

LAU magazine

VOLUME 15 | issue n° 1 | Winter 2013

& ALUMNI BULLETIN

Mind Games

Performing under pressure

For Love of the Game

A look at Lebanon's sports history

Rehab, the Good Kind

The rise and shine of sports medicine

On Your Marks



The job market is more competitive than ever.

Make sure you're on the inside track.

A CRUCIBLE FOR CAREERS

LAU students begin their careers long before graduation day. Our programs are regionally and internationally renowned hothouses for the next generation of innovators. Over 100 major companies attend dozens of campus recruitment events and job fairs per year, and hundreds of students annually receive corporate and academic internships. With figures like these, and with LAU's energy and foresight in career guidance, it's not surprising that so many of its graduates land promising jobs within six months of commencement. An LAU degree gives you the practical skills you need to confront life's challenges head-on, and the intellectual flexibility to adapt to a dynamic economy.

www.lau.edu.lb



LAU

الجامعة اللبنانية الأمريكية
Lebanese American University

Embark, Explore, Discover



On Your Marks

FEATURES

4



Mind Games

The psychology of performing under pressure

The difference between crippling anxiety and motivational stress is a fine line, especially when performing tasks that require vast amounts of mental and physical acuity. Mehrnough Shafiei speaks to Lebanese climber Maxime Chaya about his Mt. Everest summit and his mental steeliness.

12 For Love of the Game

The rocky history of sports in Lebanon

Ongoing conflicts and socioeconomic events have stunted the growth and development of sports in Lebanon, preventing the country from having the opportunity to create a significant sports culture, including a solid fan base, training facilities and only a few international sports stars. Paige Kollock reports.



32



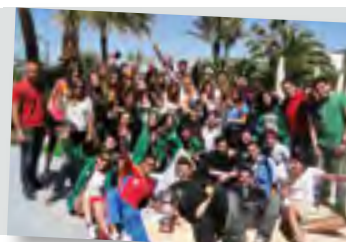
Rehab, the Good Kind

The rise and shine of sports medicine

While orthopedic surgeons are at the helm of the surgical treatment of sports related injuries, sports medicine physicians are perpetually indispensable for the diagnosis, management and post-operative treatment of them. Muriel Kahwagi reports on the pivotalrole of this growing field.

CONTENTS

- 8 Beirut campus gets new addition
- 9 Edgar de Picciotto invests in LAU
- 10 LAU wins third USP Grant
- 11 LAU takes up residence in Manhattan
- 16 Updates & Awards
- 17 Youssef Comair appointed dean of SOM
- 18 Pierre Zalloua new dean of SOP
- 19 Elie Haddad brings new perspectives to SArD
- 20 UMC-RH Endoscopy Unit
- 23 Ashrafieh Bombing
- 24 Faculty Op-Ed
- 25 LAU in Ghana
- 26 Dihzahyners
- 27 Athletic Directors
- 28 LAU in Beirut Marathon
- 29 Confronting sexual identity
- 30 LAU helps out at VOC
- 31 The business of U.S. college athletics
- 36 Campus Notes
- 39 Farewell to Curtis Brown
- 40 New Faculty
- 42 LAU faculty basketball
- 43 Student laptop orchestra
- 44 LAU sports teams around the world
- 46 LAU wins website award
- 47 TEDxLAU
- 48 MarCom builds internship program
- 49 Alumni Events
- 50 Alumni News
- 52 Why I Give Back



Wherever You Go

LAU Magazine is your platform to share photos and news about yourself, your family and your friends. We encourage you to update us on your professional and personal activities and achievements—from wherever you are!



Help Tell Our History

We welcome news from alumni, friends, supporters and current and former faculty and staff representing all the university's current and former schools and colleges. Submit your stories and photos for inclusion in LAU's online and print publications.

Submit to:
marcom@lau.edu.lb, or

Marketing and Communications Department
Lebanese American University
P.O. Box 13-5053/F24
Chouran, Beirut 1102-2801, Lebanon

New York Office
Lebanese American University
475 Riverside Drive #1846
New York, NY 10115-0065

President

Joseph G. Jabbara

Editorial Advisory Board

Peggy Hanna, *Assistant Vice President, MarCom*
Abdallah Al Khal, *Executive Director, Alumni Relations*

Gregory Houle, *Manager, Advancement Communications*

Edward Shiner, *Director, Alumni and Special Projects*

Managing Editor

Paige Kollock

Associate Editor

Zeina Abdallah

Writers

Linda Dahdah

Curtis Brown

Gregory Houle

Muriel Kahwagi

Dalila Mahdawi

Mehrnoush Shafiei

Contributors

Manwa Ghanoum

Sana Kouatly

John MacDonald

Ghada Majed

Nayla Abou Merhi Moujaes

Editorial Assistants

Nour Abdel Wahab

Rafael Babikian

Afkar Barakeh

Farrah Berro

Nathalie Hamadeh

Chrystel Hobeika

Alan Keyrouz

Reem Stetieh

Graphic Designer

Marianne Amkieh Siblini

Photographers

Zeina Abdallah

Afkar Barakeh

Emile Ghazal

Wael Ladki

Bassam Lahoud

Yehia Malla

Anthony Saoud

Mehrnoush Shafiei

Letters to the Editor

"I loved the fashion issue of LAU magazine. The content was educational, informative and academically inspiring. It was a fantastic experience dealing with the communication team at LAU during the development of the article about ELIE SAAB. From the outset, our relationship was based on trust and transparency. There was a mutual understanding and respect, and we shared common views and professionalism, which is why the article turned out to be enriching, interesting to read, and representative of the image of ELIE SAAB."

—Rafif Safadi, Communication Manager, MENA, ELIE SAAB

"Thank you all so much for producing such an excellent edition, a showpiece to be proud of. Best wishes."

—Ruth Maalouf, Lecturer, School of Architecture and Design

Connect with LAU through:



Special Thanks

MarCom would like to extend a special thanks to LAU athletic directors **Sami A Garabedian** and **Joe Moujaes** for their tireless help with this issue. From interviews to sources to pictures and background information, they were an integral part of the magazine and we could not have done it without their valuable expertise.

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.

Direct comments can be sent to
marcom@lau.edu.lb.

LAU Magazine & Alumni Bulletin

Marketing and Communications Department
Lebanese American University

P.O. Box 13-5053/F24

Chouran, Beirut 1102-2801 – Lebanon

Tel. +961 1 786 456 ext 1940 /1917

Fax. +961 1 786 470

New York Office

475 Riverside Drive #1846

New York, NY 10115-0065

Tel. +1 212 870 2592 - Fax +1 212 870 2762

From the President's Desk

Dear friends,

For the Ancient Greeks sports were an aesthetic ritual closely linked to music and art. They occasioned sacred ceremonies as well as great works of poetry, even yielding a way of marking historical time, in Olympiads. The γυμνάσιον — “gymnasium” — was the setting for athletic as well as intellectual pursuits; the very word is the source of our modern words for both a grammar school and a fitness center. In contemporary life, when athletics can seem little more than public entertainment or private exercise, we would do well to remember the mind-body humanism celebrated and exalted by the ancients, their articulate wonder in the presence of feats of speed, stamina and grace.

This is all the more important in a university setting, devoted as it is to the life of the mind, the formation of a healthy citizenry and the cultivation of humanism in its broadest sense. LAU — whose very mission statement emphasizes student-centeredness, education of the whole person, and the development of future leaders — has long been dedicated to the centrality of athletics in university life. Our teams have excelled in everything from rugby and tennis to basketball and volleyball, year after year winning national and regional championships. The entire university community was thrilled this year to see an LAU student, Karen Shammass, representing Lebanon in the Summer Olympics in London. As proud as we are of the competitive excellence of LAU's teams and highly gifted individual athletes, however, our primary commitment is to the principle of mens sana in corpore sano — a sound mind in a healthy body. This ideal we extend to each and every student as well as to the student body as a collective whole.

If sports can be integral to the psychological development of students in countless ways — from building character to instilling self-discipline to fostering fair-mindedness and magnanimity vis-à-vis one's rivals — they can also be beneficial to the health of the institution. Athletic competition enhances our links with other universities, both here and abroad; awakens school spirit among our worldwide alumni base, deepening their bonds with each other and with their alma mater; and even stimulates our donor base. Just this year a generous friend of the university, impassioned by the very ideals I've endeavored to articulate here, directed a lavish gift toward construction of a major new sports facility on the Byblos campus.

Finally, sports play a role in the health of a nation, something of critical importance to Lebanon in its recent history and contemporary moment. The warring city-states of Ancient Greece put aside their arms to compete with good will every four years in Olympia, and in the modern world competitive sports continue to be a vanguard force for integration, pluralism and transcendence of differences — be these racial, cultural, or religious. The United States broke the “color barrier” in sports years before it moved to racially integrate its public schools, and a full generation before the civil rights movement seized the national imagination. Indeed at so many points in world history, athletic competition has fostered graceful, productive, idealistic, inclusive and non-jingoistic forms of nationalism. There is no reason it couldn't play such a needed role in the Lebanon of the 21st century.

This issue of LAU Magazine explores the cultural and economic foundation of sports, as well as their significant — and often overlooked — implications for modern medicine, psychology and sociology. It also warmly celebrates the athletic achievements that have given the LAU community such pride in recent years. I hope it brings you as much pleasure and cause for reflection as it has me.



Joseph G. Jabbara
President





FEATURE

Mind Games

The psychology of performing under pressure

By Mehrnoush Shafiei



Maxime Chaya, the first Lebanese athlete to climb Mount Everest

As most world-class athletes will tell you, the difference between triumph and defeat often comes down to the narrowest of margins — in many instances, differences between competitors' physical prowess are quite minimal.

Rather, what sets the winner apart from the pack is mental fortitude and composure under pressure.

Maxime Chaya — the first Lebanese athlete to climb the colossal Mount Everest and proudly plant the country's flag on its summit — is that formula's most crystalline distillation. And considering Chaya climbed 8,850m above sea level and survived an environment commonly referred to as the "death zone" — the air is 70 percent thinner than at sea level — he knows a thing or two about how to perform under pressure. Chaya took on extreme mountain climbing without any previous experience, something that underscores his jaw-dropping accomplishments.

Now a national figure, Chaya lives by the mantra "There is an Everest for everyone" — a message he transmits to youth all over the country when he visits schools and universities to give motivational speeches. "It really frustrates me that some young people make excuses for not achieving their full potential due to the instability that has been a feature of this region for quite some time," he laments.

Chaya categorically rejects the perception that it is difficult to make long-term goals while living in a world primed for Armageddon. "That should not be an excuse ... ever," he stresses.

A *bon vivant* with a quick smile and easy banter, Chaya loves a challenge. "Problems by definition have solutions," he says with matter-of-fact certainty. Indeed, for all his fluency in the world of athletics, he has an unaffected air — and speaks nonchalantly about his past successes — implying that anyone can do what they strive to if they put their mind to it.

Wittingly or unwittingly, many subscribe to the idea that athletic talent is somehow the result of innate ability or genetics, yet Chaya insists that only "one percent is the result of physical toughness and 99 percent is the result of mental toughness."

Yet even the most daring and talented of athletes have moments of doubt.

"What am I doing? This is crazy," was a thought that occasionally kept the famous mountaineer up at night before he embarked on the Bank Audi-sponsored "Seven Summits Challenge" in which he set out to climb the highest peak on each continent. >



Chaya explains that more often than not, when faced with seemingly insurmountable physical challenges, sometimes the most powerful strategy can be simply “Don’t think” — or, as mountaineers like to say, “Plan the climb, then climb the plan.” This message pivots on the idea that the more painstakingly one prepares prior to the event, the greater the chances of being fully ready on the big day.

Chaya explains that our thoughts sometimes overwhelm us and serve as obstacles to reaching our goals. “Listen to your gut,” he says. “What is key is to prevent fear from hindering your ability and your focus.”

“Feeling a certain amount of anxiety is good — everyone feels it, even the most experienced of athletes,” he explains. “Of course, it cannot be so much that it pushes you over the edge.”

“Anxiety in and of itself is not necessarily a bad thing,” concurs Dr. Ketty Sarouphim, associate professor of psychology and education at the Department of Social Sciences at LAU Beirut. Her research focuses on measuring intelligence and identifying gifted students, as well as developing a program for the education of gifted students in Lebanese schools.

Sarouphim trumpets the merits of Chaya’s “Don’t think” strategy, explaining that high-pressure situations require proper allocation of neural resources. Referring to the classic Yerkes-Dodson Law (1908), she explains that a certain amount of anxiety may actually facilitate performance. However, once a particular threshold is reached, the reverse is true; the anxiety at that point becomes debilitating.

Recognizing the many similarities between athletic pressure

and academic pressure, Sarouphim offers insights on how our brains function under stress. “The heart beats faster and pupils dilate; both reactions are survival mechanisms that are a result of evolutionary psychology — we experience improved vision as our eyes dilate, and a flush red face serves as a warning for enemies to flee,” she explains.

“Our bodies also react to pressure by secreting adrenaline — the hormone that prepares our bodies for flight or fight,” she adds. The most important point to understand, explains Sarouphim, is that our bodies are not psychologically intelligent — we react the exact same way regardless of the situation, “whether we are speaking in public, we are confronted by a lion or we see our lover,” she says.

“It is our minds that interpret these reactions. And the fascinating thing is that it is different from person to person. There is no objective reality; it is what you perceive.”

How can some students and athletes cope under pressure while others cannot? “Doing well on exams is not just a measure of intelligence but has to do with test anxiety. In an exam situation, students with confidence see this as an opportunity to shine. Students who typically don’t do well see it as yet another opportunity to fail,” explains Sarouphim. So how can we train our minds to limit performance anxiety? Sarouphim suggests preparing in an environment that mimics that of test day.

In addition, there’s the strategy of creating a self-fulfilling prophecy. When Mohammad Ali declared, “I am the greatest!” he was setting himself up to win, says Sarouphim.

Indeed, the most well-known boxer of all time said, “I am the



greatest, I said that even before I knew I was. I figured that if I said it enough, I would convince the world that I really was the greatest.”

Another reliable strategy, according to Sarouphim, is to simply over prepare.

“You over study so that when you come to the exam you can control your nerves. Short-term memory can accommodate only a few thoughts at a time — fill it with positive thoughts and you can control test anxiety.”

This advice is similar to the strategy athletes adopt — they train continuously so that they can perform at high levels almost without thinking. When a situation arises on the court or playing field, their minds and bodies are quick to recognize the challenge and react instinctively.

“It really is all in your head,” says Sarouphim.

This line of thought is quite familiar to Mira Karoui, a personal trainer at Fitness Zone in Hamra, Beirut. Pointing to her temple as she barks, “It’s all up here!” from a loudspeaker during her group fitness classes at the gym, Karoui recognizes that when it comes to her clients, she does not act merely as a coach, but occasionally as an amateur psychologist as well.

“It is not just about exercise — it’s about promoting performance enhancement and personal growth,” she says.

It is clear that underneath her steeliness she is well versed in what makes people tick.

“My best advice to my clients is simply ‘stop thinking and just do.’”

Mental will power is important, but it means two things: being able to tune down the brain’s activity during the event to

limit performance anxiety, and being able to turn it up during the training process to ensure we perform at our peak. There are many ways to do this, including goal setting, visualization and relaxation methods, says Karoui.

As a trainer, Karoui uses the imagery of horse blinders to inspire her clients to focus on their goal, whether it is to gain muscle, lose weight, increase agility, or a combination of all of them. “Visualization is key: Close your eyes, imagine yourself at the finish line.”

“No negative thoughts allowed whatsoever,” she says.

Karoui adds that practicing meditation and doing relaxation exercises also help control the mind. “A jumping mind is not good — a controlled mind is what you want.”

Perhaps we should train our minds like athletes train their bodies. Is it easier said than done? “Practice, practice, practice,” insists Karoui. ■



When Philanthropy and Education Meet

By Dalila Mahdawi

Gezairi Transport has a passion for education and philanthropy, which intersects with our dedication to providing our students with the best education possible.”

—Dr. Joseph G. Jabbra



LAU has procured the former headquarters of leading regional shipping company Gezairi Transport, located on Sadat Street in the heart of Beirut's famous Hamra district. The building is comprised of a three-floor penthouse, a large theater and offices. The property also includes a school, which Gezairi Transport donated after relocating to Downtown Beirut.

LAU President Dr. Joseph G. Jabbra called the acquisition a "dream come true" and said the gift of the school would help foster a stimulating learning environment for students and faculty alike. "LAU is a student-centered university, and it is of the utmost importance for us to give our students the very best facilities that we can," he said. "The Gezairi property provides us with a chance to realize this quest, and I couldn't be more delighted by this wonderful opportunity."

Demand for an LAU education has increased by 48 percent over the last decade, with 8,273 students enrolled in fall 2011 compared to 5,572 in 2001. To fulfill the university's promise of providing excellent learning opportunities to the youth of Lebanon, the MENA region and beyond, two new schools have been inaugurated – the Gilbert and Rose-Marie Chagoury School of Medicine and the Alice Ramez Chagoury School of Nursing. LAU is proud of such growth, but additional space in Beirut is required in order to ensure that LAU's commitment to quality education is complemented by quality facilities. Across LAU, infrastructure is continuously upgraded to offer students state-of-the-art laboratories, classrooms, theaters and sports facilities, and to ensure the university remains a regional leader when it comes to learning and advancement.

