project that became *Offre Joie*, under whose auspices thousands of volunteers have worked in youth camps and on reconstruction after the civil war.

In the first year, 100 children came together across regional and religious lines. The effort involved the cooperation of many agencies—some providing blankets, others giving tents—and, at first, the mothers, neighbors and friends of the volunteers cooking food.

One of the young people who sat at that table in 1985 was Melhem Khalaf. Now, 23 years later, Khalaf has been given the Unsung Hero Award from LAU's Institute for Peace and Justice Education (IPJE). Khalaf currently serves as the general secretary of the *Offre Joie* foundation.

"[Khalaf] said he would accept the award in the name of his foundation," said Dr. Irma Ghosn, director of IPJE, "because he has hundreds of volunteers who work for him and can't possibly take the award for himself."

An award honoring volunteer and community work, Khalaf said, will give young Lebanese the hope and the will to continue what he started.



Melhem Khalaf, the winner of the Unsung Hero Award, with Dr. Irma Ghosn, the director of IPJE and friends who nominated him for the prize

"[*Offre Joie*] is an initiative that needs to be continued. It tries to say 'no' to the war through what we do, not through what we say," said Khalaf.

Great ideas are implemented by very small deeds, he emphasized. The "small deeds" were the peace camps that brought people together. The people of the Middle East are very generous, he said. Ask them to do something, to participate in something, and they will double or quadruple what you ask for.

Over the years, that generosity has helped *Offre Joie* rebuild schools, refurbish prisons, provide for people in poor neighborhoods and organize peace demonstrations.

"We have three principles—love, respect and forgiveness," Khalaf said. "Lebanon is a message, not just for itself but also for the world. We need to engage ourselves in civil society to solve problems—real problems—and not give up when faced with obstacles, nor give up hope."

LAU's Unsung Hero Award was the idea of university President Dr. Joseph Jabra, who has a strong commitment to giving back to the community, according to Ghosn.

IPJE works toward a peaceful, just, democratic and humane society, Ghosn noted. Since 1994, it has organized workshops promoting peace and reconciliation. Among its recent projects is the annual Summer School on Conflict Prevention and Transformation, which started in 2004 with the collaboration of the UN System in Lebanon.



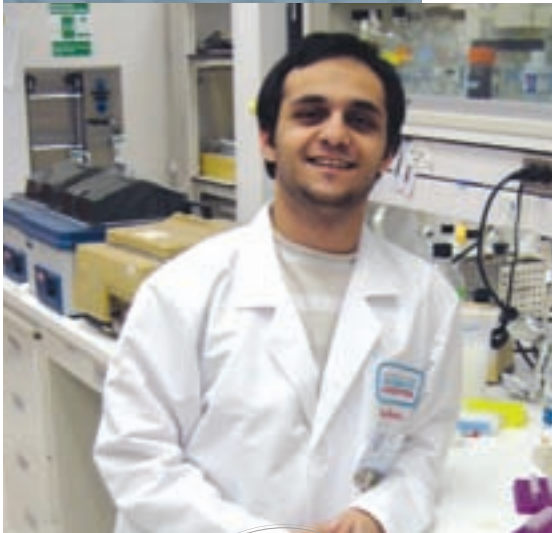
A demolished building
in Beirut rebuilt by the
volunteers of *Offre Joie*



Hussein Abbas

Research to Make Dreams Come True

By Christina Westbrooks



"I will contribute as much as I can to making cancer history."



Abbas and his mentor,
Dr. Ahmad Houry in front of
Sage Hall on the Beirut campus

Hussein Abbas is living proof of the audacity of hope. A young man who dreamed of helping those suffering from sickness and disease, he is proving to be a promising researcher as a PhD candidate in the field of cancer genetics and genetic engineering.

Abbas began his college career at Lebanese American University in 2003 and almost immediately discovered an interest in the biological sciences. "I learned much more about the natural world and was especially drawn to the study of human disease," Abbas said.

When he began volunteering in several children's cancer hospitals and tutoring students after school, Abbas first realized that he wanted to dedicate his career to service. In 2005, with other eager students, Hussein co-founded Toufoula, an organization that recruits youth to volunteer at cancer hospitals. Toufoula's main project is the creation of "dream rooms," which provide children with a colorful and comfortable environment for the duration of their cancer treatment. "The dream room idea," Abbas explained, "was inspired by the fact that not all cancer wards are well-organized, and patients have to endure arduous days of treatment surrounded only by white walls."

Abbas's experience working with Toufoula helped him realize that he wanted to alleviate patients' suffering from cancer both socially and scientifically, and it is part of the reason he decided to further pursue his undergraduate studies in biology.

Abbas first divulged his interest in pursuing cancer biology to his organic chemistry professor, Dr. Ahmad Houry. Impressed by Abbas's character, enthusiasm and commitment to class work, Houry offered him a lab assistantship and became his mentor. He encouraged Abbas to apply to graduate programs in the United States and helped him navigate the complexities of the application and visa processes.

Abbas was initially rejected from the University of Texas M.D. Anderson Cancer Center—his dream school. A faculty member, though, was interested in bringing Abbas to his lab; at his request, Abbas's file was reconsidered and he was accepted into the biomedical sciences program.

This year Abbas was awarded the Floyd Haar, M.D. Endowed Memorial Research Award, which is presented each year to an outstanding student from the Graduate School of Biomedical Sciences whose research involves stem cells and human disease. Abbas's research on stem cells and hematopoiesis will help researchers and doctors better understand the development of leukemia and may lead to more responsive treatments.

Abbas intends to complete his degree in 2010. "Generally," he said, "I have one goal—to follow up on Toufoula's vision of building a 'Dream Center.' Whether I go to medical school before doing that or work in Lebanon or stay in the U.S. for a few more years, I don't know."

Abbas credits his family and friends with giving him the love and strength to pursue his dream. "I would not have been able to make it this far without the help of many people," he said. "I will always be grateful for their support, and I will contribute as much as I can to making cancer history."





Courtesy of National Geographic Society

Dr. Zalloua's Historic Genetic Quest for the Phoenicians

By Andrew Wander

Under the auspices of the Genographic Project, an ambitious partnership between the National Geographic Society and IBM Corporation that aims to trace the entire history of the human race through its genes, Zalloua began preparing a plan to find the Phoenicians using genetic analysis.

Dr. Pierre Zalloua's laboratory in Byblos seems an unlikely place to find a lost civilization. True, the state-of-the-art genetics facility lies not far from the historic capital of Phoenicia, the mysterious vanished civilization of the Mediterranean. But Byblos is one of the oldest cities on earth, and many people have lived and worked here over the centuries without discovering what became of the seafaring Phoenicians who, 3,000 years ago, built the most advanced civilization the region had ever seen.

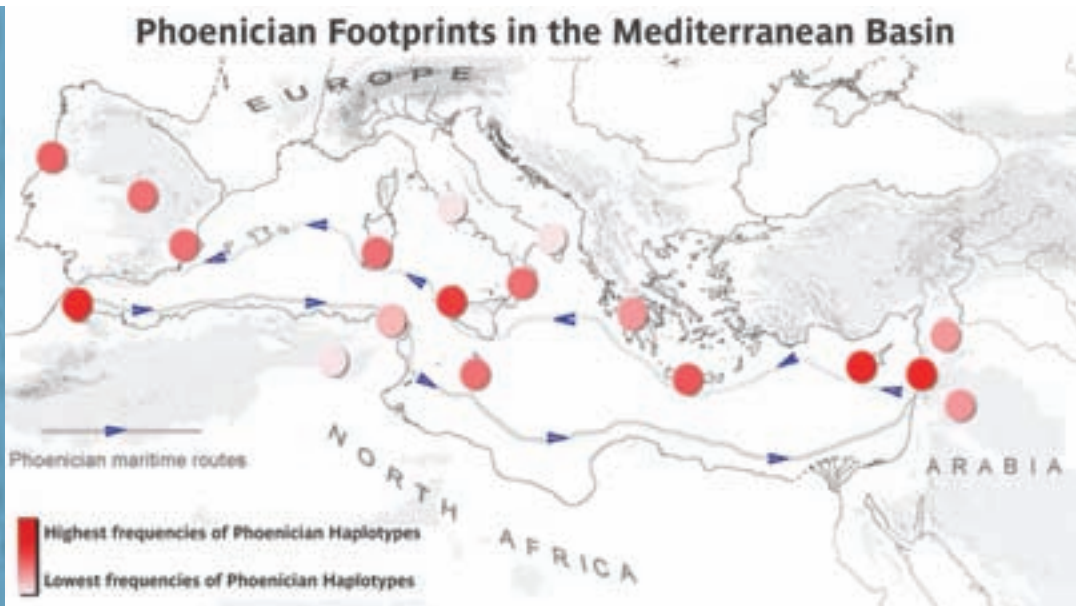
They used wood from Lebanon's famous cedars to build the oar-powered boats that carried them on trading missions as far away as Morocco. They recorded events on fragile parchment, using an alphabet from which many modern scripts are derived. And they founded the North African city of Carthage, home of Hannibal and for decades the scourge of the mighty Roman Empire.

Yet within a matter of generations, their civilization was gone, wiped from the map after a series of bloody wars against formidable Roman armies. In a manner not seen before or since, the Phoenicians simply vanished as an independent culture, taking with them many of the secrets of their success. Their disappearance was for centuries regarded as one of the greatest historical mysteries of the Mediterranean.

Luckily, Zalloua, vice dean of the LAU Gilbert and Rose-Marie Chagoury School of Medicine and a world-renowned geneticist, is the sort of scientist who likes a good mystery. An animated man who gets a glint in his eyes when he talks about his work, Zalloua said it was precisely the uncertainty surrounding the fate of the Phoenicians that drew him into a study that would make headlines around the world.



Top: Spencer Wells, leader of the Genographic Project, and Pierre Zalloua walk through a market in Faya-Largeau, Chad, with the town's mayor, explaining how genetics can help reveal events in human history



"These are enigmatic people. We don't know much about the Phoenicians; we just know they were here," he said. "I'm Lebanese, and I'm interested in my history. I have a passion for history. So why not study this enigmatic part of our civilization?"

Convinced that the Phoenicians must have left a genetic legacy, he set out on a study what he hoped would bring them back to life—or at least find out where their modern-day descendants were living. Under the auspices of the Genographic Project, an ambitious partnership between the National Geographic Society and IBM Corporation that aims to trace the entire history of the human race through its genes, Zalloua began preparing a plan to find the Phoenicians using genetic analysis.

