

CONTENTS

THE PRESIDENT'S MESSAGE



ACADEMIC AFFAIRS

- 3 NDU President receives Queen Victoria Medal at EBA Oxford Conference
- 5 Board of Deans Decisions and Accreditation Report
- 7 NDU and Bank of Beirut sign Agreement
- 8 OKI Printing Solutions - NDU Agreement for Center
- 9 NDU's University Ranking

Why have the media sunk so low? Why has professional conscience been left aside, in language, in method, in presentation, in factuality, in information and in commentary? Why is there so much fabrication, mercenary trumpeting and gabble? Why is there all this meaningless talk, scare-mongering, infidelity, incitement, accusation and rashly divisive allegation? Why are there all these voices of doom, with so much tasteless derision and frivolity? Why is there so much poisoning of natures, of matters of taste, so much tearing down of values, customs, traditions and all that is respected and sacrosanct? Why is there all this insulting of people's intelligence, feelings, interests and concerns? Why do our media not content themselves with giving information, fulfilling their professional role and mission? Let us just have some information, with some true Lebanese kindness, some fear of God, so we may no longer say that we know what party the outpouring comes from. Editorial Staff

July 2008 | issue 43

ndu
spirit

NDU Spirit A periodical about campus life at Notre Dame University - Louaize.

ACADEMIC AND STUDENT ACTIVITIES

- 10 Alumni Affairs
- 12 NDU Choir: US Embassy 25th Anniversary Commemoration
- WEERC
- 14 Workshop: Fishing in Chabrouh Dam
- 15 District Water Awareness after Chabrouh Dam
- LERC
- 16 LERC Teams meet NDU President and VPRD
- 17 Nigerian Ambassador Pays Courtesy Call
- 18 Visit of Argentine Dabkeh Group Leader
- 18 National Award to Dr. Nassib Fawaz of LIBC
- 19 Irish Lebanese Cultural Foundation
- 20 Intensive Training for International Researchers
- 21 Cypriot Ambassador Call on LERC
- 22 LERC Introduces Research Infrastructure to Latin American Ambassadors
- 24 LERC at Ministry's Beirut Workshop
- 25 Visit of Kano Consul
- 25 Three Eminent Scholars Visit LERC
- 26 Migration from/to Lebanon, Dr. Zeenny's Exhibition
- 27 NGO's Workshop
- 28 *Communio*
- FBA&E
- 29 Your Own Portfolio, Accounting Club Seminar
- 30 NDU, Reuter, International Herald Tribune, etc.
- 31 Graduate Division news
- 33 Lebanese Manufacturing Workshop
- FAAD
- 35 FAAD Students' Fashion Show
- 36 «Espress» yourself with coffee! - Aline Sfeir
- FE
- 38 IEEE Training Camp
- 39 NDU, IEEE and Women in It
- 40 ASME 2007-2008 - Charles Haddad

- FH
- 41 NDU for Teacher Excellence - Dr. Carol Kfouri
- 42 NDU Win at IAA Advertising Competition
- 44 Romantic Studies - Dr. Naji Oueijan
- 44 NDU Students' Success in Arabic Speech Contest
- FNAS
- 45 Bake Sale for the Hungry - Fay Kazzi
- 47 Nutrition & health club Events 07-08
- NORTH CAMPUS
- 49 Photography in the Forefront
- 50 Movie Discussion
- 51 Doors Wide Open!
- 52 Debate Club Activities
- 53 Turath Day
- 55 NDU Mothers' Day
- 56 NDU honors Sri Lankans
- 57 Sports Office
- 59 Social

OPINION AND CULTURE

- 60 Mind your English!
- 61 Brain Power in a Creative World - Kamal G. Darouni
- 64 Deadly Converters - Dr. Walid C. Assaf
- 65 Shutting Down Water Pumps - Dr. Walid C. Assaf
- 66 Sitôt le matin, j'arrive...
- 67 Economic Policy and the Subprime Crisis - Dr. Louis Hobeika
- 68 Geoffrey Chaucer - Kenneth Mortimer
- 70 Philosophy of Multiculturalism - Albert Ameen Rihani
- 74 The Future of Lebanon - Hope and Georgio la Pira - Edward Alam
- 78 Praying - Fadia el-Hage
- 79 Something for your Grey Matte

- Telefax: (09) 214205
- Email: nduspirit@ndu.edu.lb
- www.ndu.edu.lb/newsandevents/nduspirit


- Editor-in-Chief
Georges Mghames
- English Editor
Kenneth Mortimer
- Reporting
Ghada Mouawad
- Arabic Typing
Lydia Zgheib
- Photographer
Abdo Bejjani
- Layout & design
Technopub
- Print
Meouchy & Zakaria

(N.B. Opinions are those of the authors and do not engage the editors.)