The hope is that acquisitions like the Gezairi premises will help keep LAU an attractive institution for students and inspire students and faculty for decades to come. "Facilities are very important. In the area of Beirut where LAU is located, property is also very expensive and

scarce," said Jabbra. "We are therefore overjoyed to have the Gezairi premises so close to our campus." It will be used for classrooms and offices.

"This partnership is meaningful because of the passion that the founder of Gezairi Transport has for giving back to society and his daughter's commitment to continuing this legacy," said Jabbra. "This principle of providing nothing less than the best to the community has always been shared by LAU and is something we strive to continue achieving. We at LAU consider this a step forward in the continuation of the expansion plans, which we started in 2006 by acquiring new land."

The partnership with LAU "presented the perfect opportunity for us to carry on the legacy of the founder of Gezairi Transport," said Mona Bou Azza Bawarshi, the company's chairperson and CEO. Abdul-Salam Bou Azza Al Gezairi set up Gezairi Transport in 1945, and it has grown into one of the leading international freight forwarding and shipping companies in the Arab world. His name will remain on the LAU office building.

"Gezairi Transport has a passion for education and philanthropy, which intersects with our dedication to providing our students with the best education possible and to remain a beacon of knowledge in the region," Jabbra said.



Dr. Joseph G. Jabbra, Mr. Raymond Audi and Mrs. Mona Bawarshi sign the agreement.

Hedge Fund Pioneer Invests in LAU

By Dalila Mahdawi



Said Elfakhani, Daniele de Picciotto, Nassib Nasr, Edgar de Picciotto, Joseph G. Jabbra

Frequently described as one of “the cleverest bankers in Geneva”, financial *virtuoso* Edgar de Picciotto recently stepped out of the boardroom and into LAU lecture hall to discuss the global financial crisis.

“Emotionally this is a great day for me,” said de Picciotto as he began his October lecture entitled, “My Personal Journey in Banking and My Vision on the Future of the World Economy”. Born in Lebanon into an Italian merchant family that has traded in the Arab world for three centuries, de Picciotto left for Europe at age 18 to study chemistry and mechanical engineering.

“I’ve followed a path in my life that has given me great pleasure.”

After realizing those professions were “poor pocket fillers,” he turned to banking.

Although the finance industry usually conjures up images of extraordinary wealth, “banking is not only about money,” said de Picciotto, who insisted that an intimate understanding of client needs, principled personal conduct and economic vision are the true hallmarks of financial success. “To be able to hold the hand of a client and recommend investments, you must absolutely understand what you are talking about.”

De Picciotto said the global recession was brought on by U.S. President Richard Nixon’s 1971 decision to unilaterally cancel the direct convertibility of the U.S. dollar to gold. Nixon’s actions effectively ended the Breton Woods International Monetary System and led to “the takeoff of the biggest credit binge in history.” The billionaire banker warned that the bleak global economic situation will only worsen in the coming years, before making a slow recovery.

Hostility over banker bonuses was misdirected, de Picciotto argued shortly after European banks Barclays Bank, UBS and Deutsche Bank buckled to public anger over employee payouts and announced they will be cutting or capping bonuses. De Picciotto said he thought such scapegoating distracted the public from efforts to move beyond the financial crisis. “Now is not the time to be looking for culprits. At any rate, the biggest culprits are the central banks – they are the ones who let things get out of hand because they didn’t understand what was happening,” he said.

De Picciotto was at LAU with his wife Daniele to formally announce the establishment of a \$500,000 Scholarship Endowment Fund. The fund will assist gifted and needy LAU students majoring in banking, finance and accounting. Thanking the couple for their generosity, Jabbra described de Picciotto as a “visionary with

a knack for thinking outside the box.” Addressing de Picciotto, he added: “It is very important to have someone of your caliber come to the university and speak in such a humble way to our students.”

Jabbra hailed the de Picciottos’ commitment to supporting future financial leaders, noting they had founded the de Picciotto Chair in Alternative Investment at the renowned INSEAD business school. Earlier this year, the couple also sponsored the construction of a student and faculty apartment building at the Graduate Institute of International and Development Studies in Geneva.

Now a Swiss citizen, Edgar de Picciotto founded Union Bancaire Privée (UBP) in 1969 and is credited with being one of the pioneers of the hedge fund. With over \$77 billion in assets under its management, UBP ranks as the best-capitalized family-owned bank in Switzerland. “I’ve followed a path in my life that has given me great pleasure,” said de Picciotto in his parting remarks. “I wish LAU every success.”

“The biggest culprits are the central banks – they are the ones who let things get out of hand because they didn’t understand what was happening.”





An Enduring Partnership

LAU becomes
only university in
Lebanon to receive
USAID grant for
third year running

By Dalila Mahdawi

This fall, LAU became the only university in Lebanon to receive a prestigious American scholarship grant for the third consecutive year.

The University Scholarship Program (USP), administered by the United States Agency for International Development (USAID), has been awarded \$9.5 million dollars, which will go toward providing comprehensive scholarships to 85 outstanding but economically disadvantaged students from public schools across Lebanon. The scholarships cover tuition fees, leadership and civic engagement training, medical insurance, housing expenses, book costs, and a monthly stipend. The previous grant, worth \$7.4 million, provided scholarships for 53 students.

LAU President Dr. Joseph G. Jabbara is exceptionally proud of the university's continuing success in obtaining the grant. "The fact that USAID renewed its partnership with us demonstrates recognition of LAU's commitment to empowering gifted but needy students through quality education," he says. The grant especially targets students with track records of serving their communities. "We are part and parcel of society, which means that we must dedicate some of our time to giving back to our communities and to helping find solutions to some of the most important challenges in society," notes Jabbara.

According to Dr. Sonia Y. Hajjar, assistant vice president for finance, budget and grants at LAU, USP is an important component of the university's ongoing efforts to increase student assistance. "We are particularly proud that we are able, with the partnership of USAID, to offer equal education opportunities to needy students who have excelled in high school and who are keen to pursue higher education," she says.

More than just a scholarship, USP provides students with mentors and a close-knit community to guide them through their journey at LAU. Zaynab

Ayyad, a second-year communication arts major, is one of last year's USP recipients. She credits the program with opening doors for her. "If I hadn't gotten the scholarship I would have had to work really hard in a part-time job, and I wouldn't be able to give my studies the attention I can give them now," she says. "I might not even have been able to go to university." Stories like Ayyad's highlight just how important programs like USP are to LAU, says Elie Samia, executive director of the Outreach and Civic Engagement unit and USP program manager. "LAU cares about providing equality of opportunity to the most underprivileged students in society. Our university is a meritocracy par excellence."

USP students are not only ambassadors of the public education system but of the U.S. commitment to a peaceful and prosperous Lebanon, notes USAID Mission Director Azza El-Abd. She urges USP students to take full advantage of their time at LAU. "Transfer your knowledge and share it with your communities. But also have fun – join clubs and play sports."

Since its introduction in 2010, USP has become highly competitive, according to Assistant Vice President for Enrollment Management Abdo Ghié, explaining how LAU selected the 53 students from among 1,017 applicants.

Joe Karam, a civil engineering student and USP recipient, encourages incoming scholars to take advantage of extra-curricular activities. "One of the best experiences for me has been Model United Nations," he says, referring to one of LAU's vibrant programs designed to nurture students' negotiation, leadership and diplomacy skills.

Vice President for Student Development and Enrollment Management Dr. Elise Salem says the accomplishments of last year's USP scholars have given LAU high expectations for incoming students. "Moreover, scholarships based on merit means excellent students in the classroom and higher standards of education."




(USAID) الجامعة اللبنانية الأميركية
والوكالة الأميركية للتنمية الدولية

تطلقان للسنة الثالثة على التوالي

منحة جامعية كاملة لطلاب المدارس الرسمية



يؤمن هذا البرنامج

- القسط الجامعي
- LAPTOP
- السكن الطلابي أو بدل نقل
- التأمين الصحي
- بدل كتب
- علاوة نفقات شهرية
- لا تتجاوز 11 شهر

لجميع المنتسبين طوال فترة الدراسة الجامعية.

الموعد النهائي لتقديم الطلبات هو ٢٩ آذار ٢٠١٣

للمزيد من المعلومات ارجاء الاتصال بمكتب القبول

بيروت

Tel. 01 786464/56 ext. 1355
admissions.beirut@lau.edu.lb

جبيل

Tel. 09 547254/63 ext. 2191
admissions.jbilos@lau.edu.lb

مراجعة الموقع الإلكتروني للجامعة
www.lau.edu.lb/usp

Waking Up in the City That Never Sleeps

LAU acquires
property for mini-
campus in Midtown
Manhattan

By John Macdonald



“This a pivotal moment for LAU,” says LAU President Dr. Joseph G. Jabbra, announcing the recent acquisition of a three-story building in the heart of New York City. “It demonstrates to the world how far we’ve come and how far we intend to go as a global university.”

Located at 211 East 46th Street, the new building will do much more than replace the existing New York office with a larger and more accessible space. It will also function as a satellite campus, allowing LAU students to study in the United States and American students to draw on LAU’s resources even if they are unable to travel to Lebanon.

“LAU will be the first overseas American university of its kind to open a campus and offer courses in New York City. It is one of the most important strategic achievements in our recent history,” Jabbra adds proudly, stressing that LAU is ahead of the curve in recognizing the impact of academic globalization on university communities.

“People used to talk about the reciprocal responsibilities of ‘town and gown.’ Well, the town is now the global village, and our responsibility extends way beyond our walls and borders. As an American institution operating in an area that is in itself a ‘hot topic,’ our role is even greater.”

Strategically crucial to the expansion are a series of planned partnerships with top New York schools such as Columbia University and New York University, both of which LAU is already in talks with. The partnerships would allow for cross-enrollment and other types of exchange. At the new campus, LAU will offer courses in areas of academic strength for the university, including Middle Eastern studies, gender issues, Islamic banking, Arabic language and literature, conflict resolution, and comparative law.

The New York campus will also advance LAU’s goal of increasing inter-cultural

understanding, while providing its students with a unique educational opportunity in a remarkable location. “We want to bridge this schism between cultures through education and outreach,” says Jabbra. “This is part of our mission of educating the whole person, preparing a graduate who can compete globally.”

In spite of the challenges inherent in such a major undertaking, the administration is confident the program will prove an advantage to students and be financially sustainable. They describe it as an early step in positioning LAU as a contributor to global education, fostering closer cultural and institutional ties between Lebanon and the United States.

Jabbra adds that the expansion is the result of careful strategic planning.

“We’re known at LAU to run a very lean operation, and this is no whim but rather a thoroughly studied, assessed and sustainable venture. The New York campus is the first step of something long-term, which may, in time, be seen as but a beachhead for larger international ambitions. Ultimately, this is not only a timely entrepreneurial move but a vision we believe passionately in, a cause we’re all behind.”

The building was officially purchased in February 2012. It is currently undergoing renovations and a complete internal redesign to reflect the university’s purpose and spirit. Renovation is expected to be completed in Spring 2013, at which point the building will also serve as the corporate headquarters of LAU.





FEATURE

For Love of the Game

The rocky history of sports in Lebanon

By Paige Kollock

Tripoli football team, Muhamad Arabi. Collection: FAI/ Mohsen Yammine. Copyright © Arab Image Foundation



“The ambience before was different,” recalls 87-year-old Fouad Rustom, as he reflects back on his years as a wrestler and referee in Lebanon the 1940s and 50s. “When there was a wrestling match, the stadium would be completely full. There was no tension among the audience and the champion had a status. People would recognize him.”



Rustom, who walks with the gait of a seasoned athlete, shuffles through his stacks of papers documenting every aspect of sports in Lebanon. “When the Ministry (of Youth and Sports) has a question, they call me,” he says proudly. As one of few living authorities on the history of sports in Lebanon, his archive is a treasure trove, but even it has its limitations.

The history of sports in Lebanon, at least the well-documented history, is a relatively short one. The ongoing conflicts and socio-economic events have stunted the growth and development of sports in the country, which has not allowed Lebanon the time to create a significant sports culture, including a solid fan base, training facilities and only a few international sports stars. However, that trend could start to change.

Sports historians claim that the organization of sports in Lebanon is traceable to the French Mandate when the advancement of the school system provided an infrastructure for sports to be developed through educational facilities. The subsequent rise of federations, starting in 1933 with the Lebanese Football Association, provided a backbone for organization.

“In the 40s, the government didn’t care about sports, and didn’t cultivate talent,” says Malih Oleiwan, vice president of the Lebanese Olympic Committee, former president of both weightlifting and body building federations, sports which he himself once dominated. “People used to buy their own uniforms and pay for competitions from their own pocket,” says the former Mr. Universe, who in 1944 was the first to dive off the Rock of Rauche.

With Lebanese independence, and under Prime Minister Riad el-Solh, who emphasized “physical education in public schools and among the youth,” federations expanded, and by 1950, there were five, most of which combined several, not necessarily related, sports:

1. Basketball and Volleyball
2. Tennis and Table Tennis
3. Wrestling, Boxing and Weightlifting
4. Cycling, Archery and Athletics
5. Swimming and Skiing

The inauguration of a massive sports complex in Beirut called Sports City (1957) paved the way for spectators, and for Lebanon to host regional games. >



Women posing with tennis rackets. Anonymous photographer.
Collection: FAI/ Jenny Marrash. Copyright © Arab Image Foundation



Jean Saade, nicknamed "Al Amir Al Mansour", wore traditional Arab costumes in the arena. He wrestled at 115 kilos at one point in his career.

In the late 1960s, however, sports development faced a serious setback due to the bankruptcy of Bank Intra in 1966 and the Arab Israeli war in 1967, among other factors.

The Civil War (1975-1990) was of course a dark period for sports in Lebanon. "It was deadly to sports," says Rustom.

Despite the violence, Lebanon managed to participate in several regional games. An Olympic medal in 1980 gave war-weary patriots a morale boost, but two years later came a low point for the country and for sports with the invasion by Israel, the assassination of President Bachir Gemayel and the destruction of Sports City, which was not re-opened until 1997. After the war, like the rest of the country, sports became more sectarian.

"Since the end of the Civil War, sports and politics are very closely intertwined and various clubs have political affiliations," says Dr. Nadim Nassif, author of *Sports Policy in Lebanon*, ticking off the club names and their sectarian affiliations. "In Lebanon, the field is like a cake, you have all the religious communities, they want to be part of the cake," he adds.

While this phenomenon may have served the clubs well, says Nassif, also a lecturer at Notre Dame University, it is hobbling the formation of a national sports policy. Therefore, say sports advocates, the best place to develop athletics is in schools. Universities provide a non-political environment for athletes to thrive in. In fact, when it comes to sports, the Lebanese government has maintained a rather hands-off approach.

Established only in 2000, the Ministry of Youth and Sports, until today, has a marginal role with the creation and implementation of regulations largely set by the federations themselves.

The Lebanese Olympic Committee was formed in 1946, and it took no time for Lebanese athletes to display their Olympic might, at both the 1948 Winter Games in St. Moritz, Switzerland and at the Summer Games in London. While today, Lebanon is known for its

basketball players, at that time, the country's athletic feats were in wrestling and weightlifting, both of which were popular and didn't require state funding.

Jean Saade, former world champion wrestler and arguably Lebanon's most famous athlete of his time, who became legendary for his signature move called "The Suplex", remembers what it was like to compete.

"We didn't compete for money; it was something we loved to do..." says the youthful world champion, who despite being in his 70s, claims he is 35.

In fact, it was lack of money that led Saade to fame. At the young age of 17, he boarded a plane to France - at his expense - to find a coach willing to train him.

"I met a local trainer and gave him my last 'dix mille francs' (equivalent to \$100)," recalls Saade, adding that he went on to win two world championships.

Lebanese athletes have appeared 16 times in the Olympics, but the last medal win was 32 years ago (1980), when Hassan Ali Bchara claimed bronze in the men's Greco-Roman super heavyweight.

In 1992, the International Olympic Committee decided that people had to qualify to participate in the games, says Ezzat Kraytem, secretary general of the Lebanese Olympic Committee. "Before that, we had bigger delegations... This year was our highest delegation since the new rule was developed," a milestone. And, he noted, 8 out of 10 of the 2012 participants were women, a remarkable statistic for an Arab country.

One of Lebanon's historic sports moments came in 2000 when the country hosted the Asian Football Confederation's Asian Cup. Football players, long popular in Lebanon, were actually the first to establish a federation in 1933.

"Football became popular here as it did in other countries in the region because it doesn't require a big budget and can be played



The early years of the Beirut Marathon. Credit: Beirut Marathon Association

anywhere,” says Raed Saddik, managing partner of Advanced Soccer Academy, an institute for youth development in Lebanon. “It got especially popular after the famous Brazilian player Pelé visited Lebanon (1974) and played a friendly match with Nejmeh Club.”

The golden years for football were 1970 and 2000, says Saddik, along with the sport’s most recent triumph in September, when the national team got to the second round of the World Cup qualifiers, beating Iran 1-0.

“The future of football in Lebanon is not clear, especially because the people who are running the big clubs have a political background, not a sports background,” he says.

Football fans faced a setback in 2005, when the Lebanese government banned them from attending domestic league matches following former Premier Rafik Hariri’s assassination. Local clubs aligned with different sectarian groups turned spectating into its own violent sport. The rules have been relaxed slightly, but are intermittently applied. An attempt at sectarian unity through a football game was made in 2010, but the 30 minute match, played by politicians before an empty stadium, bore little fruit.