Fittingly for a man with a passion for history, Zalloua's research began not in the laboratory but in the library, where he pored over books about the lost civilization. This crossover between traditional history and genetic science has been characteristic of the Genographic Project, as scientists and historians cross-check their work against each other's findings, building a unified picture of the events of the distant past that have shaped the human story.

Zalloua needed to know where to look for the Phoenicians. "We know where the Phoenician heartland was," he said. "We knew from history books where they went and where they didn't go. This was instrumental to our mission being successful. Without the history, we couldn't do the science."

Once Zalloua and his team had identified their target areas, they set to work collecting DNA samples from thousands of men living there. They were looking for genetic information passed down from generation to generation through the male bloodline, in search of a clue about what a Phoenician gene "looked" like.

Researchers took cheek swab after cheek swab, sometimes

battling with a suspicious attitude from local populations that translated into a reluctance to take part in the study. Gathering the data was hard work, but dogged determination and patience finally paid off for the research team, and they were able to begin analyzing the DNA they had gathered.

Once in the lab, the team spent hours looking for tiny similarities in the male Y-chromosomes of men living in six "Phoenician" areas. They focused on characteristics that were absent from DNA samples taken in places where the ancient traders had not settled.

From the thousands of genetic samples gathered, a common Phoenician trait that had survived unobserved for thousands of years slowly emerged. Zalloua had discovered the key to tracing his lost civilization.

"We were able to detect what we later classified as a Phoenician signature, not only in Lebanon, but in all the regions they went," he said. He found that the signature was relatively common in the region, suggesting that contrary to popular belief, the Phoenicians had not "disappeared" after all. "One in 17 men across the Mediterranean carries a Phoenician signature," he said. "That's a lot of people with Phoenician heritage."

It was a groundbreaking discovery. Not only had Zalloua's team developed an entirely novel technique that could be used to trace sudden population migrations, but they had also partly solved the mystery of what had become of Lebanon's ancient inhabitants. They were filling in a 2,000-year-old blank page in the human history book, and the irony of their discovery was that the Phoenicians had not actually gone anywhere at all.

"These people are still here," Zalloua said. "This civilization did not disappear. They were here and they are still here, in numbers. One in 17 men in the Mediterranean is not a small matter. 🧬"



"We brought a civilization back to life, through letters—not their own letters, but letters written in their blood, their DNA."

“One in 17 men across the Mediterranean carries a Phoenician signature.”

Zalloua and students at the Genomics and Proteomics lab on the Byblos Campus

This is what the study brought to life.”

Based on what the team had found, many of the history books that they had consulted at the start of the project would need to be updated. The Phoenician civilization may have suffered a reversal in fortune, but its people did not disappear. “We gave back to history what history gave to us,” Zalloua said.

The discovery caused excitement around the globe. Zalloua's work was featured prominently in the *American Journal of Human Genetics*, the world's foremost genetics publication.

It also attracted the attention of the international media, from the BBC to the *New York Times*. The National Geographic Society, which had backed the research, followed up an earlier story about the project that they had published in their prestigious monthly magazine. After thousands of years as a “lost” civilization, the Phoenicians' legacy had been found, and LAU's reputation as a center of scientific excellence was secure.

While he is proud of his achievements, Zalloua has not let the attention go to his head. He is keen to point out that the project was a collaborative effort, and he firmly believes that good science can no longer be seen as an individual activity.

“Through teamwork and hard work, and also through trying to be as honest in our science as we can, we were able to produce top-quality scientific research,” he said. “One of the goals of my work here at LAU is to have this network of scientists from across the world who are willing and enthusiastic to work with us.”

Zalloua is keen to emphasize that the true beneficiaries of the high-quality work being conducted at the university will be its students. “For LAU, it's a great thing to have its name appear in scientific projects—not only to appear, but to be the dominant

player,” he said. “These studies have been published in the top scientific journals in the world. It's tremendous, I think. It gives us visibility as a university, which actually can bring us money, which will trickle down to students.”

The work raises the profile of the university, Zalloua said, with positive benefits for all involved. “If you do good science, people will look at you and say: ‘Let's value this,’” he added.

But occasionally, Zalloua hints at what he surely knows: that this project went beyond a simple piece of science, and that its benefits extend beyond the grounds of the LAU campus. The project was an act of cultural reclamation in a society where identity, quite simply, matters. “This is something that belongs to me, belongs to people like me. It's good to shed some light on our history,” he said.

It is no surprise, then, to discover that the subject matter inspired students and the wider community to participate in the study, and the research team was able to harness that enthusiasm and use it to benefit the project.

“We are doing science that relates to us here,” Zalloua said. “We are not looking at things that people don't relate to. We have had hundreds, if not thousands, of people call the lab and say they are interested in taking part in this research effort.”

But the biggest reaction came from LAU students. “I have four graduate students in my lab, and I teach two graduate classes, so of course they are exposed to this,” he said. “The response from the students was overwhelming. They wanted to participate.”

The project also inspired interest from teenagers who had not yet started university. “Even high school students came to us to talk about this. It brought some level of scientific curiosity to these students,” he said, with obvious satisfaction.



“We have had hundreds, if not thousands, of people call the lab and say they are interested in taking part in this research effort.”



Spencer Wells and Pierre Zalloua explain the Genographic Project to participants in northern Chad.

The strong personal attachment that everyone involved in the project felt for the work is hardly surprising, given the mythology that has been built around the Phoenicians in the absence of hard facts.

Many in Lebanon believed themselves to be of Phoenician descent long before Zalloua's project backed up their claims with science, and the lost civilization occupies a central place in the Lebanese cultural imagination.

For LAU, the links go even deeper. The university's coat of arms features a representation of a Phoenician galley, and its campus at Byblos lies at the exact location of what was once the capital of the ancient civilization.

Zalloua may be an empirical scientist at heart (he likes to describe himself as a "lab person"), but the significance of these links has not passed him by. "I think it's destiny," he said, smiling, when the coincidence was pointed out. "We are destined to do the type of work that we are doing. It couldn't have come at a better time and place. It fits right in."

It is this sense of being in the right place that drives Zalloua on in his quest to unlock the secrets of the past through the scientific techniques of the future. He believes that what he has achieved to date could help scientists elsewhere trace other "lost civilizations."

"It created a tool for other researchers to do work; it also gave a novel piece of information about the Phoenicians to build on," he said of his experiment. "The methodology that was used in the project was a novel methodology which can be applied to many, many instances or examples of scientists who are trying to trace or uncover genetic traces of major civilizations that have been present in the past."

But for now, Zalloua and his team are continuing their research on the Phoenicians in the hope of unraveling more of the mysteries

"One of the goals of my work here at LAU is to have this network of scientists from across the world who are willing and enthusiastic to work with us."

surrounding these ancient inhabitants of modern Lebanon. "We are going to be doing more of the same to try to uncover our history through our genes," he said.

He clearly believes in his work, and in the positive benefit it can bring to Lebanon's divided society. "We brought a civilization back to life, through letters—not their own letters, but letters written in their blood, their DNA," he said.

The discovery that the Phoenicians are alive and well and share an ancestry with Lebanese from north to south means that Zalloua's work has a cultural significance that extends beyond the laboratory and the library, and shows the contribution that the thriving academic life at LAU has made to Lebanese society.

While Zalloua says his work should be viewed as a piece of science first, he admits its implications could extend beyond the traditional parameters of genetic research. "What I told people is the fact that all these people who lived here 5,000 years ago, we still have their genes present in us," Zalloua said. "I'd like to think of that as a unifying message."





LAU Pharmacy students on a visit to Dar-Hamilat-El-Tib Nursing Home in Deddeh El-Khoura, North Lebanon



Student Pharmacy Society Reaches Out

By LAU Staff

The LAU student group NAPHASS takes its name from the Arabic word for “breath”—a fitting title for a club that aims to increase the life span of its fellow community members. Launched two years ago, No Apathy Pharmacy Students Society (NAPHASS) cultivates leadership among pharmacy students and promotes an image of pharmacists as patient-care providers and medication-use experts.

The organization was the brainchild of former faculty member Dr. Shereen Nabhani, and this year, Drs. Aline Saad and Marwan Akel took it over and enlarged its size and scope. With NAPHASS membership no longer limited to students in their last two years of studying pharmacy, the number of participants now exceeds 100.

In October, the group sponsored Pharmacy Week on the Byblos campus, with the goal of educating the LAU community about medication, cancer prevention and smoking cessation. Members drew up blood pressure, glucose and lipid profiles for attendees at the event.

“We are trying to show our students that it’s by giving that you receive.”

The club, which has worked in the past with the Volunteer Outreach Clinic—providing underprivileged populations in the Sabra and Chatila refugee camps with medical checkups and affordable alternatives to costly medicines—will soon expand its efforts again beyond the walls of LAU. Members are currently working on a cancer prevention and awareness campaign, set to hit Lebanese malls in the near future. “Many here in Lebanon are oblivious to the needs of screening and early detection as ways of fighting cancer,” explained Lama Kheir, a fourth-year pharmacy student and NAPHASS member.

Lectures on poison prevention in schools are also on the NAPHASS agenda. The group plans to educate 10- to 14-year-old students on the

dangers of accessible household products such as cleaning detergents, bleaching chemicals and nail polish remover, which could be deadly if inhaled or ingested.

NAPHASS is reaching out to the elderly, too: On Dec. 6, the group paid an early Christmas visit to the Dar-Hamilat-El-Tib Nursing Home in Deddeh El-Koura, in the north of Lebanon. Volunteers entertained the 41 residents of the nursing home, dressing up as Santa and Mrs. Claus, distributing gifts, serving breakfast, reading poetry and organizing games of chess, cards and checkers. The students also assisted nursing-home personnel in administering medication.

“It is a way to reach out to the community of elderly who need the most attention in terms of medication use, since each one of them is very likely to be taking multiple drugs concomitantly,” said Saad.

Pharmacy student Rana Kandalaft said she was pleased to witness the joy the visit brought to the nursing-home residents: “I didn’t expect them to be so happy to have us there. They didn’t want us to leave!”

Marie Chalhoub, social assistant at the home, was just as impressed with the positive spirit generated by the NAPHASS members. “We receive visits from many students, universities and NGOs. But this was the funniest and liveliest,” she said.

The group will continue to launch similar initiatives to emphasize the importance of volunteerism. Such activities also give students an opportunity to enhance their leadership skills and create an image of pharmacists as helpful, dynamic, knowledgeable and compassionate health-care providers.