Perhaps political basketball would have been a more effective option, as the sport’s popularity seems to have eclipsed football, a process many attribute to Rony Seikaly’s entry to the NBA (National Basketball Association) in 1988. Seeing Seikaly not only play for NBA teams like the Miami Heat, but break records, gave Lebanese a sense of pride, and for the younger generation, an athlete to look up to.

“Basketball had a big boom at one point,” says Joe Moujaes, director of Athletics at LAU Byblos. “In 1992–3, it was the second sport in Lebanon. The late Antoine Choueiri, an advertising tycoon, decided to pump money in, because he had vision that Lebanese basketball could reach the international level,” he says.

And it did. “The national team qualified for the first time in history for the world championship in Indianapolis, Indiana (United States) and has qualified every year since.”

The obsession with basketball allowed young people to gel around a national pastime other than war.

Lebanon noticed the potential of youth many years ago. Riad el-Solh once declared, “We will work on enhancing the youth regardless of their categories and enhance their bodies and souls, to provide the country with a new moral and material strong generation.”

May Khalil, founder of the Beirut Marathon, also realized the importance of youth in sports when she started a race especially for children ages 7-17, held every year alongside the full marathon, which has become a major regional event with dozens of international participants every year.

Lebanon’s uneasy peace might make it seem an odd choice for an international marathon. In fact, the race, now in its tenth year, had to be re-routed a few years ago in order to avoid bomb damage, but it continues to draw runners from all over the world.

“When we started, we didn’t have any sponsors because we didn’t have the structure. Now we have an office, employees (...) but the whole thing started from one room in my house,” says Khalil, once a long distance runner, who funded the first race from her own pocket, and has brought it from 6,000 participants to more than 33,000 participants this year.

Even in 2005, amidst of political upheaval, Khalil still managed to sign up 17,000 runners:

“The more problems we had, the bigger number of runners we ended up having.” Perhaps an apt analogy for a land where problems might always persist, but sports will grow alongside them. ■

From the Boardroom



DR. PAUL F. BOULOS

Dr. Paul F. Boulos, president and chief operating officer of Innovyze, a leading global innovator of wet infrastructure modeling and simulation software and technologies, has been elected chairman of the Board of Trustees of LAU. During a celebration held by LAU in New York, University President Dr. Joseph G. Jabbra hailed the appointment of Boulos as historic. "This is the first time in the history of LAU that the chairman of the Board of Trustees is an alumnus of our beloved institution," he said. "Dr. Boulos is passionately committed to the well-being of his alma mater and to its continued success" continued Jabbra. "I received an excellent education at LAU," said Boulos. "One that I continue to draw on each and every day. I can leave no better legacy than to work diligently to ensure that the LAU we pass on to future generations is even better than the one that so profoundly affected our lives."

Awards and Recognitions

DR. GEORGE K. NAJJAR

LAU Provost Dr. George K. Najjar received the John J. Fernandes Strategic Leadership Award presented by the Academy of Strategic and Entrepreneurial Leadership on October 11 in Las Vegas. "The importance of such an award lies in the fact that it is a recognition of a specific endeavor: strategic leadership," says Najjar. "For this award to go to an executive officer of LAU, it reflects the global positioning of the university and the esteem in which it is held," he adds, pointing out that the achievement coincides with the implementation of the university's academic focused strategic plan. "On a personal level, it is gratifying that one's efforts are being recognized. It is an impetus to strive to continue the momentum," Najjar continues. The event took place during the annual international conference of the Allied Academies.



DR. LYNN ECKHERT

Dr. Lynn Eckhart, interim dean of the Gilbert and Rose-Marie Chagouri School of Medicine has been named the 2012 recipient of the Alma Dea Morani, M.D. Renaissance Woman Award. The award honors an outstanding female physician who has furthered the understanding of medicine and has made significant contributions in a field other than medicine—such as humanities, arts or social sciences. Eckhart was professor of family medicine and community health at LAU's graduate School of Nursing. She is also an adjunct professor in public health at the University of Massachusetts Medical School and a senior lecturer in pediatrics at Harvard Medical School. "Eckhart is a pioneer in medical research, nursing and public health the world over," says LAU President Dr. Joseph G. Jabbra. Outside of her academic and medical achievements, she's written a play called "A Lady Alone" about Elizabeth Blackwell, the first woman to receive a medical degree in the U.S.





LAU

Gilbert and Rose-Marie Chagoury
School of Medicine

Putting Patients First

Renowned neurosurgeon becomes dean of LAU School of Medicine

By LAU Staff

"Medicine" is a word that might conjure up images of intimidating doctors in white coats, complex terminology and sterile facilities. Dr. Youssef Comair, who succeeds Dr. Lynn Eckhart as dean of the Gilbert and Rose-Marie Chagoury School of Medicine, sees it as having much more nuance. "Medicine," he says, "is not a complete science, and it is not a complete art, but a mixture between the arts and the sciences." With his multidisciplinary approach, he is uniquely suited to join an institution with a focus on excellence in teaching and research.

Recognized nationally and internationally for his expertise in brain and epilepsy surgery, Comair's academic career spans several cities in Lebanon, Canada and the U.S.

After completing his M.D. at St. Joseph University in Lebanon, he undertook his neurosurgery residency at the Montreal Neurological Institute, an academic medical center affiliated with Canada's McGill University. He went on to teach and practice at UCLA and later moved to the Cleveland Clinic in Ohio, where as head of the Section of Epilepsy Surgery he helped develop a procedure to treat epilepsy in children. "Most centers now that deal with diseases of the central nervous system use the techniques that we developed," he says.

In 1997 Comair joined the American University of Beirut Medical Center (AUBMC), where he incorporated U.S. standards into the neurosurgery division. In 2008, he was drawn back to Houston, Texas to serve as vice chair of the department of neurosurgery at Baylor College of Medicine and as chief of neurosurgery at St. Luke's Episcopal Hospital.

To this rich professional background, Comair adds many seminal scholarly publications and several prestigious international honors and awards.

As dean, Comair will continue to pursue his award-winning research, which ranges from the molecular biology of brain

tumors to the effects of radiotherapy on brain development. Using the advanced imaging technology recently acquired at LAU's University Medical Center-Rizk Hospital, he also plans to pursue research on the development of language and on the lateralization of brain functions.

"Research should be at the core of our curriculum. I don't believe you can have a performing medical school without contributing effectively to research," he says.

Happily back in his native Lebanon, Comair dreams of building a neuroscience program here, but for now, he remains driven by a sense of duty to nurture the next generation of medical professionals. "If students don't become better than me while I'm training them, then I have failed my mission. It is my responsibility to make them dedicated physicians," he says.

Helping is a key trait he hopes to instill in his students studying in a field that is now too often influenced by money. "My first mission as a physician is to take care of patients," he says. Comair is also seeking to partner the School of Medicine with such world-class institutions as the University of Chicago.

At LAU, he aims to "educate distinguished students to be physicians of the highest ethical and moral values, who can contribute to the advancement of medicine in Lebanon, the region and the world at large."

He encourages medical students to invest in their own country, shunning any notion that Lebanon cannot live up to international standards. "With perseverance, you can create systems in Lebanon that are similar to systems in the U.S., but you have to rally decision-makers and donors who are willing to help," he says.

Comair has high hopes for and great faith in LAU's future healers. But he also has some words of advice for them: Find a mentor, never rush, maintain an inquisitive mind and always put ethics first.

Dean's Profile



"If students don't become better than me while I'm training them, then I have failed my mission."

—Dr. Youssef Comair, dean LAU school of medicine

Dean's Profile



"Research will be at the heart of my ten-year tenure as the dean of School of Pharmacy. It will be a multi-disciplinary research institute, with particular emphasis on translation research."
—Dr. Pierre Zalloua



DNA for Success

Eminent geneticist appointed dean of the School of Pharmacy

By Curtis Brown and John MacDonald

Transitioning to his new position as dean of the School of Pharmacy should be fairly smooth for Dr. Pierre Zalloua; after all, he has been interim dean there since 2010. On the other hand, he will be very busy indeed; on top of his stewardship of the school, Zalloua will continue to teach genetics at LAU's School of Medicine, and serve as adjunct associate professor at Harvard's School of Public Health.

"Research will be at the heart of my ten-year tenure as the dean of School of Pharmacy," says Zalloua. "It will be a multi-disciplinary research institute, with particular emphasis on translation research," which, he explains, is research that has a direct impact on the community and patients.

This emphasis on research is no surprise: As a leading authority on the genetics of complex diseases in Middle Eastern populations, Zalloua has published more than 60 peer-reviewed articles. Since 2006, he has been the principal investigator for the MENA region of the Genographic Project, a National Geographic-sponsored effort to trace historical human migrations using DNA. He has also won a major grant from the Qatari National Research Fund to study the genetic determinants of Type-2 diabetes.

Zalloua has ambitious goals for the recently reaccredited LAU School of Pharmacy. He aims to develop a closer relationship between it and the pharmaceutical industry, ensuring that "whenever there is something new, we are at the forefront of it. This will give us opportunities not only in terms of research, but also in providing health to the consumer."

The role of pharmacists in Lebanon has been in flux in recent years, says Zalloua, but the emerging field of clinical pharmacology will be at the foreground at the University Medical Center-Rizk Hospital (UMC-RH). "If you look at the U.S. today, the clinical pharmacist is an integral part of health

care, his presence is comparable to that of the clinician. Within a couple of years, we would like UMC-RH to be operating exactly like a U.S. hospital, with clinical pharmacists in every unit."

Zalloua obtained his B.S. at the American University of Beirut in 1987, his master's from San Jose State University in 1990, and his Ph.D. in genetics from the University of California, Davis (UC Davis) in 1996. He conducted post-graduate fellowships at UC Davis in applied biosciences and at the Harvard School of Public Health before accepting a teaching position at the American University of Beirut in 2004. He was ultimately drawn to LAU by its effective administration and the close bonds between faculty members.

"LAU has a special charm that no other university has; there is a cohesive, familial spirit that you don't see anywhere else."

Zalloua's two years as interim dean of the School of Pharmacy were pivotal, as the school pursued and obtained reaccreditation from the Accreditation Council for Pharmacy Education (ACPE). It remains the only ACPE-accredited school of its kind outside the United States.

In spite of the demands of his position, Zalloua always makes time for his wife and two daughters, and to produce the occasional painting for relaxation. "The purpose," he says, "is to forget yourself and what you do. Let this be half an hour or sometimes two hours to just use your imagination."

Fittingly for a researcher, Zalloua keeps his optimism for the School of Pharmacy and LAU measured and empirical, citing recent milestones for the university as well as its trajectory of growth. "If we judge by the last five years and this curve LAU has been riding, I think it's clear we are on a course to become one of the top academic institutions in the Middle East," he says. "This is not merely an aspirational vision but a realistic one."

The Meaning of Spaces

Dr. Elie Haddad strives to bridge the gap between creativity and academia

By John MacDonald

When Elie Haddad arrived at LAU Byblos in 1994, the campus had only two buildings, and the Architecture and Interior Design Department was a new component of a university in the earliest stages of a renaissance. In a matter of a few years, with innovative strategies to bring in visiting scholars, both for long-term appointments and short-term workshops, and the establishment of mobile studios to allow students to travel and study architecture over the summer, LAU's program established itself as a pioneer. When graduates began winning international competitions, says Haddad, "all of a sudden people started calling to ask us to attend their juries."

Haddad, modest and restrained, does not fit the classic architect-as-monomaniacal-genius archetype. In fact, he once almost quit architecture entirely: "I felt a constant nagging question inside me, 'What about the meaning of the things we do? Where is the philosophy behind it?'" Those questions nearly drove him to abandon architecture to pursue a degree in philosophy, but instead of deserting his field, Haddad refocused himself, obtaining a master's and Ph.D. in architectural theory from the University of Pennsylvania. This sub-field is focused not on practical architecture, but rather on the philosophic underpinnings of design and its connections with society, culture – even ecology. "It's not only a question of satisfying me by doing a nice building, but instead what is behind it? What are the meanings associated with at an individual or collective level?"

The introspective Haddad has brought this same animating spirit to all of his roles; from chair of the Department of Architecture and Design to assistant dean of the School of Architecture and Design. His vision for the school is in accordance with his general views on the architectural field. "We are not a technical college," says Haddad. "We are not satisfied only if our students know how to draw well and if they

know how to use their software soundly. This is not enough. What we're about is also ideas and culture."

Haddad has published numerous journal articles, translated Pritzker Prize-winning architect Aldo Rossi's *A Scientific Autobiography* into Arabic, and edited the forthcoming book: *A Critical History of Contemporary Architecture*. He obtained his Bachelor of Architecture degree from Boston Architectural College in 1989, his M.S. in Science of Architecture from the University of Cincinnati in 1991, and his M.S. and Ph.D. from UPenn in 1995 and 1998, respectively. "We were fortunate that Elie Haddad joined the architecture department when he did," says LAU President Dr. Joseph G. Jabbra. "He has been a pillar there for nearly 18 years."

Although he is an architect by training, Haddad is committed to ensuring that all the components of the school receive ample attention. "As a dean I will try to work very hard so that all the departments and programs get their fair share, attention and promotion in the school," he states. "I like to think of it as a collectivity with people from fine arts, from architecture and from interior design. We all did this together."

He is confident in the bright future of the school; in his view, "the competition doesn't have an edge over us, they only have their history." With its spectacular growth, the support of the administration and a burnished reputation, Dr. Haddad is confident that LAU making its own history is just a matter of time.

"We are not satisfied only if our students know how to draw well and if they know how to use their software soundly. This is not enough."—Dr. Elie Haddad

Dean's Profile



Haddad with students in an 'open studio' session

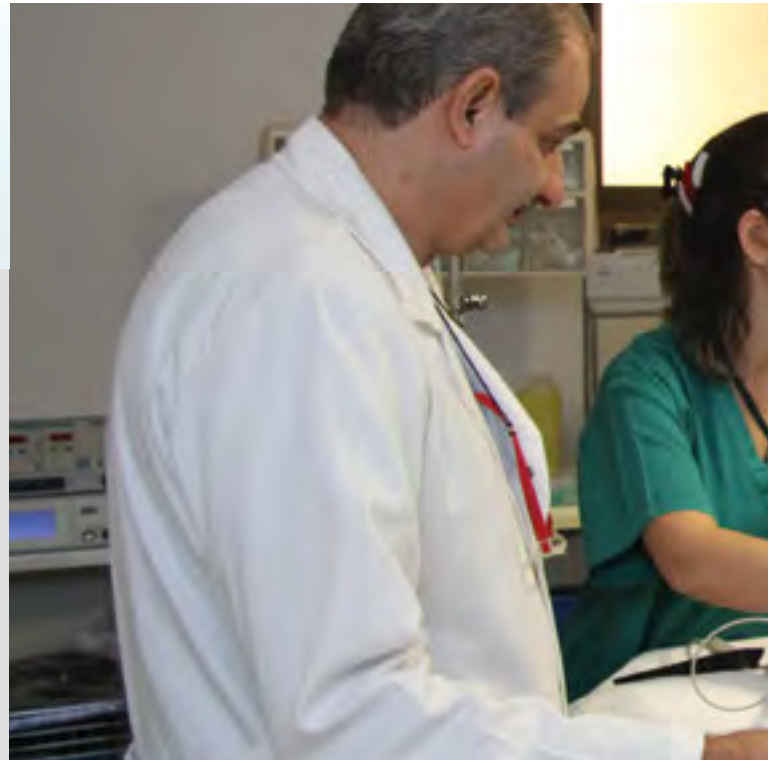




Far-Reaching Metamorphosis

UMC-RH gets ahead with revamped endoscopy unit

By Muriel Kahwagi



The endoscopy unit at University Medical Center – Rizk Hospital (UMC – RH) has come a long way since its timid, albeit tenacious inception. What was operating as no more than a single, modest-sized space inconveniently situated next to the Emergency Room (ER), undertook considerable refurbishing and revamping since its acquisition by LAU.

Like a caterpillar spinning itself a cloak of silk for years, the endoscopy unit has finally emerged from its cocoon, metamorphosing into a remarkable center of distinction and excellence in the wake of the hospital's management by LAU.

In a nutshell, endoscopy is a procedure that allows the clinician to investigate a wide range of gastrointestinal and pulmonary symptoms using a medical device called an endoscope. The importance of endoscopy lies not only in its ability to confirm medical diagnoses, but also in preventing the malignant growth of certain tumors by allowing the physician to detect—and remove—them at an early stage. Indeed, endoscopy can be used for both diagnostic and therapeutic purposes.

"We are committed to making the endoscopy unit a top-notch, comprehensive center that diligently caters to the patients' each and every need, putting their wellbeing above all else," says Dr. Riad Azar, chief of the endoscopy unit. A man of vision, Azar aims to make the endoscopy unit at UMC – RH a leading gastroenterology referral center in the Middle East. He comes to UMC – RH with a wealth of knowledge and expertise. He completed his fellowship in advanced therapeutic endoscopy at Harvard University Medical School, and for nine years, was the director of Endoscopic Ultrasound at Washington University School of Medicine in St. Louis, to which he is still affiliated.

"I have undergone various surgeries and medical procedures due to my gastric bypass surgery — so overall, I know what to

expect," says Nawal Issa, a 38-year-old patient who presented to the endoscopy unit for a gastroscopy. "Feeling safe is the most important factor for me at this stage. Being at UMC – RH feels safe. I am attended to by a caring and professional medical team who have comprehensive knowledge of and absolute control over my case and the procedure they are doing."

The sweeping transformation that the endoscopy unit — currently on its way to being affiliated with Washington University in St. Louis — has undergone is revolutionary. It is now comprised of decidedly spacious examination rooms, in addition to easily accessible waiting and recovery areas, giving patients ample privacy and optimum care.

"Still, the unit's current location is temporary," notes Azar. "It allows us to set the stage for the next phase, where we will be moving to new premises, which are currently being revamped and designed by the hospital in accordance with Joint Commission International (JCI) standards, thus meeting the highest standards of safety, technology and patient wellbeing."

Azar proudly stresses, however, that by far more consequential is the unit's acquisition of a brand new set of cutting-edge endoscopy equipment — the Olympus scopes — unflinchingly regarded as the gold standard in the field. The scopes are equipped with a high-end optical camera capable of providing a painstakingly clear and intricate view of the areas in question, making the diagnostic and therapeutic processes more efficient than ever. Doubtless, in spite of its transitory stage, the endoscopy unit is operating at full throttle.

"We cannot treat a disease if we cannot detect it first. Our cutting-edge technology and endoscopic equipment help us to detect tumors at their earliest stages, allowing us to take early prophylactic measures, avoiding serious and lethal complications," says Azar.



“We can now remove polyps — abnormal growths — using solely colonoscopy,” says UMC – RH gastroenterologist Dr. Rajaa Chatila. “Polyps can be harmless, but most colorectal cancers begin as a polyp. Removing them early is an effective way to prevent cancer,” she explains.

Indeed, colon cancer is an area of special interest to Chatila, who was trained at Yale School of Medicine, and joined UMC-RH after several years of medical and research practice in the United States. “Diseases behave differently in different environments,” she says. “Current guidelines emphasize the importance of colon cancer screening at the age of 50 — but what if these guidelines don’t apply to the Lebanese population?”

With a passion for research, Chatila is currently heading a multi-center epidemiological study to determine the prevalence, risk factors, and recovery rate of colon cancer among affected individuals in Lebanon. “Once we collect and analyze this data locally, we will be able to conduct further screening campaigns more strategically,” explains Chatila.

As the saying goes, quality beats quantity — at UMC – RH, there is an abundance of both. “The unit’s acquisition of state-of-the-art endoscopic equipment is vital to patient care and monitoring— but our ability to dexterously utilize this equipment matters just as much,” says Chatila.

As part of UMC – RH’s continuous capacity building program, the medical and nursing teams at the endoscopy unit have undergone thorough and exhaustive training on the use of the new equipment, in addition to perfecting their patient counseling and monitoring skills. Colette Francis, head nurse of the endoscopy unit, recently attended an intensive workshop at Washington University in St. Louis to master the newly acquired endoscopic equipment and assist in training the rest of the paramedical staff at UMC – RH on its proper use.

“The Washington University Medical Center is one of the

best medical centers in the world,” says Francis. “The endoscopic equipment that is used there is the same one we have here at UMC – RH, which assures me and the rest of the team that we are providing our patients with the best possible care,” she adds.

By virtue of the team’s winning mix of seniority, fresh blood, and international expertise, the endoscopy unit is well on its way to the top. In fact, one of the most striking qualities of the group is the synergy and collegial joint efforts of the multidisciplinary medical and nursing teams, and their commitment to provide their patients with personalized care and maximum comfort.





"It's all about team work. Every member of the team is indispensable," says gastroenterologist Dr. Antoine Ferzli, who has been a leading physician at the endoscopy unit at UMC – RH for over twenty years. "Our patients are not just numbers, and we are driven by a common passion to make a difference in their lives — not only medically, but throughout the recovery and preventive phases as well."

Indeed, patient-centered care lies at the very core of the endoscopy unit, and the team of registered nurses and paramedical staff is instrumental in liaising between the patients and the physicians. "The endoscopic nurse engages in each patient from the moment he or she steps into our premises up until they recover from the procedure," says Francis. Certainly, over twenty years of involvement in the endoscopy unit have made Francis an expert on patient-centered care and wellbeing. "Every patient has different needs on the medical, social, and psychological levels — the momentousness of our role lies in treating them with compassion and humaneness while preserving their dignity," she adds.

"I feel that I am cared for by my own family here at the endoscopy unit," says Edmond Hanna, an 84-year-old patient who came to the endoscopy unit due to post-operative complications. "The team answered all my questions thoroughly, which made me feel at ease. It's rare to find skilled medical staff who have the patience to deal with older people without patronizing them."

Moreover, user-friendliness is emphasized by providing patients with educational material in different languages. "We want to make sure our patients receive the best possible care — this includes ensuring they are well accompanied through the administrative paperwork, taking the time to explain to them

what the procedure entails, and telling them what to expect once it's finished," says pulmonologist Dr. Marie-Louise Coussa-Konisky, who is in charge of bronchoscopy.

Coussa-Konisky, who completed her fellowship in pulmonary and sleep diseases at McGill University in Montreal, heartily believes in bronchoscopy's capacity to act both as a diagnostic and therapeutic tool, thus echoing her colleagues' vision. "The new equipment allows us to access even the smallest of lesions, and treat them more aggressively," she says. "We can now detect obstructions in the airways, perform biopsies of the lungs of lymph nodes, place stents, and even stop bleeding."

"Our chief goal is to tend to our patients conscientiously and in every possible respect, transcending the confines of curative medicine," stresses Azar. "Taking preemptive measures in gastroenterological and internal medicine can save people's lives. This is how we can make a difference."

"The endoscopy unit's current facilities, trailblazing equipment and the unbeatable expertise of its multidisciplinary medical team provide LAU's medical and nursing students with the ideal platform for nurturing their knowledge of the latest practices in the field, while reinforcing their hands-on skills in endoscopy," says Dr. Sola Bahous, associate professor of medicine and assistant dean for clinical affairs at LAU.

"This is the exemplary setting for both the hospital's patients and LAU's students," she adds. "Our medical and nursing students have the opportunity to learn from the top medical experts in the field of endoscopy, using the latest equipment available on the market. This is an enriching learning experience for them on each and every level."

A Helping Hand, a Healing Touch

UMC-RH tends to more than 50 patients after Sassine bomb blast

By Muriel Kahwagi

Friday, October 19, 2012 was a dark day for all Lebanese. The massive explosion that ripped through the Achrafieh neighborhood of Sassine that afternoon shook the nation, killing three people, wounding more than 80, and destroying dozens of homes, leaving families without a roof over their heads.

The tragedy left its mark on the soul of the city. But by virtue of the conscientious efforts of the medical staff at University Medical Center-Rizk Hospital (UMC-RH), the blast victims' wounds – both unseen and palpable – were tended to with diligence and compassion.

UMC-RH Chief Medical Officer Dr. Tony G. Zreik saluted the unanimity of the hospital staff during those dire moments. "The nurses, technicians, orderlies, security officers, housekeeping personnel, the administrative team, the medical students – everyone – dropped what they were doing and helped the victims," says Zreik. "It doesn't really matter how many disaster plans you write – at the end of the day, it's all about putting your heart into helping those in need."

The medical staff's rapid response was exemplary. Within minutes of learning the news, the ER was cleared and medical professionals were on hand to receive victims of the explosion with teams made up of one surgeon, two residents, two nurses and two medical students in every room.

"As soon as news of the explosion was relayed to us, all the key contingents were mobilized to the ER," says Dr. Elias Arbid, chief of vascular surgery at UMC-RH. "Within seconds, all the rooms in the ER were cleared – and in a matter of minutes, we had a full complement of medical staff ready to administer to the blast's victims."

More than 50 victims were admitted to UMC-RH with injuries of varying degrees. During that fraught time, physicians and nurses at UMC-RH worked in tandem with medical students to ensure patients were tended to in each and every way – from cleaning the floor to taking them to the radiology center to get X-rays.

"Friday was a black day for every single one of us," says Dr. Sola Bahous, associate professor of medicine and assistant dean for clinical affairs at LAU. "But what comforted us and the victims' families was the team spirit at UMC-RH."

Third- and fourth-year medical students at LAU's Gilbert and Rose-Marie Chagoury School of Medicine were assiduous in caring for the patients, demonstrating exceptional commitment in a time of crisis. They helped the residents in suturing patients' wounds and saw to it that medical supplies and equipment were always available in every room.

"The medical students' dedication was remarkable," says Randa Haddad, head nurse of the ER. "They worked very proficiently under pressure, and showed great empathy when comforting the patients and their families. I have never seen such diligence from students."

For some, the experience turned out to be on-the-job training. "We all had an unspoken understanding and agreement regarding our roles," says third-year medical student Karam Mark Karam. "Some of us may not have been ready so soon into our hospital years to be exposed to such a tragedy, but we learned the importance of so many things pertaining to the medical profession – from the appropriate handling of a needle, to the difference a hug and reassuring words can make."

"We are very proud of our UMC-RH family and the exceptional efforts that the medical staff and students exerted," says LAU President Dr. Joseph G. Jabbara. "They all demonstrated an incredible ability to come together to help wounded, innocent people who were in a state of shock and didn't know where to turn or where to go."

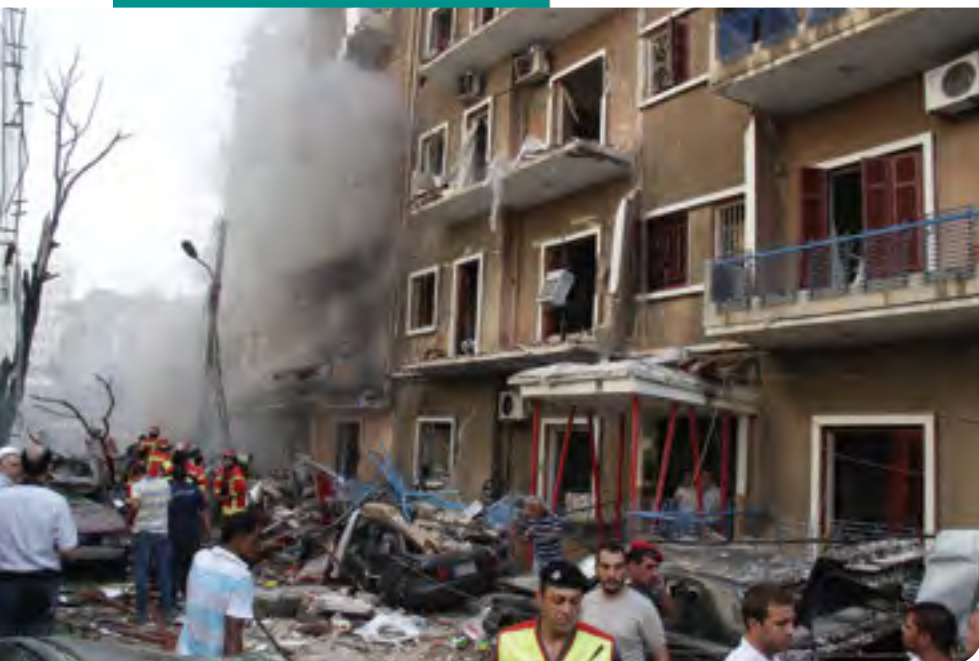


Photo courtesy Wael Ladki

Media and the Arab Spring: Where Did the “Public” Go?

By Dima Dabbous-Sensenig

Nearly two years after the fall of the regimes of Zine El Abidine Ben Ali in Tunisia and Hosni Mubarak in Egypt, the winds of change have barely swept over the media landscape in the Arab world, which is as authoritarian, elitist and hegemonic as ever. Despite government reform in a number of Arab countries since December 2010, and the rise of new political elites to power, publicly-owned television and radio stations are still suffering from the same “ailment”: they are neither accountable to the general public nor serving its interest the way their counterparts in Western democracies do, such as public service broadcaster PBS in the U.S. and the BBC in the U.K.

Unfortunately, this comes as no surprise to anyone who has been familiar with the field throughout the second half of the last century. To start with, the development of national media in the Arab world is relatively recent; it went hand-in-hand with the rise of nationalist, anti-colonial movements, when media became closely associated with the mission of nation building undertaken by authoritarian Arab governments. The concept of “public service” broadcasting was never part of public or official discourse and did not evolve organically as it did in North America and Western Europe in the early 20th century. As such, it still has no equivalent phrase in Arabic. The term “public service broadcasting” remains untranslatable into Arabic and therefore conceptually alien to most Arab populations.

In my recent comparative study of public service broadcasting in eight Arab countries, interviews with activists and members of civil society revealed the extent to which many respondents were not at all familiar with the basic components of public service broadcasting (PSB). This lack of knowledge was at times alarming. According to some, the mission of PSB is to “convey the regime’s point of view,” its position to “the people” and “the world,” and “to reinforce understanding between the people and those in power.”

None of the 111 respondents surveyed mentioned the universal values ascribed to public service broadcasting and enshrined in the various international declarations and conventions that relate to media and freedom of expression. Rather than see the role of public TV as one meant to serve exclusively the public, in its diversity, and as a forum for expressing critical opinions, it was seen by some as a “normalizing,” “homogenizing” tool that would bring together the people and their rulers. In Syria, for example, respondents believed the role of Syrian TV was to be a tool for “public relations” whereby the Syrian state could promote a positive image of itself. Indeed, this is what state-owned media do in authoritarian countries: serve as a propaganda tool for people in power.

The objective of this study, for which data was collected only months before the collapse of the regime in Tunisia, was to first map the existing regulatory landscape and then analyze the content of each public television station in order to evaluate the situation in each of the eight Arab countries with respect to public service broadcasting and the universal ideals that characterize it. The main drive behind such a comprehensive evaluation was a realization that the democratization project sweeping the Arab world cannot be complete unless it introduces new ways of communicating by turning the many countries of the Arab region into states that have the interests of their publics at heart, starting where it really matters: public broadcasting. When and if this day comes, the word “public” with respect to broadcasting in the Arab region will then mean communication *of* the people, *by* the people, *for* the people.

Dr. Dima Dabbous-Sensenig is assistant professor of communication and director of the Institute for Women’s Studies in the Arab World (IWSAW) at LAU Beirut.

“When and if this day comes, the word “public” with respect to broadcasting in the Arab region will then mean communication of the people, by the people, for the people.”



A Growing Family

LAU opens its first Alumni chapter in Africa to forge closer ties with local and Lebanese expatriate communities

By Dalila Mahdawi

As the Ghanaian proverb “*Obi do wo a na oba wo fi*” goes, a person keeps the company of the one they love.

It was LAU’s love for its alumni that took it to Ghana this fall, where it formally inaugurated the university’s first ever alumni chapter in Africa.

“Our alumni matter to us because although they have graduated, they are still a part of LAU’s close-knit family,” said LAU President Dr. Joseph G. Jabbara upon his return from Accra. “We make an effort to keep in touch and to ensure that the university responds to their needs.”

Famed for its cocoa beans, gold and beautiful beaches, Ghana is home to a significant number of Lebanese expatriates. According to some estimates, Lebanese business counts for up to 40 percent of the Ghanaian economy. It was thus a natural step for LAU to open its first African chapter there, said Executive Director of Alumni Relations Abdallah Al Khal.

The chapter was the culmination of two years’ work, with LAU alumni Kassem Odaymat, Lana Captan Ghandour and Ahmad Farroukh playing “instrumental roles,” Al Khal noted. “Their passion and dedication to reaching out to the LAU community and establishing the Ghana chapter was phenomenal. I can only imagine how active they will be once they are a fully-fledged chapter.”

Jabbara likewise paid tribute to the efforts of alumni in Ghana. “They reflect the very spirit of LAU, which is the ability of our faculty, students and alumni to devote themselves to serving others so that others may have a better chance in life.”

According to Captan Ghandour (BA ’96, MA ’00), the enthusiasm of alumni to initiate chapter activities has been incredible. “We started with a list of eight alumni and have been able to engage with some 60 more. With time I expect the number to at least double. We have made a strong statement from the start that aside from enhancing inter-community relationships, the chapter will support the community in liaising with LAU.”

During the trip, the LAU delegation met with University of Ghana Vice-Chancellor Ernest Aryeetey to explore the possibility of linkages between the two universities. LAU Director of Admissions, Beirut, Nada Hajj hosted an open day so that students and school principals could learn more about studying at LAU. “The University aspires to attract students from Africa, especially the children of our alumni,” said Jabbara. “Trips like this teach us important lessons in how to bring people together and to use differences for positive gains.”

The LAU delegation also met with officials from the scholarship organization Finatrade Foundation, as well as Lebanon’s Consul in Accra, Ahmad Soueidan. Prominent Lebanese businessman Fida’ Halawi and his wife Doha hosted a reception for the Ghana chapter and members of the Lebanese expatriate community.



Famed for its cocoa beans, gold and beautiful beaches, Ghana is home to a significant number of Lebanese expatriates. According to some estimates, Lebanese business counts for up to 40 percent of the Ghanaian economy.



With over 33,000 alumni, LAU has active chapters in most corners of the world, including major cities like New York, Montreal, London, Geneva and Athens. With so many Lebanese living and working in Africa, further Alumni chapters are being planned across the continent, said Jabbara.

Beirut's Neo- Batman

Painting the city one step at a time

By Muriel Kahwagi

*"We realized that we could
add energy and vigor to
our city by simply painting
certain locations that
needed it – and where else
to start but with the stairs?"*

— Jubran Elias, LAU alumnus and
co-founder of Dihzahyners.



Beirut is a notoriously grey city. Scant of breath and verdure, the metropolis is hemmed in by construction sites and ensnared in dichromatic black and white reminiscent of Gary Ross's film *Pleasantville*.