“The purpose of the visit was to demonstrate with the students how to give back to our community: through time, care and expertise,” Saad said. “We are trying to show our students that it’s by giving that you receive.”



LAU Pharmacy student dressed as Santa Claus giving presents to an elderly woman on a field trip to Dar-Hamilat-El-Tib Nursing Home in Deddeh El-Khoura, North Lebanon





LAU and the Ford Foundation: Helping Teachers Teach

By Molly Sugarman

University faculty members are expected to have a high level of expertise in their subject matter, but not necessarily a high level of teaching skill.

The Center for Program and Learning Assessment at LAU aims to change that. The center, which held its first conference in December, will help faculty members in both liberal arts and professional schools to more effectively share their knowledge with students.

Communicating knowledge is a challenge that requires the mastery of specific techniques: The teacher must set clear goals for students; establish measurable outcomes; and develop an effective assessment of the results. This linking of purpose and outcome assessment is sometimes called "intentional practice."

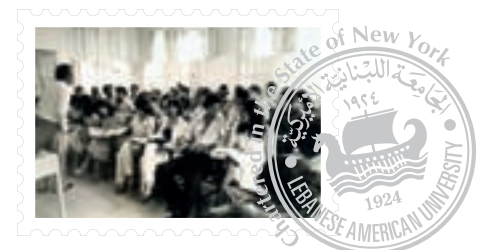
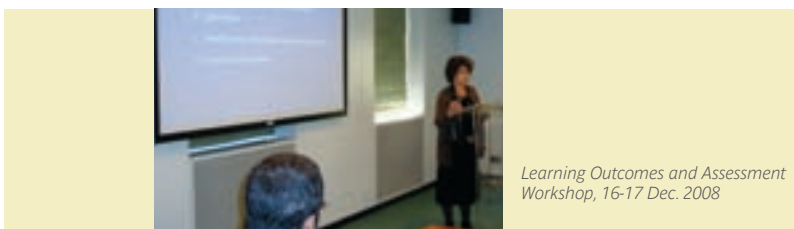
"A teacher should have clear learning outcomes for each course he or she teaches," said Dr. Rima Bahous, the director of the center and an alumna of LAU when it was still Beirut University College. She has been teaching graduate-level courses at LAU since 2002. "Students and teachers should be able to see the link between the learning outcomes and the assessment," Bahous added. For example, if the goal is that students be able to write an argumentative paper, the assessment will measure their skills at doing so.

The center will hold workshops, develop materials and establish an interactive Web site to train talented scholars to implement these teaching methods in their courses. The emphasis will be on student-teacher interaction and on fostering critical thinking, social responsibility and self-learning in students.

The expertise of the center will be available to faculty from LAU as well as from universities throughout the Middle East. The curriculum, according to the project description, will take into consideration the "unique geographic and sociopolitical components that influence thought processes in the Middle East."

The innovative center has received a significant vote of confidence: a \$200,000, two-year grant from the Ford Foundation, which funds only 5 percent of requested projects.

"Students and teachers should be able to see the link between the learning outcomes and the assessment."





Khoury presents Woopra on the Byblos campus.



*Elie Khoury
and Jad Younan*

WOOPRA Analytics: Computer Science Grads Launch Industry Standard Web Service

Used Worldwide by 50,000 Sites to Date



By Marissa McCulloch

"Ideas today are endless," said LAU graduate Elie Khoury, "but we need to be creative and take actions to build upon them." That's exactly what Khoury, along with his fellow alumnus Jad Younan, just accomplished with the launch of a revolutionary, dynamic new Web analytics tool called WOOPRA.

Khoury and Younan pointed out that the intellectual environment at LAU was crucial in their ability to not just conceptualize the idea for WOOPRA—a tool that allows webmasters to view visitors' real-time statistics—but also to see it through to completion.

"The main role of LAU is to teach the discipline, the basics and the methodology," said Younan. He and Khoury agreed that, in addition to equipping them with the fundamental skills and knowledge required in their field, LAU also gave them the freedom to think creatively and explore their ideas through research.

"A university should teach me how to think, do research and set up plans for any kind of projects that I may work on in the

future. ... Research is the way to success," said Khoury, referring to his positive undergraduate experience. After having spent more than a year of research on the WOOPRA project, Khoury introduced the idea to Younan.

The two knew there was something special on the horizon when they were chosen to represent LAU at the ACM International Programming Competition in Morocco. When they returned to campus, they continued in a clear direction, working feverishly for months to flesh out their idea for an innovative Web analytics tool.

Designed from the ground up, WOOPRA is breaking the rules for Web site statistics and monitoring. Unlike Google, WOOPRA equips webmasters with the tools to track more than 40 different statistical events and analytics in realtime—and makes this substantial amount of information instantaneously available to them for the first time. In other words, webmasters can now see, in the moment, what visitors are doing on their site. Currently,



"The fact that they are competing with a giant company like Google makes us all proud here at LAU. They succeeded against all the odds."



WOOPRA is considered the best service in the industry for delivering a rich, seamless library of visitor statistics—all with an appealing design and an intuitive interface.

The WOOPRA project is also groundbreaking in another respect: bringing Lebanon up to speed as a contender in Internet innovation. Bill Gates aside, there have been only a handful of student-turned-tech-guru types who have founded transformational Internet technologies. Students from Stanford University created both Yahoo and Google; Facebook was developed by a Harvard University student; and eBay was invented by a young French computer programmer. Most recently, YouTube, which was founded by three young students, has created a huge craze for social video expression on the Internet.

Now, two LAU computer science graduates have been able to turn an idea into an internationally acclaimed product currently used by over 50,000 Web sites. Although WOOPRA is being marketed from the U.S. at present, Khoury and Younan have already begun initiating part of their development operation back in Lebanon, where it all started. This successful new phase would help revitalize the Internet lag in the country and provide more job opportunities for talented local individuals.

The professors and advisors who helped guide Khoury and Younan through the WOOPRA project have been impressed with the skill and dedication the pair have shown throughout the process. "Such a large effort cannot be accomplished without a very deep, thorough and rigorous understanding of the continuously evolving, complex Internet technologies," noted Dr. Munjid

Musallam, a longtime mentor of Khoury and Younan. A Ph.D. graduate of the University of Texas-Austin, Dr. Musallam taught an extensive number of computer courses to the two students at LAU Byblos. His role in WOOPRA was as an advisor and supporter, particularly in the areas of Java technologies and design. Musallam supervised the project from the initial phase—when Khoury first presented it as his senior year Capstone Project—through its unveiling and into its further developmental stages.

Musallam recalled, "I was just lucky to have taught these two now 'software gurus' almost all of the critical courses that are relevant to the background of today's software industry. But both of them are solely responsible for all the innovative concepts and design decisions made during the evolution of the project. I found it best to let them do their thing freely."

"Both students were always very serious, with a solid background in computing," recalled Dr. Haidar Harmanani, who taught courses in networks and hardware to both Khoury and Younan. He remembered that the two often came to class sleepy, "as they were always working hard at night on their WOOPRA project!" Harmanani was instrumental in securing funding for the team of computer students to travel from LAU Byblos to Morocco for the ACM regional programming competition.

"What is so exciting is that WOOPRA has come to fruition through the efforts of two strong-minded and strong-willed students," Harmanani added. "The fact that they are competing with a giant company like Google makes us all proud here at LAU. They succeeded against all the odds."





The MARCOM web team



LAU Website Relaunched

By Olga Habre

The LAU Web site just got a new look. The whole site has been revamped, making it smarter, fresher and more user-friendly, thanks to the efforts of the Web team at the marketing and communications department (MARCOM).

Completing in six months what would typically be a two-year-long project was no small feat, but fast turnaround was essential, given the rapid pace of the university's growth. The project was initiated in early 2008, shortly after the establishment of MARCOM.

Karina Rodriguez, assistant director of MARCOM and an LAU graduate, led this fifth redesign of the Web site, which is the first with such profound structural changes. The Web team rebuilt the site from scratch, she explained.

"This could not have been achieved without [Rodriguez's] leadership," said Richard Rumsey, vice president for university advancement.

The Web is "the main form of reaching out to the public," Rodriguez said. "We had to redesign and restructure the whole Web site to make crucial information available and easier to find and to make sure that everybody who needs the information can get it." Web developer Louaye Rachidi agreed that usability was key.

The university's accreditation process with the New England Association of Schools and Colleges (NEASC) was another important reason for the redesign. "Our Web site is our gate to the world and the gate of the world to LAU," said university president

Joseph Jabbara. "Given the fact that divulging and publishing material about who we are and what we do with transparency and lucidity is a requirement of NEASC, the Web site becomes a major vehicle to do just that."

A small group of student assistants wrote and edited all content, considering aesthetics and accuracy and adding new developments, previously unpublished procedures and details about LAU's history.

The most rewarding part of the work, said Rachidi, is seeing the positive reactions of others. The new home page is cleaner and easier to maneuver. New sections have been added and old ones revised, so that browsers can quickly find what they are looking for.

New technology makes the Web site more fun. Videos pop up, the new "Facts and Figures" page slides by, and interactive campus maps light up a building when its name is clicked. Custom-made Google maps allow anyone to view the campuses.

But the work is not over. "This Web site is a start, a foundation to build on," Rodriguez said. MARCOM will continue to refurbish the Web site, establishing new sites for each school and the libraries.

The department welcomes the LAU community's suggestions and evaluations, which students and faculty can easily provide on the new Web site.

E-mail the department: Marcom@lau.edu.lb

"Our Web site is our gate to the world and the gate of the world to LAU."





*Very affectionately
your Sister
Sarah L. Smith*

Bob Stoddard Commemorates 175th Anniversary of Founder's Beirut Landing

Upon seeing Beirut for the first time on Jan. 28, 1834, missionary Sarah Lanman Huntington Smith wrote: "Its beauties commanded my attention." Smith founded the American School for Girls that would eventually develop into LAU. To commemorate the 175th anniversary of her arrival on "Syria's sacred shores," Bob Stoddard, retired LAU vice president for development, returned to Beirut to retell the fascinating and dramatic story of Smith's early life of privilege in Norwich, Conn., her marriage to American Orientalist Rev. Eli Smith, their transforming missionary work in Beirut and her tragic death at age 34. Look for more information about these fascinating lectures in upcoming issues of *LAU Magazine*.





LAU'S Campaign for Excellence Goes Public, Raises Goal By \$25 Million

By Gregory Houle

“We’re excited about where LAU is headed and about the tremendous strides that the university has made over the last couple of years, both in its growth and in the quality of education it provides.”