Or, at least, this is what pre-April 8, 2012 Beirut looked like. Have you noticed something different about the city since then? The streets are beaming with piquant color. The city's copious staircases are glowing with exultation – colored lozenges of mauve and turquoise and painted piano keys of pink and green have turned Beirut's stairways into subjects of conversation.

You could say that Beirut has its very own harlequin guardian angel, its unique Batman of the arts: a group of young men and women under the name Dihzahyners who paint the capital's numerous stairways and help turn Beirut into a friendlier, more colorful city.

"It all started with the click of a 'Like,'" says LAU alumna and designer Lana Chucuri, co-founder of Dihzahyners. "It began from a simple inspirational image we saw on Facebook of artists painting stairs in Germany with vibrant colors."

As beautiful and heartwarming as the end product may be, painting Beirut's stairs is not an easy task. "We have to get the approval of the municipality, as well as that of the neighboring residents," says Elias. "We inform them of what we're doing, and make sure everyone is on board and supporting our initiative."

The Facebook-mediated enterprise has come a long way since Dihzahyners gave the once insipid stairs of Sakiet el-Janzeer a buzz. They have also gingered up the Bliss Street stairs, those across from the Lifestyles health club in Hamra, and three different stairways in Mar Mikhayel, which were subsequently showcased in the White Wall exhibition at the Beirut Art Center.

As the saying goes, "life imitates art," and Dihzahyners' ultimate goal transcends the confines of estheticism for that reason. "Our initiatives aren't about painting stairs for the sake of it," says Chucuri. "We want to change the city's landscape and embellish the communities that people live in. Our visual surroundings affect our moods and behavior. We want people to walk down those colorful stairs feeling happy and refreshed."

Dihzahyners' work goes beyond the ornate beautification of the city's streets, and their initiatives do more than simply brighten up people's moods; they motivate the neighboring residents to actively take part in their community. Curious and intrigued, residents often bring food and juice to the Dihzahyners, and sometimes even lend a hand in the painting process.

Doubtless, Jubran and Chucuri's hopes have long ago ceased to be sheer aspirations, and passers-by are far from oblivious to the sanguine effect that Dihzahyners' painted stairs have imparted on the city – and themselves.

"I like the fact that the saturated colors stand out and don't blend into the rest of the scenery," says Samer Khouri, a computer engineering graduate from the American University of Beirut, as he walks by the Mar Mikhayel stairs. "Maybe it's a metaphor that represents those who think differently in this country: the outliers and game changers."

Indeed, the idea drew its first breath on April 8, 2012, when over a dozen designers, most of whom are LAU alumni, congregated at the stairs of Sakiet El-Janzeer and got down to painting.

"We realized that we could add energy and vigor to our city by simply painting certain locations that needed it – and where else to start but with the stairs? They are plentiful in Beirut!" says LAU alumnus and Dihzahyners co-founder Jubran Elias.



Truly Indefatigable

Athletic director strives for equality in sports, life

By John MacDonald

"One hand cannot clap," says Sami Garabedian, director of athletics at LAU Beirut. It is an apt metaphor for his role at the university, where he acts as a facilitator between academics and athletics. Despite being a firm believer in the value of sports, Garabedian never forgets LAU's priorities. "When students who are interested in sports ask for advice, I remind them that the reason they are here is not to do sports; the first objective is to get a good education."

This pragmatic disposition comes after 18 years of experience. A graduate of the American University of Beirut, Garabedian holds an M.S. in athletic administration and coaching from the University of Miami. He settled in the U.S. after college but was visiting Lebanon in 1993, when "LAU was looking for someone to take over the Athletics and Physical Department... It couldn't have come at a better time."

In addition to six hours of coaching per week (four of basketball, two of tennis), he has administrative duties as director of athletics, member of the Faculty Senate and chair of the Campus Life Council. Outside LAU, he is a member of the International University Sports Federation, the only affiliate from the region. He also serves on the Lebanese Federation of University Sports and is widely considered a leading candidate to become the next president of the body.

Garabedian approaches his responsibilities with an open mind. "In the States, there is a law which requires men and women to have equal opportunities in sports... It is a principle that I've taken upon myself to work toward."

"His dedication to his work, to his students, and his commitment to the institution are remarkable," enthuses LAU Beirut's Dean of Students Dr. Raed Mohsen. "He is truly indefatigable."

In 2003, Garabedian was presented with the "Above and Beyond the Call of Duty" award by LAU.



Captain Joe

From engineer to basketball champion

By Paige Kollock

"My parents wanted me to study, to go into academics, whereas I was passionate about sports," says Joe Moujaes, director of athletics at LAU Byblos.

"I did civil engineering, and when I got my degree, I gave it to my father and told him, 'That's my degree, I'm an engineer now, and I'm going to pursue athletics,' and that's what I did."

These days, the only thing Moujaes engineers are champions, whether at LAU or as the basketball coach for the Lebanese National Under 17 and Under 15 teams. Moujaes grew up dreaming of playing college hoops in the United States, but fate had something else in store for him. Enrolling at LAU, he found the level of play not up to his expectations.

"I had two choices: quit playing collegiate level, or improve as much as I can. And this is what I did; I improved and laid the groundwork for a new field of players and a higher level of basketball to come to LAU."

A U.S.-certified youth sports administrator, one of only two to hold that distinction in Middle East, he's led the LAU Captains to the finals of the Men's Basketball University championship for three years in a row starting in 2009, and proudly took the title the past two seasons.

The father of two takes his work so seriously he even got a master's in Sports Management from the University of Balamand.

Moujaes has worked to modernize the sports facilities and programs at the 3,000-student Byblos campus, where he boasts as many varsity teams—13—as rival schools with 10,000 students.

"We live the family life... We called ourselves 'captains'... an indication of a tough person, a hard worker and a person who wants to go to the top all the time."

With Moujaes as a mentor, that shouldn't be hard.



Weathering the Storm

Rain or shine, LAU makes it to the finish line

By Mehrnoush Shafiei

Despite the gloomy weather, LAU made an impressive showing at the annual Beirut International Marathon that took place on November 11. Students, staff and faculty braved heavy rain, thunder and strong winds to participate and cheer on their fellow runners during the race.

Urban athleticism at its best, Beirut's busy streets, usually teeming with traffic, were blocked off for the duration of the race and were instead lined with performers, musicians and street vendors eager to sell umbrellas to the wet but cheerful spectators. The musicians' well-developed sense of irony was on full display as they entertained crowds with tunes such as Bill Withers' classic "Ain't No Sunshine."

For the eighth consecutive year, the university set up a stand on the seaside promenade, where LAU students entertained with talent shows that helped give an adrenaline charge to racers, while volunteers dutifully stood along the route handing out refreshments to the runners.

"This is by far one of the most exciting and thrilling events LAU participates in," said Elie Samia, executive director of LAU's

Outreach and Civic Engagement (OCE) unit. "Participating in this demonstrates loyalty and commitment to promoting the civic engagement spirit of LAU," he continued.

"Despite the challenging weather many members of the LAU community came out to participate," said Joseph Kanaan, project manager and coordinator for OCE.

"The rain doesn't matter; what is important is that we showed up as a community," said LAU Byblos student Farah Khater, who has run in the marathon for three consecutive years. "It shows what we are made of. Rain will not stop the Lebanese," Khater boasted.

Indeed, the marathon has an impressive record of going on as planned in spite of challenging circumstances. Most noteworthy is the 2006 marathon when, in the wake of a series of socio-political challenges in the country, including the assassination of the former prime minister in 2005 and a war with Israel over the summer, 22,000 people showed up to participate. The film "For the Love of Lebanon" was made about the 2006 race focusing on the themes of unity and

community cohesiveness.

"This is not just about athletics but about social change and philanthropy," said the president and creator of the marathon, May Khalil.

The annual event is in its tenth year and is rapidly growing both in ambition and scale – with runners from 96 countries travelling to Beirut to partake in the race.

A strong sense of community and civic responsibility is what the Beirut Marathon intends to cultivate among its participants and spectators – capturing both the vitality and resilience of the city.

This year's marathon raised nearly a quarter of a million dollars for the families affected by the October 19 Achrafieh bombing, and thousands more for individual charities, organizers said. Using Facebook and text messaging, race coordinators reached out to registered participants, asking them to donate, while some runners took it upon themselves to raise money for their charity of choice.

As the race wound down, the sun came out – a fitting end for a city famous for, time and time again, being able to weather the storm.

Transcending Transgenderism

Confronting sexual identity through theatre

By Muriel Kahwagi

As Lebanese-born French author Amin Maalouf wisely put it, “I do not have several identities, I only have one, made of all the elements that have shaped its unique proportions.”

Indeed, it is virtually impossible and almost immoral to compartmentalize one’s identity, the very genetic, social and cultural amalgam that contributes to the uniqueness and individuality of human beings. While coming to terms with one’s identity and asserting it is not an easy task, it is more challenging for some than for others.

In her latest play *I.D.*, which premiered at Between the Seas festival in New York on August 25, Dr. Lina Abyad, assistant professor of communication arts (theater) and fundamentals of oral communication at LAU, comes to grips with the emotional and physical struggles that transgender people in Lebanon face in order to search for and embrace their own identity.

Founded in 2010, Between the Seas promotes an understanding of Mediterranean identity and culture to a North American audience. The one-week festival – which includes dance, music and theater performances – aims to engage artists, scholars and audiences in

a discussion of the region’s culture and identity.

“Transgender people endure a great deal of suffering, starting with the sheer fact that society, deliberately or otherwise, rejects them,” says Abyad. “Undergoing sex reassignment surgery also engenders a different kind of hardship, although emotional distress could very easily outweigh physical pain.”

Written by LAU alumna Amahl Khouri and directed by Abyad, *I.D.* is both an informative and aesthetic enterprise that sheds light on the harsh realities of transgender people in Lebanon. The script, which the duo started conceptualizing in February 2012, is the result of a poignant reinterpretation of various interviews conducted by Khouri with transgender individuals in Lebanon. It culminates in a theatrical solo performance in which she herself impersonates some of her subjects.

“There are many important transgender stories and developments happening in Lebanon that never get discussed in the mainstream. There is a kind of erasure, or shame, or denial. Transgender people are very marginalized and invisible here,” says Khouri, adding that *I.D.* puts them in the spotlight for the first time.

“I think that visibility is a very potent and political thing, and this is precisely what *I.D.* brings. Bringing visibility means bringing humanization,” she explains.

However, one’s identity, as Maalouf would agree, transcends one’s sexuality.

“Gender is a dynamic construct, and transgender people are just people who want to be themselves. *I.D.* is not just about sexuality. It’s about what people have to go through to stay true to who they are,” says Abyad.

I.D. is a work in progress, and the duo plans to include more interviews and theoretical work – particularly that of American feminist author and gender studies expert Judith Butler – as they develop it further. While transgenderism generally remains taboo in Lebanon, Abyad is very excited to stage *I.D.* in Beirut for local audiences in the near future.

“This may not be an easy topic to tackle, but the function of theatre is to crash boundaries, question preconceived ideas, and to get to know ‘the other,’” she says.



Prescribing Succor

volunteer clinic receives substantial US donation

By Dalila Mahdawi



Photo by Mehrnough Shafiei

A group of LAU students is engrossed in a debate about the merits of various diabetes medications. The students are weighing financial considerations against patients' access to refrigerators, nutrition habits and whether they have the social support to assist them in taking the drug properly.

The budding doctors, nurses and pharmacists sit in a corner of the Volunteer Outreach Clinic (VOC) in the Shatila refugee camp, seemingly unfazed by the lack of electricity. Then it starts to rain and thunder, and as the last remaining rays of sunshine disappear, the clinic is plunged into near total darkness.

Shatila is home to around 12,000 Palestinian refugees. Residents live in appalling poverty, with entire families inhabiting tiny rooms lacking proper toilet facilities or adequate ventilation. Privacy is nonexistent, clean water a luxury and medical care an extravagance that most cannot afford.

"Lack of access to medication and good doctors is a key issue here," says Tarek al-Halabi, a medical student and volunteer. "I've seen a lot of people with diabetes or other treatable diseases who can't afford the doctor fees or medicine. They are paying the price for being poor."

Established in 2001 by a group of volunteers, with support from the American University of Beirut, VOC is an independent, not-for-profit clinic that offers primary care services to camp residents. LAU Medical, Nursing and Pharm.D. students come to VOC every week under the supervision of Dr. Mona Haidar, an instructor and coordinator

of the School of Medicine's social medicine and global health program. Part of the curriculum for all three schools, the program aims to create compassionate and community-oriented health professionals by exposing them to situations where economic and environmental inequalities adversely impact health. "Much of what students see at VOC is related to structures of social injustice," says Haidar. "Bringing students here leads to greater awareness and over time hopefully contributes to social and political change."

VOC is nestled deep within the camp, and one must follow a labyrinth of alleys, over which hang meters of precariously hung electricity cables, to find it. On rainy days like today, the camp's tiny passageways are transformed into open sewers oozing sludge. Outside the clinic, a sea of discarded bottles, cans, plastic bags and rusting poles rocks gently under the steady pitter-patter of falling raindrops.

Once inside, however, visitors are received warmly. Health checks are free, as is medication, and all patients are guaranteed a consultation before closing time. But the clinic requires much more support. It lacks sophisticated medical equipment, relies on donated medicine and urgently needs volunteers.

A recent in-kind donation from the U.S. worth more than \$175,000 in retail value will go some way to relieving those needs. The gift – a result of the cooperative efforts of Palestinian-American businessman Anan Anabtawi, Eos Health, the charity Medical Bridges and LAU's Development Office – includes medical supplies and equipment, as well as technology that assists patients in tracking their treatment.

"Shatila was on my radar because my son Rami had volunteered there and described the living conditions in detail," says Anabtawi. "Having visited the clinic myself and met with the staff, I immediately knew this was a worthwhile effort. Anything we can do to ease people's misery at the camps is more than important."

The contrast between Shatila's blighted streets and LAU's green campuses is stark, but many students are glad for the chance to volunteer. "I'd never been to the camps before or even passed by the area," says Pharm.D. student Rita Habib. "You appreciate what you have when you see what it is like here."



Photo by Mehrnough Shafiei



Million Dollar Students

The business of U.S. college athletics

By Greg Houle

On September 10, 2011, more than 114,800 fans piled into Michigan Stadium to watch a college American football game. It was the largest crowd ever to watch a regular-season game and is indicative of just how big a role collegiate athletics—particularly football and basketball—play in the lives of Americans. The significance given to U.S. college athletics has grown steadily over the last decade, as university sports have gone from inter-school competition to lucrative industry.

According to the National Collegiate Athletic Association (NCAA), the governing body that regulates university and college athletics in the U.S., the total attendance for college-level football and basketball games reached nearly 80 million in 2011. The NCAA has negotiated multi-billion dollar contracts with television networks to broadcast games and tournaments. Last September, the Big 12 Conference, a college athletic conference of 10 universities located mostly in the Midwest and South, shook on a deal worth \$2.6 billion over 13 years for the rights to broadcast football and basketball games on two major TV networks: ESPN and Fox Sports. Corporations are striking sponsorship deals with college teams as well. In 2010, the University of Alabama signed a record eight-year \$30 million

contract with Nike to supply its teams with athletic apparel. Top-level coaches earn seven-figure salaries to run their teams, the highest paid of which is University of Texas' football coach Mack Brown, who earns more than \$5 million a year.

According to a 2011 NCAA report, the median net revenue for college football in 2010 was \$3.15 million per institution, while basketball programs brought in an average of \$788,000 per school.

While some bemoan the vast amounts of money being spent on college sports, the attention has also brought some positive developments. In the early 1970s, Title IX of the Education Amendments Acts was passed mandating that colleges and universities could not discriminate on the basis of sex when it came to their athletics programs, legislation that helped launch a renaissance for women's athletics on campuses throughout the nation.

Yet university and college athletics continue to generate controversy. Penn State University's football program was one of the largest and most successful in the U.S., but in 2011, it was the subject of a sexual abuse scandal. Witnesses said a culture of immunity within the football program led to the scandal and subsequent cover-up.

And cases of bribery in college sports

— particularly American football — are widespread, whether by National Football League (NFL) agents, or by bookies who bet on college games. One former University of Toledo football player pleaded guilty to taking more than \$2,000 from a gambler to intentionally fumble the ball.

"Most issues and concerns about sports today derive from the fact that the culture and values of intercollegiate athletics have drifted far away from the educational principles and values of their host universities," says James J. Duderstadt, president emeritus at the University of Michigan and the author of *Intercollegiate Athletics and the American University*. "There is ample evidence that the detachment of intercollegiate athletics from the rest of the university ... has led to the exploitation of students.

Unfortunately, it is the athletes themselves who often suffer most from the commercialization of college athletics. Those who attend college to study and play sports for the love of the game often get benched or sidelined. And talented athletes with weaker academic skills that are recruited on the premise that they could play professionally, are too often given false hope.



FEATURE

Rehab, the Good Kind

The rise and shine of sports medicine

By Muriel Kahwagi



“I was in a lot of pain, and when I tried to walk,” wincingly recalls Dr. Sam Haselby, assistant professor of American history at the American University in Cairo, “my knee buckled and gave way a few times,” he says, thinking back on his anterior cruciate ligament (ACL) injury in 2010.

A postdoctoral fellow at Harvard University at the time, Haselby tore his ACL during a congenial game of basketball at the school gym. The injury was initially misdiagnosed as a mere sprain. But one MRI, two intermediary referrals, and three days later, he was finally referred to Dr. Mark Steiner, the orthopedic surgeon and sports medicine physician at the Harvard University Athletic Department, who confirmed that what was originally thought to be nothing more than a sprain was in fact an ACL tear.

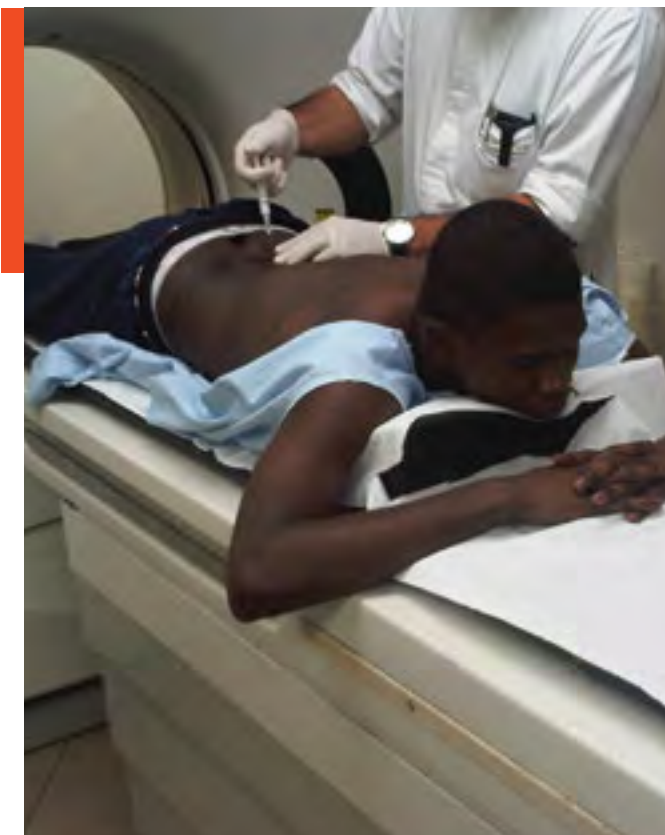
“Like a lot of surgeons, he was very handsy, not so talky,” comments Haselby in jest. “He wanted to feel the knee, the swelling and the motion with his hands a lot.”

As vexing as the preliminary examination was to Haselby, tests like these are imperative post-injury – they are the very core of the diagnosis of even the thorniest sports-related injuries, not counting common injuries like ACL tears. While orthopedic surgeons are at the helm of the surgical treatment of the latter, sports medicine physicians are perpetually indispensable for the diagnosis, management and post-operative treatment of sports-related injuries.

The lines that separate the specialties often overlap, but both are distinct and discrete fields of medicine. In fact, sports medicine is a branch of medicine that chiefly deals with both the treatment and prevention of sports and exercise-related injuries, musculoskeletal injuries, as well as the promotion of – and caution against the lack of – physical activity. In spite of its relative novelty as a unique entity in healthcare – only rising as such in the late 20th century – sports medicine is a dire necessity for athletes and is gaining popularity among non-athletic, albeit physically active, individuals as well.

“When it comes to sports injuries, it’s more often than not a ‘to each his own’ rationale,” says Dr. Alfred Khoury, sports medicine physician, orthopedic surgeon, and official team doctor of the Lebanese Football, Basketball, Ski, and Track and Field Federations. “Each sport is characterized by a specific kind of injury.”

Football players, for instance, suffer mostly from ACL sprains and athletic pubalgia – a medical condition engendering chronic groin pain in athletes – while basketball players are more prone to back and ankle injuries. But sports injuries are not only bracketed by sport; they are also classified according to the nature and intensity of the physical activity that caused them. >



Khoury thus distinguishes between two kinds of sports injuries: those caused by the continuous and repetitive use and exhaustion of the area in question over the course of time, dubbed “overuse injuries,” such as tendonitis; and “acute injuries” like ankle sprains, ACL tears and shoulder injuries, which result from sudden and traumatic thwacks on the body.

Haselby’s right knee was not operated on until three weeks after the incident. In addition, typical post-operative rehabilitation for ACL tears usually consists of five to six months of physiotherapy and stationary physical exercises that begin only a few days after the surgery.

“For a few weeks after the surgery, I had to use crutches,” says Haselby. “It was often frustrating. Instead of taking 30 minutes to get to the grocery store, for example, it would sometimes take two hours or more.”

But what is nothing more than a mere frustration and inconvenience for most people is a real deal-breaker for athletes, whose careers are on the line and at the mercy of the treating physician.

“The first thing athletes ask me after they are injured on the field is, ‘When can the surgery be performed?’” says Khoury. “The first thing their coaches ask me is, ‘When can they get back on the field?’”

Time is a luxury that professional athletes cannot afford, and indulging in it is not of little consequence. “Recreational athletes take much longer than professional athletes to recover from a sports injury,” says Khoury. “They’re not as good as professional athletes at following orders and abiding by the physiotherapy regimen. If they can’t practice sports in five or six months, it

doesn’t really matter. It’s not consequential. They have a job – financial security. This is not the case for professional athletes. The sport is their job, and their financial security depends solely on it.”

The amount of stress – both physical and emotional – that professional athletes endure post-injury is tremendous. It stems from their coach, their team members, their fans – everyone wants to know when they will be able to play again. Mahmoud El Ali is a Lebanese football player for Al-Ahed in the Lebanese Premier League. He is also a striker in the scorer position for the Lebanese national football team. When he tore his ACL during a game last April, no one thought he would be able to get back on the field a mere five months later, “a record time,” notes Khoury, who operated on El Ali at University Medical Center-Rizk Hospital.

Unlike Haselby, the footballer’s surgery took place only a few days after his ACL injury. The treatment and physiotherapy were aggressive, and he was sent to ASPETAR, the first specialized orthopedic and sports medicine hospital in the Gulf region, to complete his rehabilitation so that he could play alongside his team members as rapidly and safely as possible. By virtue of Khoury’s meticulously performed surgery, El Ali’s exceptional commitment to physiotherapy, and ASPETAR’s highly developed facilities, the striker’s recovery was complete just in time for him to play the last 30 minutes of the Lebanon vs. Iran World Cup 2014 qualifier match, which took place on September 11, 2012.

A FIFA-accredited medical center of excellence, ASPETAR has rightfully earned its reputation as a first-rate facility for physiotherapy, orthopedic surgery and post-injury rehabilitation, having accommodated football players of the caliber of David Beckham and Kakà over the years. But like all sports medicine centers, ASPETAR does not just tend to athletes’ injuries; it also conducts regular and consistent pre-participation screening of cardiovascular abnormalities in competitive athletes to prevent sudden cardiac arrest.

Sudden cardiac arrest can happen to anyone, although athletes with pre-existing or undiagnosed heart conditions are more prone to it. According to LAU alumna and former senior clinical pharmacist at ASPETAR Dr. Riwa Kfoury Dermosessian, sudden cardiac arrest is one of the most important threats to look out for in sports medicine, especially in young athletes. “Around one in



Dr. Alfred Khoury with Lebanese football midfielder Nader Matar post-op



200,000 athletes die suddenly during exercise due to abrupt-onset ventricular tachycardia or fibrillation – complications that could have been avoided had the proper screening and subsequent treatment taken place,” says Kfoury Dermosessian.

“The first thing athletes ask me after they are injured on the field is, ‘When can the surgery be performed?’ The first thing their coaches ask me is, ‘When can they get back on the field?’”

—Dr. Alfred Khoury, sports medicine-orthopedic surgeon, UMC-RH

Indeed, the real tragedy of an athlete’s death from sudden cardiac arrest lies in its preventability. The unlikelihood of its occurrence does not make it any less consequential. January 25, 2004 – the day of a football game between Portuguese clubs S.L. Benfica and Vitória S.C – was a painful reminder of this fact. The game was being broadcast live on television when S.L. Benfica’s Hungarian striker, Miklós Fehér, came on as a substitute to help his team score its only goal. Shortly after scoring, he abruptly lost consciousness and fell to the ground. He was rushed to the hospital as his coach, teammates and the stadium crowd looked on in panic. His death was confirmed later that night. The cause was cardiac arrhythmia, brought on by hypertrophic cardiomyopathy, a condition in which the heart muscles become thick. Fehér was only 24 years old.

His death shocked the world of sports, and brought much-deserved attention to the importance of pre-participation screening in athletes and the grave consequences that result from neglecting it. While testing for heart abnormalities remains one of the most important aspects of the screening process, the heart is no longer the center of attention in sports medicine. Athletes’ lungs, eyes, chest and even feet are frequently scanned for abnormalities to ensure that they can play with minimal health risks.

“This is why sports medicine physicians shouldn’t just sit behind their desks in their clinic,” says Khoury. “A sports medicine physician belongs on the field, right next to the players. He should be very familiar with the sport and the level of effort and muscular exhaustion associated with it.”



Campusnotes

Edited by Linda Dahdah

For more details about these LAU activities, visit the news section of www.lau.edu.lb.

Serving the community



Keep the law!

Civil society groups and officials came together on October 17 against calls to amend the law passed last month that bans smoking in public spaces in Lebanon. LAU President Dr. Joseph G. Jabbra, who participated in the event, stressed LAU's full support of the implementation of Law 174 in its entirety. "We live in a community on the basis of social contract and where one's freedom ends is where someone else's freedom begins. It is people's right to live healthy, breathe healthy, without being harmed by the smoke of others," said Jabbra, reminding attendees that both Beirut and Byblos campuses have been smoke-free for over a year.

LAU architecture builds bridge to public sector

Two LAU architecture classes presented end-of-year projects proposing innovative urban and architectural plans for the neighborhoods of Maameltein and historic Byblos. The student proposals led to exhibitions hosted by the municipalities of both cities. LAU President Dr. Joseph G. Jabbra attended the events saying that LAU has always tried to work with the community to find urban-restoration solutions for many areas in Lebanon. Both municipalities voiced support for the university and the students and hope to collaborate on more projects in the future.



Institutional Advancement



Measuring success

LAU's office of Institutional Research and Assessment (IRA) conducted a half-day workshop on July 19 to introduce 36 of the university's staff and administrators to the concept of assessment. The workshop familiarized attendees with the major functions of the office and presented an in-depth discussion of the assessment process.

The primary goals were to introduce attendees to IRA and to the world of evidence-based decision-making and assessment. It also aimed to inspire participants to re-define their goals and establish guidelines for measuring success.

Introducing DELI

LAU's School of Arts and Sciences launched a preparatory English language-teaching unit under the umbrella of the newly created Department of English Language Instruction (DELI).

The unit was the result of recommendations from a yearlong study by two task forces. Administrators believe that bringing together all pre-college English courses under one department will facilitate coordination among courses, help streamline course content and establish a clear parallel between English for academic and English for non-academic purposes.



Teaching the language of gender

Given LAU's history of being an institution for the education for women, the university has introduced two courses this semester to promote gender studies in the Arab world. The courses - Introduction to Gender Studies and Representations of Women in the Arts and the Media - are electives for undergraduates. LAU already offers a number of courses relating to women's rights and feminism that encompass topics like economics, sociology, psychology and media. Dr. Dima Dabbous-Sensenig, director of LAU's Institute for Women Studies in the Arab World, will teach both courses.



Saving lives, serving the community

Basic Life Support (BLS) certification is the latest addition to LAU's Doctor of Pharmacy (Pharm.D.) curriculum. While BLS training has previously been part of the First Aid elective, this year, the School of Pharmacy (SOP) will offer BLS instruction and certification by the American Heart Association (AHA), the world's leading association in cardiology. According to SOP Dean Dr. Pierre Zalloua, such certification will foster greater professional opportunities for Pharm. D. graduates as it guarantees students receive BLS training in accordance with the highest international standards and guidelines.

Institutes

A sneak peek into Beirut's memory

As the academic year kicks off, the Center for Lebanese Heritage (CLH) at LAU got off the ground with a lecture – the first in a series of monthly talks – on Beirut's archeological sites, delivered by Dr. Hareth Al-Boustani, a professor of archeology at the Lebanese University.

Since the end of the Civil War (1975-1990), frenetic construction projects have taken over the Lebanese capital leading – until today – to tensions between preservationists and developers. In his lecture, Boustani reminding attendees that Beirut is a “reservoir of civilizations” but that destroying society's present-day architecture for the sole purpose of archeological discovery is unrealistic.



Empowering Arab women

The Arab International Women's Forum (AIWF) organized a one-day conference on September 20 entitled “Young Arab Women Leaders: The Voice of the Future”. It addressed the importance of empowering Arab women and bridging the gender gap in the Arab world.

The event was held at LAU Beirut in partnership with the university's Institute for Women's Studies in the Arab World (IWSAW) and PricewaterhouseCoopers (PwC). It provided a platform for young female leaders to discuss the role of gender in shaping the political, economic, and social opportunities available to women.

Schooling the scholars

The Institute for Women's Studies in the Arab World (IWSAW) at LAU, in partnership with the Women and Memory Forum (WMF) in Cairo and the Center for Gender Studies (CGS) at the School of Oriental and African Studies (SOAS) at the University of London together hosted a workshop entitled “Gender Training for Iraqi Academics and Researchers.”

Approximately 20 Iraqi academics and researchers from different fields attended the September 17-26 workshop, which addressed critical present-day issues such as feminism in the West, the global South and in the Arab world. Other topics included feminist epistemologies and research methodologies, gender and literature, and gender and media studies.



Arts and literature



Lessons from history

On September 28, the Department of Social Sciences at LAU Byblos held a dynamic and thought-provoking interdisciplinary seminar entitled “Religious Conflict and Religious Coexistence in Early Modern Germany: any Lessons for Contemporary Lebanon?”

Dr. Christian Kuehner, a research associate from the University of Cambridge, served as the keynote guest speaker. He offered a stimulating overview of the complex dynamics that governed the German multi-sectarian experience—namely the struggle between Catholics and Protestants of the early modern period, between the years 1500-1650 AD.

Business and youth

INJAZ

A sense of competition permeated the air when dozens of young entrepreneurs gathered at LAU Beirut on September 1 for the annual “Student Company of the Year” competition. The event brought together schools from all over Lebanon to compete for the best student-led enterprise. Dignitaries, faculty, family and friends witnessed eight teams from various Lebanese high schools pitch their business ideas to a panel of jurors in the presence of Central Bank Governor Riad Salameh. Visio, a company that devised a nationwide recycling plan, was announced the winner. All eight teams were invited to come back to LAU for a two-day business workshop.



Civic Engagement



The art of diplomacy

LAU's Outreach and Civic Engagement unit (OCE) paved the way for two student delegations to visit the United Nations headquarters in New York to gain experience in the art of negotiation and civic engagement.

Between August 17 and August 24, an LAU student delegation travelled to New York to take part in the International Diplomacy workshop hosted by the World Youth Alliance. Earlier in the summer, LAU also chaperoned six talented high school students who participated in the International Model United Nations Conference.

Career guidance

Introducing Citigroup and Google

In October, representatives from corporate giants Citi EMEA (Europe, Middle East and Africa) and Google separately visited campus to introduce their respective companies to LAU students. Their visits gave students an opportunity to understand the history, ethos and working culture of the companies, as each showcased the wide range of opportunities they offer in Lebanon and abroad. Students from LAU and other universities who interned at Citi and Google shared their experiences. Citi's visit concluded with a presentation of the graduate program application process and a Q&A session. Google representatives conducted a workshop on “how to make your CV stand out”.



Science and technology



Producers of technology

From learning programming languages to developing mobile applications, 35 technology-hungry high school students enhanced their computer skills this July at LAU Byblos' Computer Science Summer Institute, organized by the Department of Computer Science and Mathematics. Dr. Philippe Frossard, dean of the School of Arts and Sciences, inaugurated the weeklong event by acknowledging that it was made possible by the vision and generous contributions of philanthropist and Google engineer Dr. Georges Harik to promote computer science in Lebanon.

Pre-freshman summer school

LAU summer camps brought together about 70 eleventh-grade high school students on the Beirut campus from July 2–16. Hosted by the School of Arts and Sciences, the computer science and chemistry summer camps were rounded out this year by a third, focused on media. The academic camps introduced students to potential majors and encouraged them to consider LAU as a first choice when deciding on a university. Each camp offered two scholarships to top students who have committed to enrolling in that major at LAU.



A Walking Literary Encyclopedia

MarCom bids farewell to Curtis Brown

By John MacDonald



After two years as managing editor for the publications of LAU's Marketing and Communications Department, Curtis Brown has left his position to return to the United States and complete his Ph.D. dissertation in English at Harvard University.

His years in academia in the U.S. gave him an exceptional passion for writing and higher knowledge, which he humbly bestowed on his colleagues, whether by teaching them how to research or by inspiring them with his unbridled passion for writing. A vault of knowledge, Brown, who has been awarded at least nine fellowships throughout his career, brought his mastery of the English language to his team and to LAU.

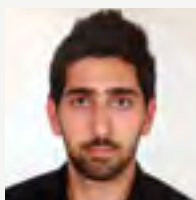
"Curtis is both a brilliant writer and a man of great insight. His efforts have helped LAU Magazine explore broader social issues, connecting the society and culture of Lebanon and the region with the life of our university," says LAU President Joseph G. Jabbara.

In addition to his work at MarCom, Brown taught a literature course at LAU, giving students the advantage of his years of teaching experience at Harvard, Berkeley, Stonehill College and Haigazian University.

"Curtis has been a real blessing to this office. His outstanding editorial skills, coupled with his professional and friendly relations with LAU constituents, helped engage the community," says Peggy Hanna, assistant vice president for marketing and communications.