On October 31, “The Legacy and the Promise: LAU’s Campaign for Excellence,” the university’s first comprehensive fund-raising campaign, entered its public phase. The event was marked with a gala dinner at BIEL Center, with Lebanese Prime Minister Fouad Siniora and approximately 600 guests in attendance.

As part of LAU’s five-year strategic plan, the campaign seeks to raise \$65 million to enhance three areas: student support, focused primarily on financial aid and merit scholarships; academic support, intended to encourage educational and professional development and to establish endowed chairs; and facilities development, aimed at campus expansion and the improvement of existing physical resources.

The public phase begins after more than \$36 million was raised during the campaign’s “quiet phase” over the past two years. And because of this initial success, LAU decided to increase its previously announced \$40-million goal to \$65 million.

“When people have faith in what it is you are doing, they are ready to be part of that. They are ready to be part of a success story, and ours is a very successful story,” said Joseph Jabbra, LAU’s president.

The gala dinner, according to Samir Kadi, assistant vice president for development at LAU, was not a fund-raising event but instead “a way to celebrate together the fact that we have achieved more than half of the campaign’s initial objective to raise \$40 million.” It was also an opportunity to bring together many of LAU’s constituents from around the world.

In his speech at the event, President Jabbra praised some of LAU’s latest achievements,



Vice President for University Advancement Richard Rumsey, President Joseph Jabbra, and Assistant Vice President for Development Samir Kadi with Prime Minister Fouad Siniora and his wife Mona



A collage of press releases about LAU



including the recent groundbreaking of the School of Medicine, which will admit its first class this fall; the progress made toward achieving NEASC accreditation; and the establishment of a new School of Nursing in conjunction with Northeastern University in Boston.

"We're excited about where LAU is headed and about the tremendous strides that the university has made over the last couple of years, both in its growth and in the quality of education it provides," said Richard Rumsey, LAU's vice president for university advancement.

Although kicked off during one of the most challenging economic moments in decades, the campaign will continue to be compelling to donors because of LAU's uniqueness, according to Robert Hollback, the university's director of development for North America. "LAU has a long history of providing an American-style liberal arts education to students in the Middle East, and we're one of only a handful of universities doing this in the region. This is a powerful mandate and something that differentiates us from so many other universities," he said.

"Investing in education," Jabbra added, "is the best investment that anybody can make in the future, not only of this country but of this region."



REVISED GOAL \$65 Million

RAISED \$36.7 Million

THE LEGACY & THE PROMISE
 LAU CAMPAIGN FOR EXCELLENCE

Sheikh Mohammed bin Rashid Al Maktoum Foundation Supports a New Generation of Business Leaders at LAU

By Christina Westbrooks



Farah Khattab thanking the
Foundation for its support

**“Without the scholarship,
it would have been very
difficult for me to be able
to pursue and to be able to
afford the MBA program.”**

A spate of press in recent months has warned about the ever-increasing costs of higher education. With graduate programs in the U.S. frequently costing upwards of \$30,000 per year in tuition alone, the price of attaining an education abroad has become prohibitive for many bright, deserving students.

Until now, only a few highly competitive scholarships—such as the ones administered by the Fulbright Program and the Rotary Foundation—have offered full tuition and coverage of related costs such as housing, books and travel. But with the introduction of new scholarships and institutional partnerships, Arab students from Morocco to Bahrain now have a greater opportunity to pursue higher education at institutions across the globe.

In May 2007, Sheikh Mohammed bin Rashid Al Maktoum of Dubai announced plans to donate \$10 billion toward the establishment of a foundation aimed at improving educational and research standards and stimulating job creation throughout the Middle East. By supporting the advancement of knowledge, facilitating youth leadership programs, and providing scholarships that allow students to attend leading universities and institutes around the world, the Mohammed bin Rashid Al Maktoum Foundation strives to develop future leaders for the region.

In the spring of 2008, LAU signed a Memorandum of Understanding with the Mohammed bin Rashid Al Maktoum Foundation and became a partner institution in the MBR Pioneers Program, which provides tuition support for three to six graduate students each year to attain a master of business administration. The two-year grant is awarded on a competitive, merit basis to qualified applicants from any of the 22 Arab League nations who meet the established criteria, including an interest in and commitment to serving the region.

This partnership paves the way for qualified graduate students from across the Middle East to receive an American-style education from one of the most respected higher-education institutions in the region. LAU welcomed its first class of Pioneers in the fall of 2008.

This year’s grant recipients, Stephanie Khoury (Lebanese) and Farah Khattab (Palestinian), both cite the financial assistance provided by the foundation as a key factor in their decision to seek a graduate degree in business administration at LAU. “Without the scholarship, it would have been very difficult for me to be able to pursue and to be able to afford the MBA program,” Khoury says.

The scholarships, however, were not the only factor that attracted the two students to the university’s business program. They both cited the career opportunities that a degree from LAU would offer, along with the potential to improve the region. “[The degree] will provide me with vital access to professional networks in Dubai and around the region,” Khattab says. “Once my studies are completed, I will join a global community of leaders dedicated to the growth and development of the Arab world.”

When asked about her plans for the future, Khoury says, “I see myself as a successful businesswoman in a powerful position.” Among Khattab’s aspirations is applying new methods with the aim of improving business in the region. “I may contribute to promoting e-commerce in our Arab countries,” Khattab explains, “and help to establish e-governing systems and e-commerce infrastructure, which will help Arabic business to reach new markets efficiently on a global scale.”

For the Mohammed bin Rashid Al Maktoum Foundation, investing in education means investing in the future of the Middle East. Together, LAU and the Pioneers Program are creating a new generation of leaders whose knowledge, skills and international outlook will contribute to the progress and development of the governments, economies and societies of the Arab world.





Installing a camera on MRO

Dr. Charles Elachi: from NASA'S Mission to Mars to LAU's Scholarship for Women in Science

By Michelle Pollock

Dr. Charles Elachi, director of NASA's Jet Propulsion Laboratory, is a man for whom the impossible seems almost commonplace. He led the development of two of the most remarkable machines deployed by the space program: Opportunity and Spirit, two roving landers that famously crawled the surface of Mars in 2004. Though the success of that project could be considered the high point of a career, the doctor proudly declares his greatest achievement to be his two daughters. His claim does not aim to downplay his extraordinary successes as a scientist, but rather to help us all recognize what we achieve by undertaking the seemingly common task of parenting. Elevating people above ideologies is a priority for Dr. Elachi. In recognition of this, and in honor of the important women in his life, he plans to contribute to widespread social development in Lebanon by strategically investing in young women's education at the Lebanese American University.

At his LAU visit in 2005, Dr. Elachi recognized the institution as a unique educational environment that stresses critical thought and the experimental learning activities so critical to cultivating scientific ingenuity. With classic Elachi optimism, he established the Dr. Charles Elachi Scholarship for Women in Science. This merit-based gift would encourage undergraduate women interested in pursuing careers in the hard sciences.

Although men traditionally have been viewed as the key players in scientific progress, Dr. Elachi stresses that women remain a crucial untapped resource in Lebanon. Impressed by his female

colleagues at NASA's Jet Propulsion Lab, Dr. Elachi emphasizes that women need only social and financial support to contribute equally in technological and scientific expansion.

When discussing growth opportunities in Lebanon, Dr. Elachi's raw optimism is infectious. To the man who has overseen "impossible" projects on the planet Mars, the social and political issues in Lebanon seem much more mundane.

Dr. Elachi demonstrated his unshakable optimism after two dispiriting crashes of the Mars Climate Orbiter and Mars Polar Lander in 1998 and 1999, respectively, when obstacles and failures became part of his research process. Elachi holds the belief that if you don't experience challenges, you are not reaching far enough. He adroitly anticipates, expects and plans for failure. Elachi emphasizes that it is easy to lead when things are going well, whereas only an exceptional leader can motivate a disheartened team during periods of catastrophe.

Members of the business community have pulled out of Lebanon and have chosen to invest abroad to avoid the current economic and political crisis, whereas Dr. Elachi believes now is the time to lead through reinvestment. Financing high-tech research and development facilities across the region to cultivate employment opportunities for young people will be the key to long-term development, in his view. Elachi sees no reason why Lebanon should not be able to advance its scientific capacity, and he invites everyone to participate—especially its daughters.



Inspecting a canister and sample collector



Profiles of Excellence



A Room with a Name: **Najla Atiyah**

Dr. Najla Atiyah '48 has demonstrated a lifelong commitment to LAU, and now the university is celebrating her loyalty by making her a permanent part of campus life: Her name will grace one of the conference rooms at Riyad Nassar Library. In a festive ceremony held at the Business Building on Oct. 23, 2008, President Joseph Jabbara expressed his gratitude for Dr. Atiyah's generous donation to LAU and awarded her a plaque in recognition of her commitment to the university's educational mission. Dr. Atiyah, who returned to LAU after receiving her doctorate, spoke of the hardships and the interrupted education she faced as a student with disabilities. "I wish to express my deep gratitude for everybody who encouraged me to accomplish my goals," Dr. Atiyah said after receiving the plaque. "This university has had a great impact on my life." Now it can be said that Dr. Atiyah has done the same for the university.



A Passion for Education: **Ghada Boulos**

"Follow your dream and passion," says Ghada Boulos, philanthropist and Beirut College for Women graduate. "Concentrate on one thing and do it. Do it with passion."

Passion can be directed at running a school event or finding a job; but to support passion, one needs education, she says. As a Lebanese with Palestinian roots, she is keenly aware that "money comes and goes, and land comes and goes." What you can rely on, she says, is your education. And that is Boulos's passion: education at every level.

She hopes LAU will add hands-on, vocational components to its growing curriculum, to train lab technicians as well as doctors.

Impressed by LAU's strength and history, Boulos has become one of the university's major funders. Even during the Lebanese civil war, she says, things were happening at the school. The dedication of the people who built a small women's college into a university should be "acknowledged all over the world," Boulos says. "Just think—it didn't come just like that. You need people and energy."

Boulos is one of the people supplying the energy.

Faculty and Staff on the Move



DR. JIMMY ISSA

Dr. Jimmy Issa, who recently joined LAU as an assistant professor at the School of Engineering and Architecture, holds a Ph.D. in mechanical engineering from Michigan State University, from which he received his M.A. in 2004. A 2003 graduate of Lebanese University, Dr. Issa returned to Lebanon after defending his dissertation in June 2008. He says he is happy to be at LAU: "Staff and faculty members are professional in the way they handle things. Every issue is addressed by appropriate committees, and right decisions are taken after thorough discussions."