Although he has left his position, he will continue with MarCom from the United States on a freelance basis. In the meantime, his co-workers will miss the ready access to his guidance. "It is not every day that you cross paths with a walking literary encyclopedia who has such a modest and laid-back attitude," remarks Linda Dahdah, senior web editor for MarCom.

New Faculty



JOY BALTA

Joy Balta returns to LAU as an assistant professor of anatomy in the School of Medicine after completing a Master of Science in Human Anatomy at the University of Dundee in Dundee, Scotland. Balta helped establish the anatomy and microbiology laboratories at the Gilbert and Rose-Marie Chagoury School of Medicine and says the feeling of belonging and the desire to see LAU grow drove him back. Alongside his academic career, he is the founding president of a non-governmental organization called "As You Are" that works with underprivileged kids and youth.



DR. MUSTAFA DAH

Dr. Mustafa Dah was recently appointed assistant professor of finance at LAU. He received his Ph.D. in finance from the University of Central Florida (UCF) for his dissertation "Essays on the Effect of Excess Compensation and Governance Changes on Firm Value." He also holds an M.B.A. and a B.S. in finance from LAU. Dah's primary research interest is in the area of corporate governance. Specifically, his current research focuses on the following topics: CEO and director compensation, board independence, managerial turnover, CEO and director entrenchment, and agency cost. Dah has also participated in top finance conferences as a presenter and program committee member. He considers the balance between superb teaching and a rigorous research agenda to be his greatest strength.



DR. RITA DOUMIT

Dr. Rita Doumit is now a full-time faculty member in the School of Nursing, where she previously worked part-time, co-teaching fundamentals and professional nursing concepts to first-year students. Prior to that, she worked as a project coordinator at LAU, liaising between the School of Medicine and the School of Nursing to promote collaboration. She started at LAU as the College Nurse and Public Health Coordinator. She holds a B.S. in Nursing from St. Joseph University and Illes de France, a Master of Public Health from AUB in hospital administration and a Ph.D. in nursing from Loyola University Chicago, Illinois. She says her long-term goal is to establish a counseling program at LAU to help students adopt healthy behaviors.



DR. JOMANA ELARIDI

Dr. Jomana Elaridi received her B.S. in Chemistry at the American University of Beirut and completed her Honors degree in organic chemistry at Monash University in Australia, graduating with high distinction. Her Ph.D. research investigated the application of homogeneous catalysis for the synthesis of peptide mimics. This research led to the publication of a number of manuscripts in leading peer-reviewed journals, the filing of three patents, presentations at international conferences and lucrative collaborations with international companies. She hopes to capitalize on LAU's facilities, and those of neighboring institutions, to conduct research related to the synthesis of potential anti-cancer drugs.



MAHER EL JAMAL

Maher El Jamal recently joined the ranks of LAU's faculty as a full-time instructor, after spending six years as a part timer. Maher received his B.A. from George Washington University and his M.B.A. and postgraduate certification in Information Systems Analysis and Design from the American University in Washington D.C. Jamal comes to LAU from the private sector with more than twenty years of international managerial and consulting experience in the fields of IT, project management, international business and finance. He is also certified by the Association to Advance Collegiate Schools of Business (AACSB) as a professionally qualified instructor.



ANNA FAHR

Anna Fahr recently joined LAU as a visiting instructor in Film at LAU's Department of Communication Arts. Her research and creative interests include cultural identity, women in film, and transnational art and media practices. In addition to teaching, Fahr is an independent Producer/Director/Editor who has collaborated with New York-based film companies on a number of projects, including the five-part documentary web series, RHV: Reproductive Health Vouchers, funded by the Bill and Melinda Gates Foundation and produced by Gobe Group. Her work has screened internationally and she has been the recipient of a number of grants and fellowships.



MAHA HABRE

Maha Habre recently became an instructor at LAU's School of Nursing where she was previously a clinical simulation lab supervisor. Habre has a B.S. in Nursing, graduating with distinction from the University of Balamand, and a M.S. in Adult Nursing, with a concentration in Emergency Nursing, from AUB. Having spent time as an emergency room nurse at the American University of Beirut Medical Center, she brings a wealth of experience to LAU's School of Medicine. Outside LAU, she's active in the Young Professionals' Outreach movement. Habre is also a member of the Administrative Committee of the Order of Nurses in Lebanon that introduces high school students to the nursing profession.



DR. MARC HADDAD

Dr. Marc Haddad started teaching courses in the School of Engineering in the spring of 2010, and recently joined the department of Industrial and Mechanical Engineering as an assistant professor. He received his Ph.D. in Technology Management and Policy from the Massachusetts Institute of Technology (MIT), and two M.S. degrees from the Georgia Institute of Technology, one in Transportation Systems Engineering and the other in Aerospace Engineering. He also got his B.E. from Georgia Tech. Dr. Haddad has over 10 years of engineering and consulting experience in the aviation and transportation industries in the United States, and has started two technology companies in Lebanon in the past decade. Outside the classroom, he supervises a team of LAU students on a USAID funded project assessing the impact of manufacturing activities on the environment.



DR. HUSSEIN HASSAN

Dr. Hussein Hassan recently joined the School of Arts and Sciences as a professor of Food Science and Technology in the Department of Natural Sciences. He holds a Bachelor of Science in Nutrition and Dietetics and a Master of Science in Food Technology from the American University of Beirut. He also holds a Ph.D. in Food Science and Agricultural Chemistry from McGill University in Canada. He is the recipient of the George Stewart International Competition Award and the Stumbo Paper Competition Award by the Institute of Food Technologists (IFT) and the Institute of Food Thermal Processing Specialists (IFTPS), respectively. Before joining LAU, Hassan conducted several industrial and governmental consultancy projects in Canada.



DR. MIROU JAANA

Dr. Mirou Jaana earned her Ph.D. in Health Management and Policy from the University of Iowa and completed a post-doctoral fellowship at HEC Montreal under the Canada Research Chair in Information Technology (IT) in Health Care. She has teaching experience at the graduate and undergraduate levels in health care management, health care quality, health information technology, and management information systems. Her current research focuses on the implementation of IT in health care settings, risks in clinical IT projects, strategic IT planning in hospitals, evidence-based health care management, and telemonitoring (a medical practice of remotely monitoring patients) for chronic diseases. She has published articles in top peer-reviewed journals in the areas of health care management and health informatics, presented at national and international conferences and was member of grant selection committees.



AMAL ROUHANA

Amal Rouhana joined LAU's School of Business in 1994 as a part-time instructor and is now full-time in the Department of Management Studies in the School of Business. She received her M.B.A in 1980 from Babson College in Massachusetts. In addition to her academic background, she is also a national and regional trainer for a number of multinational firms and a professional consultant.

Holding Court

Shooting hoops and creating bonds

By Mehrnoush Shafiei

Mens sane in corpore sana ("A sound mind in a healthy body") goes the saying, coined by Greek philosopher Thales. While he may not have understood its modern-day implications at the time, it is indeed true that after a sustained period of toiling behind a desk it becomes particularly important to get out of the office and engage in some physical activity. Exercise offers a multitude of rewards, and when practiced at the workplace, those rewards may extend beyond the realm of rippling muscles. In fact, gearing up and participating in athletic activities with fellow colleagues may help recalibrate one's entire mood and professional outlook.

Naturally, trying to squeeze in physical activity during a busy workweek is difficult by any measure, and even more so when one works at an institution as cerebral and demanding as LAU. But Sami Garabedian, fitness impresario and director of athletics at LAU Beirut, has made it easier by organizing friendly games of pick-up basketball every Friday at the campus gymnasium.



"The purpose of the weekly games of pick-up basketball is to simply get together, have fun and exercise," Garabedian explains. The games are intended to infuse an adrenaline charge into the weekly routine of LAU faculty and offer an opportunity to build social ties among colleagues.

Of course, some faculty members require a little more coaxing than others, but a few are regular players, such as Dr. Ramzi Haraty, associate professor of computer science. "I really enjoy these get-togethers; they are a source of stress relief and a lot of fun."

"Team activities, whether formal or informal, are great for enhancing workplace wellness by improving employee morale and by engendering a healthy workplace culture," says Dean of Students at LAU Beirut Dr. Raed Mohsen, citing the benefits of increased confidence, stamina and teamwork skills, among others.

"Any type of interaction that differs from the traditional workplace interaction enhances the team spirit. Since teaching is an individual performance, it's good to perform as a unit although it is under the umbrella of sports," Mohsen continues.

Indeed, there are many similarities between a harmonious work environment and a cohesive team on the court; for example, reading non-verbal cues and adopting team spirit are the lingua franca of both worlds.

Dr. Rima Turk Ariss, associate professor in the School of Business and Islamic banking specialist, participates in the games on a regular basis. "It is important for me to be active and use the opportunity to get together with fellow colleagues," she explains. As one of the few regular female participants, Ariss dispels any notion that competitive sports are solely a male domain. Interestingly enough, recent studies have found that a whopping majority – over 81% – of female executives and CEOs played sports while growing up.

"Certainly playing sports will give you an advantage in the workplace – the discipline and work ethic all translate into important life skills," asserts Garabedian.

At present, these games are informal, though Garabedian harbors the hope that they will include proper teams and extend to the staff and administrative organs of the university. "It would be great to have tournaments where particular departments can compete against each other – this is where we plan to go for the future," says the ever-visionary Garabedian.

The New Kids on the BLOK'

Laptop ensemble fuses digital and acoustic sounds

By Muriel Kahwagi

When seven LAU students and friends took a communication arts course entitled Drama Workshop that focuses on the newfangled technology of laptop orchestra and computer music, none of them knew they would finish the class with much more than just a good grade.

But the Beirut Laptop Orchestra (BLOK'), which the troupe started as a pilot project for the class, soon became a full-fledged ensemble, the first laptop orchestra of its kind in the Middle East.

There are eight musicians behind BLOK' – LAU students Nayla El-Hares, Nay Tabbara, Firas Bou Zeineddine, Jad Atoui, Joseph Rizakallah, Ali Moghnieh and Nur Fakhoury, in addition to workshop instructor-cum-musical director Jawad Chaaban.

While the concept may sound simple, it takes more than just a click of the button to turn a few computers into an orchestra, especially since BLOK' is mostly grounded in improvisation.

"We improvise and edit our music while playing," says Fakhoury. "We experiment with sounds – we edit them, modify them, record them, add effects to them and then add them up to create music."

Indeed, BLOK' is a fusion of digital and acoustic sounds, including live violin, piano and drums, which are put together to create what the Oxford English Dictionary defines as "a combination of sounds with a view to beauty of form and the expression of emotion."

"Since our music is always played live, we need to be able to synchronize with the other band members on the spot and anticipate the effect that each of us produces on the rest of the music," explains Fakhoury.

Bou Zeineddine wholeheartedly agrees. "Every single sound played on the laptops should be released at the right time so it can flow naturally with the rest of the piece. Both the performers' and the audience's emotions constitute an invisible network of sound communication that determines what the next move should be," he says.

Due to the naturally experimental aspect of the music, it's almost impossible for any piece of music produced by BLOK' to be the same, or even vaguely similar, as another. "It all depends on the energy between us and the audience," says Fakhoury. As a result, she says, audience reactions vary widely: "Some people genuinely like it, whereas others have a hard time understanding what we're doing."

As American author Erica Jong aptly put it, "ambivalence is a wonderful tune to dance to. It has a rhythm all its own." And in view of the ensemble's ebullient and charismatic performance on stage, the eight-member orchestra's shy and modest classroom emergence was soon a thing of the past.

After performing twice at LAU last spring, BLOK' went on to perform at various festivals, including the MISHKAL festival at Al-Madina Theatre and at Alexandria's Backstreet Festival under the motto "Towards Art in Non Traditional Spaces."

The troupe's latter performance dazzled more than just a full house – it attracted the attention of various international festival committee members who attended the concert, allowing the ensemble to travel and connect with other young artists from around the world.

The band's unique mix of humility and rapture upon their return to Lebanon was winning, to say the least. Congruently regarding the trip as "truly memorable," the octet feels fortunate to have been able to perform for such an eclectic crowd and hopes it will lead to future performances both on the local and international levels.



Japan 95



Lebanese delegation gets a warm reception at the airport in Fukuoka, Japan

Turkey 96



Men's volleyball team at the podium during a tournament held at the Bogazici University in Istanbul

France 97



Women's basketball team along with French squad in Lyon, France

France 04



LAU football team pre-game briefing in Essec, France

Greece 05



LAU football team posing alongside American College of Greece (DEREE) squad in Thessaloniki, Greece

Turkey 05



Turkey imp026 LAU delegation at Bogazici in the opening ceremony

LAU
ATHLETICS

LAU Sports teams around the world

By Zeina Abdallah and Nayla Abou Merhi

Spain 99



LAU athletes upon departure to Palma de Majorca, Spain

China 01



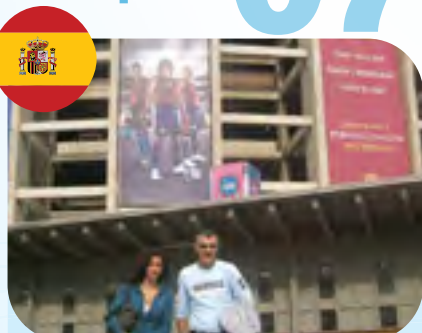
LAU representatives pose during a spectacular opening ceremony at the 21st Universiade, or World University Games, in Beijing

Egypt 01



LAU delegation at opening ceremony at the American University of Cairo, Egypt

Spain 07



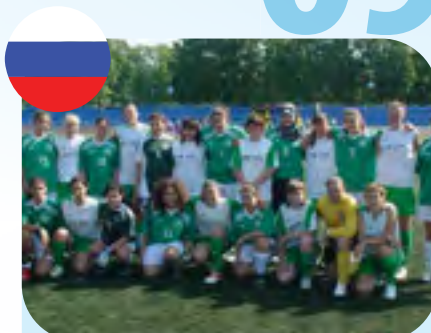
Women's basketball coach Sarkis Korjian with LAU player Rita Mallah touring Camp Nou, a football stadium in Barcelona, Spain and home to Barcelona FC

Greece 08



LAU delegation to the American College of Greece in Athens

Russia 09



LAU women's football team in a souvenir photo with their Russian counterparts in St. Petersburg, Russia

Spain 10



Women's basketball team posing along Italian rivals in Euro Barcelona tournament

Serbia 11



LAU delegation arriving at Belgrade International airport



"The new webpages are tailored to students' needs and provide quick and clear answers, helping them to navigate through the complex university application process."

—Dr. Elise Salem, vice president for SDEM

Celebrating e-excellence

LAU wins prize for student-friendly website

By Muriel Kahwagi

Out of a total of 450 registered submissions, the LAU homepage and the LAU Office of Admissions website won the silver and gold prizes, respectively, in the 8th Pan Arab Web Awards (PAWA) competition under the Education category.

PAWA is a competition targeting web and business developers, aiming to promote – and raise the standards of – websites in the Arab region, foster a sense of innovation among web designers and developers, and encourage various sectors in the Arab world to get involved in e-services and digital economy.

"This is a signal win, and I am very proud of the copious efforts of the various teams that led to this great achievement," says LAU President Dr. Joseph G. Jabbara.

Judging criteria for PAWA were based on concept, content, creativity, visual design, ease of navigation and interactivity.

back in 2008," says Karina Rodriguez, associate director of the Marketing and Communications Department (MarCom), who managed the team behind the project.

The 2008 overhaul was the fruit of collaboration between MarCom and the Student Development and Enrollment Management office (SDEM), giving the homepage a dashing new look. Consequently, a slideshow, a list of upcoming events and a section for prospective students were added, among other features.

The Admissions Department's award was of notable value, as LAU was the only competing university that received a prize, which was given for its student-gearred website. "The new webpages are tailored to students' needs and provide quick and clear answers, helping them to navigate through the complex university application process," explains Dr. Elise Salem, vice president for SDEM.

In other words, "We tried to put ourselves in the shoes of high school students visiting the admissions page in order to see how we can make it easier for them to navigate it," explains Zoya Zahabi, senior executive assistant at SDEM.

In fact, the office periodically hosts brainstorming sessions with high schoolers in order to evaluate the admissions website from the perspective of prospective students, and find ways to improve and update it to optimize user-friendliness.

"Getting to know your audience and speaking their language, while echoing the voice of your institution, lies at the very core of the website development process," maintains Peggy Hanna, assistant vice president for MarCom. "This award is very important for us because it is a public recognition of MarCom and SDEM's great efforts and hard work – not only locally, but regionally as well."



Indeed, "enhancing usability and improving the visual aspect of the LAU homepage were some of the main objectives when the website was undergoing major revamping and redesign



Unleashing the power of passion

TEDxLAU showcases best and brightest of LAU community

By Mehrnoush Shafiei

A social movement whose manifesto calls for the use of dialogue as a vehicle not only for sharing ideas but also for the betterment of society as a whole has found a fitting home on LAU's Beirut campus. TED (Technology, Entertainment and Design) is a nonprofit organization founded in 1984 that is devoted to what it calls "Ideas Worth Spreading." It originally brought together people from the worlds of technology, entertainment and design. Since then, its scope has widened, and local, self-organized events that take place around the world are branded TEDx, where the "x" stands for independently organized TED events.

On Saturday, September 29, under the auspices of the Department of Humanities, TEDxLAU hosted its first live event, themed "Unleashing Your Passion." Through a series of 18-minute lectures, 11 members of the LAU community gathered to discuss their passions and motivations. Several of the talks were marked by a sense of historical consciousness and Lebanese identity.