DR. WISSAM KABBARA

A 2006 Pharm.D. graduate of LAU, **Dr. Wissam Kabbara** completed a residency in clinical pharmacy practice with an emphasis on infectious diseases at St. Alexius Medical Center and North Dakota State University in 2008. "I know LAU very well," says Dr. Kabbara. "I spent six of the best years of my life in it." He adds that he is enjoying LAU as a faculty member "even more than I enjoyed it as a student."



DR. RULA DIAB

In spring 2009, **Dr. Rula Diab**, a professor of English language, plans to launch a Writing Center at LAU. She is currently chairing an informal committee to review ideas and strategies for the new center. Dr. Diab, who received a Ph.D. in foreign language education from the University of Texas at Austin, holds an M.A. in the teaching of English as a foreign language from the American University of Beirut, her undergraduate alma mater. LAU students are particularly "motivated and engaged," says Dr. Diab, adding that her "colleagues are friendly and cooperative," and "the administration is welcoming and supportive of new faculty."



DR. FOUAD NASRALLAH

Dr. Fouad Nasrallah is now a full-time faculty member at LAU, after having taught law part-time on the Beirut and Byblos campuses. Before joining LAU, Dr. Nasrallah was a practicing attorney in the United States for more than 18 years. He has also taught at the University of Balamand and Haigazian University. Dr. Nasrallah chose to become a full-time professor at LAU because, he says, the university "truly offers an atmosphere of excellence in both its academic and personal senses: The relationship among faculty members is close and valued; the relationship between faculty and students is healthy and interactive." Dr. Nasrallah is currently teaching Business Law and International Business Law at the undergraduate and graduate levels.



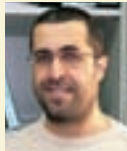
DR. WASSIM HABCHI

One of LAU's youngest faculty members, **Dr. Wassim Habchi**, an assistant professor in the Department of Industrial and Mechanical Engineering, received his Ph.D. in 2008 and his M.A. in 2005 from the Institut National des Sciences Appliquées, after completing his B.A. at the Lebanese University. Dr. Habchi says he chose to teach at LAU because "it is a well-organized institution and would give me the opportunity and encourage me to carry on my research activities." He is currently teaching Thermodynamics and Internal Combustion Engines and would like to introduce his specialty, Tribology (also known as Contact Mechanics), to LAU's mechanical engineering curriculum.



DR. DIANE NAUFFAL

LAU has just named **Dr. Diane Nauffal** to the newly created post of director of institutional research and assessment. Dr. Nauffal earned a Ph.D. in education administration and policy from the University of Birmingham in the U.K. in 2005, as well as an M.A. in mathematics education in 1985 and a B.A. in pure mathematics in 1981—both from the American University of Beirut. "I will establish the office from scratch," says Dr. Nauffal, adding that she is excited by the challenges ahead.



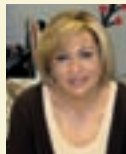
DR. YOUSSEF HADDAD

Dr. Youssef Haddad recently joined the humanities department at LAU Byblos, where he is an assistant professor of English language. He received his Ph.D. in linguistics from the University of Florida at Gainesville in 2007, after earning a Diplôme D'Études Supérieures in education in 2001 and a Licence d'Enseignement in English language and literature in 1997 from the Lebanese University. "I just love the campus" at Byblos, says Dr. Haddad. "It is pretty in and of itself, and the students make it even prettier and more alive."



RALPH MASSABNI

Ralph Massabni has been appointed director of business services at LAU, and says he plans to introduce "more centralized and IT-supported solutions in order to be more effective and efficient in our mission to serve the university's faculty, staff and students." After receiving his B.A. in economics and business administration in 1988 from the University of Passau in Germany, Massabni pursued an exchange program at the University of Barcelona in Spain, from which he earned an M.A. in business, management and marketing in 1992.



CENDRELLA HABR

As the new director of Riyad Nassar Library, **Cendrella Habr** has ambitious plans to increase the functionality of the space as a center for learning and teaching. She explains that she will “introduce private smart rooms as graduate study areas, [and] add countless Internet workstations throughout the floors of RNL.” Habr notes that she would like to allocate an area in the library as a Java café, where food and beverages would be allowed, “with some constraints, of course.” Habr had held the position of systems librarian at both LAU libraries since 1998.



JOSEPH HAGE

Joseph Hage, the new acting director of the library at the Byblos campus, has been part of the LAU family since 1991. Formerly library supervisor and circulation librarian, Hage says one of his plans is to offer training sessions every semester to “intensify interaction with faculty members, students and staff regarding information literacy.” His main challenge, Hage predicts, will be to reconcile the limited space in the library with the fast-growing book collection and the increasing number of students using the facility.



SAMIR KADI

Recently named to the position of assistant vice president for development, Samir Kadi was instrumental in launching the “Campaign for Excellence,” the first fund-raising drive in LAU’s history. Kadi joined LAU as director of development in August 2006, after serving for six years as director of alumni affairs and associate director of development at the American University of Beirut, from which he earned an M.A. in engineering management in 1992, an M.B.A. in 1998 and a B.A. in engineering in 1984.



DR. JIM FINLAY

Dr. Jim Finlay, a professor of marketing and an assistant dean at the LAU School of Business in Beirut, was recently granted tenure and promoted to full professor. The recipient of a Ph.D. in business administration from Louisiana Tech in 1984, Dr. Finlay is currently co-authoring a study on hegemony—the influence of dominant nations on the cultural norms of developing countries—with a colleague in Thailand. He has also created a new data-collection instrument to aid in the research and has published a seminal article on hegemony in the *Journal of Management Education*.



DR. RIMA BAHOUS

An assistant professor at LAU for the past few years, **Dr. Rima Bahous** has been tenured and promoted to associate professor. Dr. Bahous, who earned a Ph.D. in education, applied linguistics and TESOL from the University of Leicester in 2001, is currently directing a project on learning assessment, which is one step from accreditation. She is also researching plagiarism at the university level and working with EDUWARE to incorporate their technology into her classes.



DR. SALAHHEDIN ABOSEDRA

Dr. Salahhedin Abosedra, a chairperson in the Department of Economics and Finance at LAU’s School of Business, has recently earned tenure and a promotion to full professor. Dr. Abosedra is working on research projects that investigate the budget deficit and inflation in Lebanon, as well as growth and the external debt in MENA countries. He is also conducting a study that reexamines the demand for electricity in Lebanon. Dr. Abosedra received his Ph.D. from the University of Colorado in 1984.



DR. RAYMOND GHAJAR

Formerly an associate professor of electrical engineering, **Dr. Raymond Ghajar** has been promoted to full professor. In addition to his position at LAU, Dr. Ghajar, who earned a Ph.D. in the electrical engineering of power systems from the University of Saskatchewan in 1993, is also advisor to Lebanon’s Minister of Energy and Water. In that capacity, he is responsible for directing the work of consultants retained by the ministry, and for working with the minister to coordinate the work of consultants retained by Electricité Du Liban, the Council for Development and Reconstruction, the Higher Council for Privatization (HCP), the European Union and the World Bank.



DR. AHMAD KABBANI

Dr. Ahmad Kabbani, who received a Ph.D. in chemistry from the University of California at Davis in 1979, was recently promoted from associate to full professor. He is working to establish a Nanotechnology Research Institute and is conducting research projects that investigate the synthesis of metal nano particles from biological precursors, the synthesis of graphene with good yield using in situ polymerization and the synthesis of a 1D semiconductor from organic molecules.



DR. AHMAD HOURI

An associate professor in the Department of Natural Sciences, **Dr. Ahmad Houry** has been awarded limited tenure this year. Dr. Houry’s research has focused on environmental issues in Lebanon: He has been investigating energy-efficient technologies, water quality in Lebanese waters and methods to reduce environmental pollution through the use of renewable energy. He has also published guides to Lebanese flora. Dr. Houry received a Ph.D. in organic chemistry from Boston College in 1996.



Physicians Without Borders Helping HIV Patients in Myanmar

Fresh from her second yearlong stint with Doctors Without Borders in Myanmar, Dr. Anna Farra recently joined LAU's School of Medicine, where she is teaching microbiology and infectious diseases. Dr. Farra, who attended medical school in Sweden, brings to LAU her valuable experience in working with HIV patients and delivering treatment under adverse conditions.

Dr. Farra started working for Doctors Without Borders in 2002, after she graduated from medical school with an interest in infectious diseases and learned that the organization was looking for a doctor to launch an HIV clinic in Myanmar. She spent a year opening and running the country's first and only Doctors Without Borders clinic, situating it in the Golden Triangle, a region afflicted with rampant drug trafficking. She moved back to Myanmar with her family in 2007 and spent another year working in the same clinic, before she returned to Lebanon to join LAU in the fall of 2007.

Reflecting on her experience as a physician in the poverty-stricken country formerly known as Burma, Dr. Farra says, "It is by chance that I arrived in Myanmar. ...I was lucky—or maybe unlucky, I don't know—but I ended up the only foreign doctor there." The job presented numerous challenges. Known worldwide for its ruby trade, Myanmar has an authoritarian military government, and public resources are scarce. The clinic she helped run had little in common with a 21st-century hospital. Still, Dr. Farra has fond memories of the two years she spent in the Golden Triangle. As she skims through photos taken during her mission there, she smiles and says, "For me, it was a very nice experience."



Farra making weekly rounds

Teachers Without Borders Finding Gifted Children in Lebanon

Lebanon has an enormous untapped treasure in its midst: the significant number of gifted children whose talents go unrecognized. This is what Dr. Ketty Sarouphim, associate professor of psychology and education at LAU, has concluded after spending more than a decade researching the characteristics and educational achievements of the country's most gifted children.

"In Lebanon, we do not have tests or trained teachers to identify gifted children," says Sarouphim. "Nobody ever talks about the issue, because the general myth is that if a child is gifted, then you don't need to teach him or her."

Sarouphim, who joined LAU in 1997, graduated that year with a doctorate in educational psychology from the University of Arizona and a minor in the education of gifted children. She recently introduced a special academic test, developed in the United States, to help identify gifted children in Lebanese schools. "We need to nurture their skills, their abilities. Unfortunately, we need lots of awareness," says Sarouphim.

Currently teaching Child Psychology, Psychology of Youth, and Psychology of Learning in the undergraduate programs, as well as Advanced Education Psychology and Behavior Modification Techniques in the graduate program, Sarouphim has published several articles on methods of discovering gifted children. Some gifted children come from poor families, Sarouphim points out, and those students run the risk of becoming frustrated and exhibiting delinquent behavior if their talents are not recognized and encouraged. A campaign to raise awareness on identifying gifted children would need to involve the government as well as civil society, says Sarouphim: "Somewhere, somehow, the circle has to be broken."



Sarouphim giving a lecture at the MENA conference, AUB



CampusNotes

Campus Fun

More than 1,400 new students experienced LAU for the first time during the **orientation day** held on both campuses at the end of September. Students mingled, became familiar with their campus and its rules and learned how to register for classes online. Student reactions to the orientation were positive.



On October 13, LAU's **Extreme Club** in Byblos gave about 300 students the chance to rappel down a 25-meter rope hung from a crane, one of the welcoming games the club planned for new students. New and returning students intermingled over lunch.

LAU's Student Council, with the help of the Palestinian and Music clubs, arranged **live shows** Oct. 30–31 for an event designed to give students an entertaining welcome. Arabic music could be heard while students danced the dabke outside the Safadi Fine Arts Building in Beirut.

For the festive season, several **concerts** were held on both campuses. The Christmas Fiesta, Christmas Choral Concert and Annual Christmas Concert: Gloria in Excelsis Deo all helped spread holiday cheer.



Gloria in Excelsis Deo concert at the Byblos campus

Experts Explain

In October, Dr. Imad Salameh's **Comparative Governments of Great Powers** class welcomed Alyssa Teach, a political affairs officer at the U.S. Embassy in Lebanon, who discussed the U.S. election system and the two candidates' campaign tactics. In a question-and-answer session, students asked about the importance of religion in political campaigns, the role of the media in elections, the expected voter turnout and the Middle East and Gulf region policies of Barack Obama and John McCain. Dr. Salameh invited other speakers, including European Union counselor Michael Miller and German political officer Hans-Helge Sander, to speak to students about various issues.



Students learn how to register online during orientation day



Michael Miller giving a lecture on EU politics

Experts Explain



Pharmacy students used their training and knowledge to make others aware of key medical issues during the **fifth annual Pharmacy Week** in Byblos, organized by the School of Pharmacy and NAPHASS. The three-day event took place Oct. 29–31. “Educate Before You Medicate” was the theme of the first and third days, while the second day focused on cancer prevention awareness. Mugs and cakes were sold to raise money for the Children’s Cancer Center of Lebanon.

On Nov. 5 on the Beirut campus, LAU’s Young Women Leaders program and the **MEPI Alumni Network** in Lebanon held a panel discussion on business planning and strategy formation. Program director and assistant professor of political science Dr. Imad Salameh welcomed three U.S. corporate ambassadors: Susan Stalick, chief operating officer of KBMS Global LLC; Dawn Baron, vice president of marketing for the American Society for Training and Development; and Anne Enna, independent consultant. The guests answered questions from students and shared their own experiences and the difficulties they have faced as women entrepreneurs.



The LAU guidance office on the Beirut campus held an **AIDS Awareness Day** on Dec. 1. The Lebanese Family Planning Association set up a booth to serve anyone in need of counseling and information about the subject, and student volunteers were on hand to help. Ribbons were distributed and posters were hung all over campus. The Lebanese Family Planning Association was also present to help students gain a better understanding of AIDS and other STDs. The organization offered free blood tests to students in the health office.

Inspiring Change

As part of its awareness campaign “Gender Equality at the Heart of Decent Work,” the Regional Office for Arab States of the International Labor Organization screened “**Maid in Lebanon II: Voices From Home**,” a two-part documentary by award-winning director Carol Mansour, in Irwin Hall at LAU Beirut at the end of November. The documentary, which deals with the lives and treatment of domestic workers, was filmed in Sri Lanka and Lebanon and presents actual cases of physical and verbal abuse, exploitation and suicide related by workers. It also tells four stories of Lebanese employers and their relationships with their workers, showing the working conditions of the employees, as well as the rights and duties of the employers according to Lebanese law. The documentary is being shown at universities, schools and community centers in order to raise awareness.



Mansour films in Sri Lanka



NAPHASS students set up stands in Byblos for Pharmacy week



The Folk Dance Club performs during the Beirut Marathon

The 2008 annual **Beirut Marathon** had a strong LAU community presence, with members participating in the 5K, 10K and 42K races. A total of 85 individuals, including students, faculty, staff and alumni from both campuses, were active in the event, which aims to fight cancer. The 65 student volunteers provided refreshments and assistance, while LAU's folk, Latin and hip-hop dance clubs presented routines on a stage nearby on Hamra Street.

Inspiring Change



Henry Wanyoike, a triple Paralympics champion and Beirut marathon participant, made a visit to LAU on Nov. 26. The Kenyan athlete was in Lebanon for the Beirut marathon and to help fund-raise for Sight Savers and Standard Chartered Bank's campaign "Seeing Is Believing." The organizations aspire to provide sight-restoration to millions of people around the world by 2014. Wanyoike, who woke up blind at age 12, used his own experience as an example of a dream coming true and advised LAU students to believe in themselves, never give up, work hard and love what they do.

Culture

"Dialogue of the Poem, the Plume and the Tune," the first of a series of events this year from the **Center for Lebanese Heritage**, was held on Oct. 6 in the Gulbenkian Theatre. For an hour and a half, director of the CLH Henri Zoghaib read his poetry while Lara Khaled Makhoul played the piano and Wajih Nahle painted. Nahle later donated the painting to LAU. The second CLH event was a conference entitled "Ibrahim Abd El Al: Leader of the Integrated View of Water Resources in Lebanon." The Nov. 3 event was held to honor the 100th anniversary of the Lebanese engineer's birth and the 50th anniversary of his death. The speakers talked about his character, thoughts and missions.



Seven senior editors from Kuwait's news agency on advanced journalistic skills and new media terminology received training from LAU's **Institute for Media Training and Research**. The training, which took place in Sharm el Sheikh from Nov. 2–7, was designed to help the editors become aware of the latest topics and trends in Arabic news writing and analysis, and specifically sought to show them how to report during crises, such as wars, natural disasters and grave economic problems.



Students in the traveling studio class visited Spain from Sept. 16–26 with Dr. Abdallah Kahil, assistant professor of history of art and architecture. Twenty students studied special features of Spanish architecture in Madrid, Cordoba, Seville, Malaga and Granada and will present projects based on their experiences later in the year.



Wajih Nahle paints during the CLH event in October

German-Lebanese artist Nagib Khazaka presented his digital photos to Byblos graphic design students on Oct. 16. The economist-turned-photographer described different types of cameras and equipment and shared his perspective on creativity and inspiration. Some of Khazaka's work was showcased, including creatively decorated private homes in Batroun, spacious German museum halls and captivating portraits of LUMI members. Following the presentation, students modeled for Khazaka during a demo shoot. The event was part of the **Graphic Design Seminar and Animation Concept lecture series**. Sally Khoury, painter and former LAU student, also took part in the lecture series, speaking with digital and print media students in Byblos about her paintings and how she has managed to turn her art into a business. Khoury's work can be seen on her website, www.sallykpaintings.com. More guests were set to give talks in the following months. A presentation and demonstration by Bitasoft on "Cartooning and Animation" was held in December. Dr. Abdallah Bitar and Dr. Hassan Ayoub introduced the company, its projects and achievements, and Bitasoft's Academic Partnership program. The program recruits and holds workshops to train students in animation or game programming because no university in Lebanon offers such a curriculum.

Culture



Najib Khazaka shows his work to students in Byblos



On Display

A joint **photography exhibition** was held on both the Beirut and Byblos campuses in early November, with 140 students participating. LAU photography professor Bassam Lahoud, who has been displaying his students' work since 1993, played a major role in organizing this first-of-its-kind event. Some of the works exhibited were black-and-white photos from the Photography I class.

Mona Jabbour, LAU alumna and LAU art and design professor, offered the public the chance to view her artwork through **"Transcending Boundaries,"** her Oct. 16 exhibition of mainly monoprints and monotypes. Lebanese history, custom, identity and experience are all sources of inspiration for Jabbour. She sees possibilities for artistic and intellectual growth in Lebanese women but recognizes the challenges that they may face. Jabbour believes that a good teacher helps a student to recognize her own artistic style rather than turn to imitation.



LAU also went on display in October with the fourth Annual Trade Fair for U.S. Products and Services, or **Made in America**, exhibition in Biel. Staff from the marketing and communications department and admissions office, along with financial aid students, represented LAU, and more than 250 U.S. companies participated. Visitors to the LAU stand were given information and guidance regarding the university, including majors offered and an overview of the financial aid program, as well as a variety of LAU publications.

Photo exhibition of student work at the Byblos campus



Live Science

In October, LAU participated in the three-day **Days of Science** exhibition at the Beirut Hippodrome. The LAU UNESCO Club led various instructive activities at the LAU stand. The club focused on chemistry with the theme "For Every Action, A Reaction." The stand had activities for all ages that helped clarify difficult scientific ideas by using everyday objects. Other institutions participated in the exhibition, which was planned with the help of the City of Geneva, the Embassy of Switzerland in Lebanon and the Municipality of Beirut.

Samer Chidiac, developer evangelist for Microsoft Corporation, revealed new **Microsoft** technologies and interacted with Byblos computer science and engineering students on Oct. 27. Students were given high-end Microsoft software free of cost. Dr. Haidar Harmanani, chair of the computer science and mathematics department, organized the event and said that it served as good exposure and sent a strong message against software piracy.



Children at the Days of Science Exhibit watch science experiments

Sidelines

LAU's vibrant sports life hasn't lost pace this year. The Beirut and Byblos athletics departments, headed by directors Sami Garabedian and Joe Moujaes, respectively, have already participated in a variety of sports, with more to look forward to in the next few months.

Seven Lebanese men's basketball teams, including teams on both campuses, have been taking part in the Intercollegial Basketball League, with games scheduled from November to January.

The male volleyball athletes on both campuses have been busy playing against six other teams in the Intercollegial Volleyball League, also with matches taking place from November to January.

In football, both men's teams participated in friendly games with five other universities in early November.

In rugby news, our LAU Immortals are yet again on a winning streak, having won the first three games of the season by mid-December.

LAU athletes competed in the AUB Tournament, participating in women's basketball, handball and tennis. Wahib Maknieh has again done LAU proud by winning the AUB CHSC Inauguration Invitational Tennis Tournament, in which 32 athletes from 12 universities participated.

Mohamad Mehdi, Mohamad Chehadeh and Mazen Chehab recently won gold, heavyweight category; silver, middleweight category; and bronze, less than 78kg category, respectively, in tae kwon do at the Lebanese National TKD Championships for the yellow belt.