Reine Azzi, the curator of the event who teaches English and moral reasoning at LAU Beirut, encouraged participants to do something that could change the world – even in a small way.

"TEDxLAU really showcases the best

and brightest of the LAU community," said Azzi. "The volunteers were all LAU students from various departments who dedicated countless hours to creating a unique social space where people can share ideas and inspire others."

Also present was the steward of the TEDxBeirut series, Patricia Zougheib, who is credited with cultivating awareness of the movement in Lebanon. She acknowledged the role LAU plays in helping spread the TED movement in Lebanon. "Our first TEDxBeirut salon took place here at LAU on May 26, 2011 with the support and encouragement of Reine Azzi."

The youngest speaker, 21-year-old Ghida Ladki, a second-year LAU business and psychology student, spoke of the social benefits of raising children to have a sense of unbridled imagination and freedom. "Even if I touch one person, that is my purpose in giving a talk, to make a difference," she said. Ladki shared memories of her own childhood in Lebanon's mountains and stressed the importance of allowing kids to "just be kids."

Another speaker at the event was veteran LAU English instructor Samira Shami, who gave a poignant talk entitled "Writing Your Own Life Script," in which

she stressed the importance of daring to pursue your passions. "We only live one time – dare to be who you truly are and live your life on your own terms," Shami said.

"I feel very inspired being part of the TEDxLAU group of volunteers," said promotional and advertising manager Hassan Masri of the full-day event. "Creating an opportunity for thought-provoking dialogue and the sharing of ideas is something that should make everyone in the LAU community very proud."

Masri was part of an army of volunteers who were stationed at booths and supervised interactive activities that were meant to inspire and stimulate discussion among the attendees.

Azzi made sure to infuse ample entertainment into the program by including live song and dance performances, as well as screenings from TED talks worldwide, such as one featuring popular Iranian-American comedian Maz Jobrani.

"TEDxLAU was a great success," said second-year engineering student Mohammad Absi. "If the mission was to inspire, my verdict would be: mission accomplished!"

MarCom Exchange: A Foot in the Door

By Mehrnoush Shafiei

In recent years, international students – both undergraduates and graduates – have been flocking from all corners of the globe to LAU to participate in what has become a highly coveted internship at MarCom.

The department's vision of harnessing young talent is realized as interns undergo a training program specifically designed to expose them to a wide variety of skills associated with marketing, branding and communication.

The interns hail from all different backgrounds and disciplines, but a constant among them is that they all share a go-getter sensibility.

The number of students MarCom hopes to bring on board in the future is expected to increase – a testament to the success of the nascent internship program. "As LAU is ever expanding as a leading academic institution, we at MarCom have to meet the challenge and keep pace," says Peggy Hanna, assistant vice president of marketing and communications.

Tamer Mallat, who interned in the summer of 2009, is a graduate of Sciences Po in Paris and is currently pursuing a law degree. "The team was really welcoming, and always available to guide and coach me so I could improve my work," she says. "MarCom is all about perfection, style and paying attention to detail."

Former intern Ackhille Aercke, a graduate of Institut Catholique de Toulouse in France, concurs: "I loved the high degree of professionalism and the fast-paced environment."

Jasmine Boutros, a student studying economics and finance at New York University, joined MarCom in the summer of 2012. "I am harping at a chance to return to MarCom. It was an amazing and enriching experience," says Boutros.

Former intern Amanda Issa, who studies business marketing at Saint

Joseph University, benefited greatly from the training she acquired, calling it "a formative moment" in her professional development.

John Macdonald, an M.A. student from the University of Chicago, came to MarCom in the summer of 2012 after having already spent some time in Beirut as a Summer Institute for Intensive Arabic Language and Culture (SINARC) student, and is jumping at the chance to return.

While MarCom has much to offer the interns, it's not a one-way street; the department also benefits greatly from the exchange program. Macdonald, for example, brought a literary sensibility to the team and was often heard firing off a fusillade of Shakespeare passages during lunch breaks.

"This experience has left me with a greater respect and understanding of the role that marketing departments play in putting a coherent and attractive face on the university," says Macdonald, who is now a freelance writer for LAU Magazine.

Thea Khairallah, majoring in business marketing at Wake Forest University in North Carolina, has already secured her internship for Spring 2013. "I hope to gain hands-on experience dealing with Middle Eastern clients on branding projects, which will give me a better understanding of non-US clients."

Moving forward, the MarCom team envisions its internship program to be even more expansive.

If you are interested in an internship with MarCom, submit a resume and two writing samples. All candidates should have excellent verbal and written command of the English language. Familiarity with design software or web technology is definitely a plus, as is completion or pursuit of a degree in journalism, communications or similar field.



Tamer Mallat



Alumni Events

July

Bahrain Chapter – Ramadan Ghabga night

The LAU Alumni Association – Bahrain Chapter held its annual Ramadan Ghabga on July 21, 2012 at the Gulf Hotel. The Ghabga is considered a tradition of the holy month of Ramadan in the Gulf countries, in which people gather for a meal and socializing between Iftar (breaking fast) and Sohour (just before dawn). Friends and family attended the event and enjoyed their evening, catching up on each other's latest news.

Boston Chapter – Dinner at Maggianos

The LAU Alumni Association – Boston Chapter's officers met on July 27, 2012 for dinner at Maggiano's restaurant in Boston.

August

Jordan Chapter – Annual Ramadan night

The LAU Alumni Association – Jordan Chapter, in conjunction with the WAAAUB Club of Jordan Chapter, organized the Annual Ramadan Night on August 6, 2012. The event took place at the Marriott Hotel Garden and included a medley of entertainment activities. Over 300 alumni from both universities attended the event.

School of Engineering Chapter – Lunch at Urban

The LAU Alumni Association – School of Engineering Chapter organized its yearly reunion on August 26, 2012 at Urban, a restaurant in Faqra, Lebanon. More than 70 alumni and friends attended the luncheon, which lasted from 1 p.m. until 6 p.m.

September

Toronto Chapter – Annual family picnic

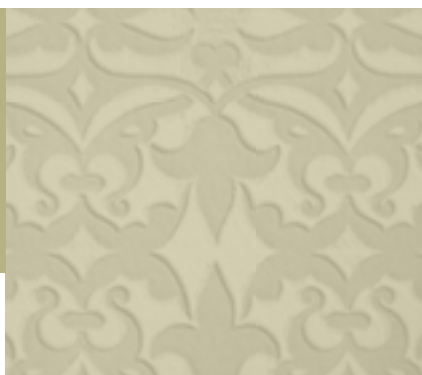
The LAU Alumni Association – Toronto Chapter held a picnic on Sunday September 9, 2012 at Centennial Park. Around 150 alumni and friends attended the event, and enjoyed a miscellany of activities for both children and adults.

Seattle Chapter – Dinner at Café Munir

The LAU Alumni Association – Seattle Chapter met for dinner on September 21, 2012 at Café Munir, a new Lebanese restaurant in the city.

Detroit Chapter – Book reading and signing

The LAU Alumni Association – Detroit Chapter gathered on September 28, 2012 at Nicola's Bookstore in Ann Arbor, Michigan for Lebanese author Salma Abdelnour's book reading and signing event. Her new book is entitled "Jasmine and Fire: A Bittersweet year in Beirut."





Alumni Events

October

Montreal Chapter – Apple picking outing

The LAU Alumni Association – Montreal Chapter gathered on October 7, 2012 at *La Magie de la Pomme* for a family apple picking outing.



November

Beirut Chapter – “Mini Studio” show

The LAU Alumni Association – Beirut Chapter staged the “Mini Studio” show for the children of alumni and their friends on November 3, 2012. More than 300 children attended the event, which also featured a Halloween costume contest, at the end of which the committee members of the chapter distributed presents to the children.



Alumni lecture – “Enneagram”

The Alumni Relations Office organized a lecture entitled “Introduction to the Enneagram of Personality Types – Discovering new pathways to Success” on November 7, 2012 on the Beirut campus. It was delivered by Ms. Halla Ayla, a professional member of the International Enneagram Association. Over 130 alumni and friends attended the event, followed by a reception.

Alumni News

Elsie Guidotti (BCW '60) attended LAU (then called BCW) as an exchange student. She harbors many fond memories of her experience and returned to Beirut in 2007. She is currently retired and lives in Yucatan, Mexico. She plans to host a reunion gathering in January 2013 for her fellow classmates who did a year abroad in Lebanon.

Nada Ghazal (A.A.S. '92) is a high-end jewelry designer with boutiques located in Gemmayzeh and the 'Beirut Souks' downtown. She recently received the coveted Editor's Choice Award for her jewelry piece “Crawl” from the International Jewelry London (IJL) committee, which recognizes the most creative and cutting-edge in jewelry design.

Imad Abi Akl (B.S. '93) is married and has two children, Thomas and Theresa. He works at Al-Hayat Newspaper and is the circulation manager for the GCC and the Levant.

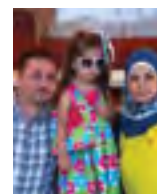


Karim Ghazale (B.S. '96) is currently based in Accra, Ghana, working in the field of building material distribution. In 2000, he moved to Houston, Texas where he worked for Master Tile, a leading distributor of ceramic tile and natural stone. In 2009, he relocated to Beirut to work for Sara Group and was instrumental in expanding the company's business to Africa. He and his team established Haiflow SAL in Accra, Ghana in late 2010 and recently opened their first retail showroom where he serves as the General Manager.



Yahya Khalil (B.S. '99) works for the ICRC as the Head of the Sub-Delegation for Southern Yemen where he manages all humanitarian activities of ICRC.

Abdel Aziz Hajjar (B.E. '99) has been based in Qatar for the past six years working with the Lebanese company C.A.T. He has recently been promoted to Senior E&I Engineer on a project to construct one of the largest District Cooling Plants. He, along with his pregnant wife Maya and three-year-old daughter Mila are happily awaiting the arrival of a new addition to the family.



Dana Shdeed Sayyoor (B.E. '02) has recently been nominated to represent the engineering sector in the Doctrine Council of the Druze Sect—one of the few women to have achieved this position. She intends to spend the next six years as a leader working to make a difference and improving people's lives in Lebanon.



Ghada Ghazzaoui (M.A. '04, B.A. '80) married a fellow LAU alum Rajab Chebaro, in 1982 and they have two sons who are engineers, both living in Canada. She has been happily living in Montreal, Quebec since 2006 and works at the Ministry of Immigration in addition to teaching French at Dawson College.

Mohammad El Saie (B.S. '05) is a CIPD associate and is studying CHRP (Certified Human Resources Professional) with Bradfield Group in Dubai. He hopes to complete the certificate by November 2012.



Jalal Natour (B. Pharm '06) has recently married and is living in Beirut, working at Byblos pharmacy.

Fadi Shbaro (M.B.A. '07) got married in September 2012 and has recently joined the United Electronics Company (also known as eXtra) as a commercial manager for the Oman branch.



May Mustafa (B.S. '07) was married in 2008 and moved to Qatar where she works at the Qatar Foundation. Her husband works at Al Jazeera as a producer and they have a three-year-old daughter.

Firas Maad (B.S. '07) worked as a senior money market dealer for three years at the National Commercial Bank (NCB) before being granted a King Abdullah Scholarship to pursue graduate studies. He has recently started a Global M.B.A. program at John Hopkins University in the United States. As the first alum to be accepted into the program, he hopes to be an ambassador for LAU.



Lana Khaddaj (B. Pharm '07) is currently working for Novartis as a product specialist. After graduating from LAU, she travelled to Kuwait to work for French pharmaceutical company Servier for four years.

Ali Chehade (B.A. '07) was granted a prestigious Fulbright Scholarship and completed an M.A. in Professional Media and Media Management at Southern Illinois University Carbondale. Upon returning to Lebanon, he established a web start-up called The Dream Matcher—a social networking site that connects people with dreams to others who can make those dreams a reality.

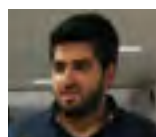


Bechir Hasbani (B.E. '08) is working for Somiral Energy sarl. He specializes in solar energy; specifically the photovoltaic energy domain. He often travels to Europe to conduct training seminars in the solar energy field and intends to pursue a graduate degree in electrical engineering in the near future.



Chadi El Chaar (B.S. '08) graduated with high distinction and is currently based in Florida pursuing a master's degree in Information Systems at the University of Tampa.

Manal Naboulsi (B.S. '08) was working with OMD—a leading international media agency—for the past three years. She recently moved to MEC as a Media Manager handling the Nestle account.



Marwan Abdallah (B.A. '10) worked with NOWLebanon as an International News Writer for several years and then worked as a producer for international TV stations at Studiovision Achrafieh. At present, he is working as a research assistant at MP Samy Gemayeh's office in the Lebanese Parliament, and is also a Sales Consultant at Crown House Group. He is involved in numerous NGOs such as International Alert and UNDP.

Firas Arab (B.A. '10) has been living in Barcelona for two years where he finished a double degree Masters in International Business and Marketing and Distribution Channels. He opened a company called Fly-Foot (FLY-FOOT.com), which flies people from the Middle East Region to Europe to watch professional football games. He thanks LAU, with its strong reputation and international culture for giving him an understanding of people from all parts of the world.



Eleena J. Korban (B.A. '11) has moved to Washington, D.C. to pursue a career in foreign relations or educational reform. Previously, she was working at the Middle East Broadcasting Center (MBC) as an Assistant Executive Producer and also spent time in Cairo filming a reality series.

Nelly Awad (B.A. '12) completed an internship in the Ministry of Foreign Affairs in the Protocol Department upon graduating. She is currently working as a cultural orientation officer for the International Catholic Migration Commission, where she focuses on a resettlement program for refugees in the United States.



Aseel Baidoun (B.A. '12) headed to Sweden upon graduation to pursue an M.A. in global journalism at Orebro University.

Mazen Takkouch (B.S. '12) graduated with distinction and is currently working as a business analyst at Yields Management. He is planning to do the CPA in the near future and pursue graduate studies at LAU.

Mahmoud Al Shami (B.A. '12) is working as a Human Resources Administrator at a company called "Ministry of Food" which manages various popular culinary brands and does consultancies in the field. He is currently pursuing an HR degree to increase his knowledge and skill set.



Jasmin Ayad (B.S. '12) is currently working as a freelance interior designer and intends to pursue a master's degree in fashion design in Germany.

Joe Abboud Nazi (B.E. '12) is a recent graduate who participated in the Preparing Global Leaders conference in Moscow in August 2012. He is currently working as a network engineer for Globalcom Data Services (GDS). He hopes to pursue an M.B.A in the future.



Please send changes of address to:
alumni@lau.edu.lb +961 1 786 456 ext. 1341 / 1136

WHY I GIVE BACK

Mohamad Yaghi *Alumnus*



Where do you live?

I live on Lake Norman in Mooresville, NC—a suburb of Charlotte, NC—with my wife Rowida (LAU '96) and our three children: Sabeen, Maya and Adam.

What do you do?

I practice dentistry in Charlotte. I own and run two large dental clinics with 22 employees, including four full-time dentist associates.

Why do you give back to LAU?

My life journey has entailed a lot of hard work and the determination to overcome the obstacles I encountered. But hard work and determination were not enough when the rift between my dream of pursuing a college education and fulfilling that dream was too deep to overcome. The short time I spent at LAU (BUC) was different than any other time in college. I credit my time there for my success. BUC was the bridge that I needed to pursue my dream. Without it I would have never accomplished my goals.

How would you like to see your donations used by the university?

Every dime LAU spends will eventually, directly or indirectly, benefit students. I believe the priority should always be helping students directly through aid and scholarships. With that in mind, I trust LAU to determine the use of my donation.





Fulfilling the Promise

LAU Campaign for Academic Excellence



✧ RAYMOND AUDI IS FULFILLING THE PROMISE.

Raymond Audi is not only a monumental force in the banking world, but a champion of civic engagement.

He founded and chairs one of Lebanon's foremost banks, Bank Audi, in 1962. A passion for art, archaeology and architecture led him to establish the Audi Foundation, dedicated to preserving Lebanon's cultural heritage.

Audi's commitment to LAU runs deeper than financial support, as he also sits on the university's Board of International Advisors. LAU awarded him an honorary doctorate in Humane Letters in 2007.

Bank Audi SAL–Audi Saradar Group has given to LAU on a number of occasions and most recently established an endowed scholarship to assist gifted students. An executive business hall at LAU's School of Business has also been named after Raymond and his late brother George.



Scan this code with your Smartphone
to go to our giving page

For more information, please contact:

Beirut Development Office
Tel. (961) 1 786456 Ext. 1323
Fax (961) 1 803658
P.O. Box 13-5053
Chouran Beirut 1102 2801, Lebanon
Email: development@lau.edu.lb

New York Development Office
Tel. (212) 870 2592
Fax (212) 870 2762
475 Riverside Drive, Suite 1846
New York, NY 10115-0065, USA
Email: nydevelopment@lau.edu



BEIRUT CAMPUS

P.O. Box 13-5053
Chouran Beirut, 1102 2801
Lebanon
Tel. +961 1 786456 / 64
Fax +961 1 867098

BYBLOS CAMPUS

P.O. Box 36, Byblos, Lebanon
Tel. +961 9 547254 / 63
Fax +961 9 944851

NEW YORK OFFICE

475 Riverside Drive, Suite 1846
New York, NY 10115 0065
USA
Tel. +1 212 870 2592
Fax +1 212 870 2762

www.lau.edu.lb



Pastage paid Port payé مدفوع مسبقاً

CO 0292

RVU