The departments participated in the FSUL table tennis championship 2008–2009.



Mohammad at a Taekwondo match



The Blind Travels Abroad

By LAU Staff

As it turns out, LAU offers learning opportunities, not just to its students but also to other members of the community.

A troupe of people with mixed backgrounds united to stage *The Blind*, a Maurice Maeterlinck play about fear of the unknown, at the 20th Cairo International Festival for Experimental Theatre, on Oct. 16–21, 2008, as part of Theater in Performance, a course taught by Dr. Lina Abyad.

LAU's major spring 2008 production, directed by Abyad, was performed more than 10 times on campus by LAU students. For this rendition, outsiders were allowed to audition as well and got the chance to attend LAU for three months and benefit from the course.

"This is LAU's service to the community" and an act against the belief that the university is isolated, Abyad said. "This integrates the whole community in the process of artistic production and has it bubbling," she added.

Putting the play together again wasn't as easy as expected—actors in three major roles were unable to attend, and replacements had to be found within 10 days—but the play was the product of teamwork, said Abyad.

Although they didn't win prizes, the participants were happy to be involved, as this was the first participation of an LAU major production in an event of this size, according to Abyad.



Wherever You go _____

LAU Magazine is your platform to share news about yourself and your classmates. We encourage you to keep us apprised of your professional and personal activities. *LAU Magazine* welcomes news from Alumni representing all the university's current and former schools and colleges.

Submit via e-mail to alumni@lau.edu.lb.

Help Tell Our History _____

Former and current faculty and staff are invited to submit stories and photos highlighting their experiences at LAU for use in our different publications and on the web.

Submit via e-mail to marcom@lau.edu.lb.

Board of International Advisors: In Profile



Rev. Christine Chakoian

The efficiency with which LAU has developed its enrollment plan, fund-raising capability and new medical center has impressed board member Rev. Christine Chakoian. As one of two board members appointed by the Presbyterian Church, Chakoian provides both a historical link between the church and the school and staunch support for excellence in the curriculum.

Chakoian and the Presbyterian Church view education as a liberating tool that encourages curiosity and new ideas that, in turn, lead to better governments and communities. LAU's student-centered philosophy, Chakoian believes, will inspire young people to make a difference as ethical leaders in the corporate world and in government.

As a former board member of Protestants for the Common Good, an organization formed to bring an informed Protestant voice to public life, Chakoian is well-acquainted with advocacy opportunities for people of goodwill. She has long been involved in advocacy herself, both in the United States and on an international level. LAU, she says, belongs to the world community, and its students can change the course of society.



Taline Avakian

Education shapes the future, says Taline Avakian, LAU board member and matriarch of the family-owned, internationally renowned Avakian jewelry line.

"An educated person puts himself in the shoes of the other person, and this is where civil society begins," says Avakian, a resident of London. She strongly believes that educated people will build a more civilized world not just in Lebanon but throughout the Middle East. To that end, this alumna of Beirut College for Women has obtained Swiss funding for LAU's Institute of Diplomacy and Conflict Transformation.

To Avakian, LAU is in a unique position to exert this transformative power of education: the university has survived and thrived despite conflict. It is a solid institution with a solid history of creating lifelong learners, she says.

Alumni are the backbone of the university's growth and future, Avakian notes. They must remember how much they have benefited from their education and must give back in time, in money and by promoting the university to those they meet throughout the world.

She remembers, and she is giving back.



Dr. Najib Khatib

As a mentor, Dr. Najib Khatib advises young engineers to look at more than money when planning their future. When choosing an employer in these days of extensive building, he suggests they consider the relationship a given company has with the community, the compassion of its management and the possibilities for continuing education.

"You can't just be 'business is business' and ruthless in your decisions," he says. With a doctorate in engineering and a position as director general of Khatib & Alami—an architectural and engineering consulting company founded by his father—Khatib speaks with both academic and business sense. And he retains a firm grasp on mentoring: while a graduate student, he received an award for excellence in teaching.

Although he was educated in the United States, Khatib has strong ties to Lebanon, where his business is based. He now serves LAU as a member of its Board of International Advisors. Part of his role as an advisor, he says, will be to increase public awareness of the breadth and depth of LAU's curriculum and expand opportunities for its graduates.



Maha Kaddoura

The happiest people are those who make others happy, Maha Kaddoura believes. It's been proven scientifically, she says, and by her own experience as a philanthropist and scholar. She is a longtime supporter of education and assistance for women and believes that the only way to solve problems within a culture or between cultures is through education. "With education, we can understand others... We are more open, and try to analyze the situation logically and try to find a good solution for our problems," she says.

Educating women, as LAU has done since its inception, helps women themselves, their families and their communities, Kaddoura believes—hence her emphasis on programs that support women.

Kaddoura, who has a master's degree in Public Administration from Harvard, is mindful that Lebanon has been a center of international commerce since the time of the Phoenicians. She envisions LAU as a place where students from Lebanon and throughout the Middle East can come together and continue that tradition of international discourse and discover the happiness of giving back to their communities.



Alumni Events

School of Engineering and Architecture Chapter's 10-Year Anniversary Gathering at Rikkyz

To celebrate 10 years of graduating classes from LAU, the **School of Engineering and Architecture Chapter** gathered around 45 people at Rikkyz restaurant in Faqra, Lebanon, on Aug. 10, 2008. Happy 10th anniversary!

Toronto Chapter Annual Picnic

The executive committee of the LAU Alumni **Toronto Chapter** had its annual picnic on Aug. 24, 2008, at Adams Park in Toronto, Ontario. More than 150 adults and kids attended, some coming from as far as Detroit, MI.

The event began with an icebreaking game of "Opposites" that had the attendees searching for their opposite. The picnic-goers then enjoyed chicken shawarma sandwiches, veggie burgers, hot dogs, hummus and salads. After lunch, kids got busy with crafts, games and face painting, while the "big kids" played Bingo and volleyball and socialized with friends over coffee, cake and fruit.

Raffle tickets were drawn, and more than 30 gifts from the generous sponsors of the chapter were given out. The pleasant sounds of oud playing with dirbakeh and dabkeh accompaniment brought the afternoon to a close.

Oman Chapter Iftar

On Sept. 17, 2008, the **Oman Chapter** organized an Iftar dinner at the Crown Plaza, Oman. The Iftar was sponsored by Bank of Beirut and brought together 150 alumni, who enjoyed a great evening and won valuable prizes at the raffle draw.

Damascus Chapter Souhour

The Damascus Chapter organized a **Ramadan Souhour** at the Mashraqa Rooftop on Sept. 19, 2008. The event, which lasted until 5 a.m., gathered together more than 100 alumni.

Abu Dhabi Chapter Beach Party

The LAU Alumni **Abu Dhabi Chapter** threw a beach party on Nov. 6, 2008, at the Marina Royal Health Club. The event, attended by popular music composer Saeed Murad, attracted more than 600 alumni and friends.





Amman Chapter Reception

The **Amman Chapter** held a reception on Nov. 14, 2008, in honor of President Joseph Jabbra, in Ayla Hall at the Jordan Intercontinental Hotel, Amman. In addition to Dr. Jabbra, Dean of Arts and Sciences in Byblos Dr. Fouad Hashwa, Assistant Vice President for Development Samir Kadi and Director of Admissions in Byblos Michel Najjar joined more than 60 alumni at the event.



Dubai Chapter Gala Dinner

The LAU Alumni, **Dubai and Northern Emirates Chapter** held its annual dinner this year at Al Bustan Rotana Hotel, with more than 600 in attendance.

LAU President Joseph Jabbra, as well as Assistant Vice President for Development Samir Kadi, Director of Alumni Relations Abdallah Al Khal, Director of Relations Christian Oussi, Director of Admissions in Beirut Nada Badran, Director of Admissions in Byblos Michel Najjar and President of the Alumni Association Board Leila Saleeby Dagher attended, along with a number of prominent Dubai personalities, alumni and friends.

After speeches by chapter head Saad El Zein and President Jabbra, the Alumni Association Board presented an honorary trophy to Adalat Audi Nakkash, former chapter president, to pay tribute to her commitment to the chapter. A fund-raising campaign was issued, and the enthusiastic audience raised a total of 26 scholarships of \$10,000 each.

Guests enjoyed an evening of live entertainment by Lebanese-Canadian singer, producer and songwriter Karl Wolf and Arab superstar Carol Samaha.

The ceremony was held in association with City of Arabia and sponsored by Ford, Bank of Sharjah, Bank of Beirut, Amsi, Future Pipe Industries, FFA Investment Bank, Young & Rubicam and Dhahi Contracting.

The Alumni Association Board Elections 2008

On Tuesday, Nov. 4, 2008, the new officers of the Alumni Association Board's steering committee were announced as follows: Leila Saleeby Dagher, president; Doha El-Zein Halawi, vice president; and Fadi Safadiyeh, secretary/treasurer.



Byblos Chapter Comedy Show

On Friday, Nov. 28, 2008, the **Byblos Chapter** presented Les Diseur's new comedy show, "Bab El Jara," at the Olympia Theater, Kaslik. The event attracted more than 300 alumni and friends.



Alumni News



Rima Nasir Tarazi (A.A. '49) pursued a career in music as a composer and lyricist. She now volunteers with several cultural and women's organizations, is on the Board of Trustees of Birzeit University and is president of the Administrative Board of the General Union of Palestinian Women in Palestine. She is co-founder and chairperson of the Edward Said National Conservatory of Music and served as national president of the Palestinian YWCA and on the executive committee of the Society of Ina'sh El Usra. Tarazi has four sons and six grandchildren.

Ramzi Ledger (A.A.S. '75) runs his own restaurant and hospitality business in the Chicago, U.S., area. He is married, with three children and one grandchild.

Salim Jalil Tass (B.S. '85) worked with the United Nations and emigrated to Australia in 1992. Since 1996, he has been a licensee at the *Australia Post*. He is married to Janet Tannous. The couple has a son, Julian, and a daughter, Cynthia.



Fadi Nabih Khatib (A.A.S. '92, B.S. '94, M.B.A. '98) works in Bahrain as the manager of Arabia Insurance Company.

Lina Babetty (B.S. '92) works at the Central Bank of Lebanon. She is married and has two daughters.



Tarek Ayass (B.S. '93, M.B.A. '95) earned his doctorate from the University of Phoenix, Ariz., in 2008. He was a part-time member of LAU's faculty from 1998 to 2000. He is now the manager of the Middle East and North Africa regions for the public sector of Sun Microsystems. He is based in Dubai. Ayass is married to **Ola Shakhshir Ayass (B.S. '00)**. They have two children: Raneem, 6, and Kareem, 4.



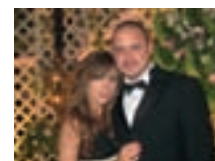
Aref Bou Alwan (B.S. '95) is currently married and has one child. The family lives in Athens. He is a member of the Athens Chapter of LAU Alumni group.



Dani Tadmori (B.S. '96) currently lives in Toronto, CA. He encourages the LAU community to share in his latest creations on the Internet at <http://www.PhDoctors.com>.

Ghina Nahfawi (B.S. '97, M.B.A. '00) is a department head at the Banque Du Liban.

Makram Fata (B.S. '99) has been working as a commercial director for Al Waseet International at its head office in Dubai, U.A.E, since June 2006. In August 2008, he became engaged to Nadine Haikal.



Hana Ahmad Itani (B.S. '99) received her doctorate at the University of Iowa, Iowa City, in 2008. Her thesis project resulted in two first-author manuscripts that have been posted by the National Center for Biotechnology Information. She presented her work at conferences worldwide and was honored by the American Physiological Society for her research. She is now a postdoctoral fellow at the University of Iowa, focusing on cardiovascular research.



Mohammed Jaber (B.A. '00) began his career in the credit department of Fransabank in 2001. In 2002, he moved to Master Card International in Beirut as a marketing and sales executive. A year later, he moved to Proctor & Gamble, Beirut. Today he manages accounts in five countries for Tetra Pak. He is based in Beirut.

Maha Marhaba Dada (B.S. '00, M.B.A. '03) works for Audi Saradar Investment Bank as a senior equity analyst covering the Gulf Cooperation Council stock markets. She is a chartered financial analyst. In August, 2003, she married **Mohamad Dada (B.S. '92, E.M.B.A. '03)**. The couple has a son, Hassan.



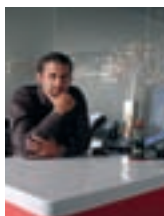
Mohamad Maarouf (B.S. '01) has worked as a senior accountant at Al Diyar United Co. in Kuwait since 2002. He married Ms. Hadeel in September 2004 and now has two daughters: Maya, born October 3, 2006, and Tia, born July 21, 2008.



Fady Jamal (B.S. '01, M.B.A. '04) began working with Deloitte in Beirut in 2001, joined BLOM Bank in 2005 as an assistant manager for the accounting department, and in August 2008, moved to Jeddah, Saudi Arabia. He is an associate in the equity and capital market department of Al-Khabeer Merchant Finance Corporation, Saudi Arabia. Jamal married **Maya Taki (B.S. '02)** in July 2005. The couple has 6-month-old twins: Jamal and Talia.



Mohammad Itani (B.S. '01) obtained a Professional Diploma in Management from the University of Surrey, U.K. He is a member of the Chartered Institute of Marketing and the International Advertising Association. He is chief executive officer of Neo Digital, an independent online agency in Dubai, where he lives with his wife.



Nathalie Zaharna Lamsfuss (B.S. '02) earned an M.B.A. in Europe and worked in financial forensics. She married a Swiss businessman in March 2008 and now works at ZALA, a company started by her husband. They have moved to Dubai and started a family.

Nisrine Boukaram (B.A. '02, M.A. '04) has worked with several United Nations agencies and is now a diplomatic attaché at the Lebanese Ministry of Foreign Affairs. Since graduating from LAU, she has obtained two additional M.A. degrees and is working on her Ph.D. thesis on human trafficking in Lebanon.



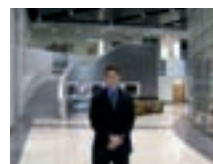
Dr. Soha Sinno Khalil (B.S. '03, Pharm.D. '04) is a pharmaceutical manager for a German company that specializes in dialysis and other extra corporeal treatments. He is responsible for the Middle Eastern and African markets. He has a daughter, Yasmina, born in May 2006.

Anwar Aridi (B.S. '04) completed a master's degree at Ohio University in 2006. He worked in education technology for two years in Beirut and Amman, Jordan. He is currently pursuing a second master's degree at George Washington University, U.S., with a concentration in international science and technology policy.



George Kassar (B.S. '05, M.B.A. '08) is a performance and business quality analyst at Fransabank and teaches undergraduate courses at the Modern University for Business and Science, Beirut. He was married in July 2008.

Bilal Fleifel (M.I.S. '06) has earned an M.B.A. from the University of North Carolina, U.S., and is working in the financial sector. He hopes to come back to Lebanon and share his knowledge and experience with the people in his country.



Jessica Hajj (B.S. '07) has been recruited by Expeditors International. After completing the nine month training program, she expects to be based in the Gulf region.

Sara Merhi (B.S. '07) obtained her M.A. in France. She now works at an investment company in Kuwait as an equity analyst.



Remembered With Love



Randa with her daughter Ruba

Randa Azzam Khoury (1944—2008)

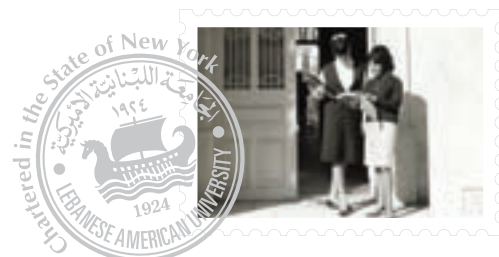
By LAU Staff

It is with great sadness that LAU bids a final farewell to a highly respected alumna and former colleague, Mrs. Randa Azzam Khoury '66.

Born in Haifa, Palestine, in 1944, she was forced to flee with her family at the age of 4 and permanently settle in Lebanon, where she attended Chouifat School and Mrs. Jreidini School. Mrs. Khoury's affiliation with LAU began when she attended the university (then called Beirut College for Women) as an undergraduate, receiving a bachelor's degree in home economics in 1966. After pursuing graduate studies at the American University of Beirut in 1968, she rejoined LAU—this time to teach—from 1985 to 1990, when the school was known as Beirut University College. Mrs. Khoury later settled at the International College, where she became head of the preschool. Throughout her career, she was beloved by all, especially by children, some of whom even thought the International College's actual name was "Randa's school." Mrs. Khoury died of cancer in September 2008 and was laid to rest in Koura, Lebanon.



Randa with her
husband Ibrahim



Remembered With Love



Iskandar, his wife, and their grandchildren



Jamil B. Iskandar (1928—2008)

By LAU Staff

Jamil Iskandar, a national business leader and inspirational volunteer who served on LAU's Board of Trustees and Board of Overseers for 25 years, died of cancer on December 8, in Beirut. Iskandar served as chair of the Board for several terms and as vice chair from 2005 until his death. He is survived by his wife Mona, his three children Benny, Maurice and Laudi, as well as nine siblings and eight grandchildren.

A graduate of the American University of Beirut and the London School of Economics, Iskandar was not only a successful businessman but was also actively involved in a wide range of professional and social organizations.

Iskandar helped found and develop many companies in the country, such as B. Iskandar and Sons, Iskan Group of Companies, and others, many of which were later headed by his brothers. He continued to run only one company—Holiday Beach, in Zouk, where he also resided. Iskandar served as chairman of various investment, management, and real estate companies, among others. According to his son Benny, Iskandar was often asked to manage and reinstate businesses and organizations—from Intra

Investment Co. S.A.L. to the Sisters of the Cross organization—when they faced difficulties.

He was actively involved in improving education in Lebanon, serving as a board member not only at LAU but also at AUB and NDU.

Iskandar was introduced to LAU when it was BUC, as he founded the Louaizeh College for Higher Education in Zouk Mosbeh, where BUC once established a campus during the Lebanese Civil War. Iskandar's son Benny said, "He looked at LAU as the way of the future in terms of education in Lebanon," describing it as having a level of education equivalent to that of the West but being local at the same time.

Despite his myriad professional activities, he found time to dedicate to the community. "The underlying factor is that he always wanted to help different associations that have either education or charity type goals. However he did it in a highly organized business manner," said Benny, adding that his father was very meticulous and business-minded but never sought recognition.





“We should never forget that this is a nonprofit organization that cannot live without our full support.”

Why I Give Back Suad Hussein Juffali

DEGREE

A.A. Beirut College for Women

CAMPUS

Beirut

WHERE SHE LIVES NOW

Kingdom of Saudi Arabia

OCCUPATION

Philanthropist. Founded the first Women’s Welfare Society and the Al-Faisaliyah Women’s Society, both of which deal with the education and health of women and children; founded the Help Center, a special educational institution in Jeddah, for mentally handicapped children; supporter of Dar il Thofli il Arabi bil Kods orphanage in Jerusalem.

WHAT HAS SHE GIVEN TO LAU?

Ahmad & Suad Juffali Endowment Scholarship Fund and funding for the Ahmad and Suad Juffali Business and Technology Library, housing a critical collection of business and computer science materials.

WHERE SHE’D LIKE TO SEE HER MONEY GO

Promoting all-inclusive education that incorporates poor as well as rich students, people from many countries and the needs of the community. She’d also like education to go beyond the acquisition of a degree, to the acquisition of practical knowledge in the graduate’s chosen field and involvement with the community.

WHY GIVE BACK TO LAU?

This is the future of your grandchildren, of our children, of their children. I would like my grandchildren to be raised in an Arab country, but with a perfect international education—and that is, for me, the number one reason why I continue promoting LAU. We should never forget that this is a nonprofit organization that cannot live without our full support. It doesn’t have to be a huge sum, but I believe in a yearly sum according to each person’s ability.... [The university must] have students from different classes. It shouldn’t be the rich only who can have a good education. I want the people on the street to be educated.



Juffali during her years at BCW





AL AND BARBARA ALBERT ARE THE LEGACY AND THE PROMISE

Al and Barbara Albert from Wilkes-Barre, Pennsylvania are committed supporters of LAU. They strongly believe in our mission and our promise of the future.

Your own commitment to LAU will not only create a personal legacy, it will resonate for years to come by helping us to fulfill our promise to our students for generations.

LAU COMPREHENSIVE CAMPAIGN

From its humble beginnings in 1835, LAU has become a pioneering force in the education of women and men. The traditions of students-centeredness and commitment to service underlying LAU's mission have led to a comprehensive vision for academic excellence and the reaffirmation of LAU's cherished ethical values. With your assistance, we can build our legacy for the benefit of our students, Lebanon, the region, and the world.



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