The President's Message

BE SUCCESSFUL...

 One day, I heard a prominent man saying: "I had a dream, I succeeded in making this dream become true, and I made a difference by helping others have their own dreams!" That was his answer when he was asked how he built his success. As a matter of fact, at that same moment, he raised within me a question and drove me to ask myself: "Is there any success without a dream?" After deep thinking, my personal conclusion was that the way to success has to pass by a dream. Simultaneously, the words of the American philosopher, Henry David Thoreau, in this regard came to my mind when he said: "I have learned that if one advances confidently in the direction of his dreams, and endeavors to live the life he has imagined, he will meet with a success unexpected in common hours."

Dreaming and being successful are two vital and interrelated facts. Success is as being born in the womb of dreams. However, dreaming is not enough to succeed! For a dream has to grow and seek its way to success, and success has a price. According to the well-known architect Frank Lloyd Wright, dedication, hard work, and an unremitting devotion to the things you want to see happen are indispensable to any high achievement.

At NDU, we understand that there is no absolute success, and success can be measurable. We believe that dreaming is a prerequisite for success. We are aware that we have a role to play, and it cannot be but a leading role. Our mission is to inspire others to dream more, learn more, do more and become more. Ralph Nader, of Lebanese descent, defined a leader as someone who has the vision and conviction that a dream can be achieved, and accordingly inspires the power and energy to get it done. This is our responsibility as an educational institution towards every member who belongs to NDU.

NDU is called to be the place where difference is made; a difference of growth and success, a difference in the lives of our students, in the lives of our staff, in the lives of our faculty members, in our community and our society. If I may here use the words of President John F. Kennedy, I would say: "Let us think of education as the means of developing our greatest abilities, because in each of us there is a private hope and dream which, fulfilled, can be translated into benefit for everyone and greater strength for our nation".

We, in Lebanon, have recently celebrated the beatification of Abouna Yaacoub, a perfect example of someone who had a dream and restlessly spent all his efforts throughout his life to turn this dream into reality. His thriving life inspired many others for whom many dreams flourished.

○ | Let us stretch the horizon for our youth to dream and pave for them the path to success.

President
Fr. Walid Moussa S.T.D.

Oxford Summit of Leaders NDU President Honoured

Oxford, UK, 16-18 March, 2008

Marking the 21st anniversary of the foundation of Notre Dame University-Louaize, when Father Walid Moussa, the NDU President, took part in the Oxford Summit of Leaders he was presented with the highly esteemed international Queen Victoria Award at the 42nd Socrates Award ceremony, held in Oxford Town Hall, which honours individuals successful in business and in education for "virtue, bravery and integrity".

▼ *Father Walid Moussa receiving the Award of the Queen Victoria Medal from Dr. Will Goodher, President of the Club of the Rectors of Europe at the EBA, in the presence of EBA President Dr. John Netting.*



The Oxford Summit of Leaders, which is held by the European Business Assembly and is "committed to developing working relations between industry leaders from all over the world", plays a pivotal role in today's networking society, especially between Eastern and Western Europe. The International Socrates Award Ceremony, following the Conference, honours successful business individuals and leading institutes of education. Over the past few years the Oxford

Summit has welcomed more than seven hundred participants, this one including over one hundred from all over Europe and some coming from as far afield as Nigeria and Kazakhstan. Among them were rectors and vice-rectors, businessmen and scientists.

■ The Conference closed with the Club of Rectors holding its traditional meeting underlining the importance of sharing educational ideas and including the induction of new members into the club.

In his speech of acceptance of the Queen Victoria Medal, Father Walid Moussa expressed thanks for the opportunity to share with the audience the notable and illustrious experience of Notre Dame University, where it was believed that the academic services it provided would be more effective everywhere with its following features and case studies.

■ First, NDU was an Anglophone bridge with the West, as it was the first private university

in Lebanon and the Middle East adopting the American liberal arts system of higher education. While maintaining its Lebanese spiritual heritage, it strove to build future leaders who had acquired the dialectical skills of debating a thesis and its antithesis to reach a convincing dynamic and realistic synthesis.

Second, it presented a case of interdisciplinary academic experience. It had a distinctive understanding that any field of specialisation could not enrich itself and be comprehensive without unfolding the different layers of knowledge in order to be able to analyse the same subject, and look into the topic, from different

perspectives. Father Moussa asked his listeners to imagine analysing a book of literature from a statistical point of view or going through computer science applications through a cultural and artistic understanding. This was what they were trying to do at NDU.

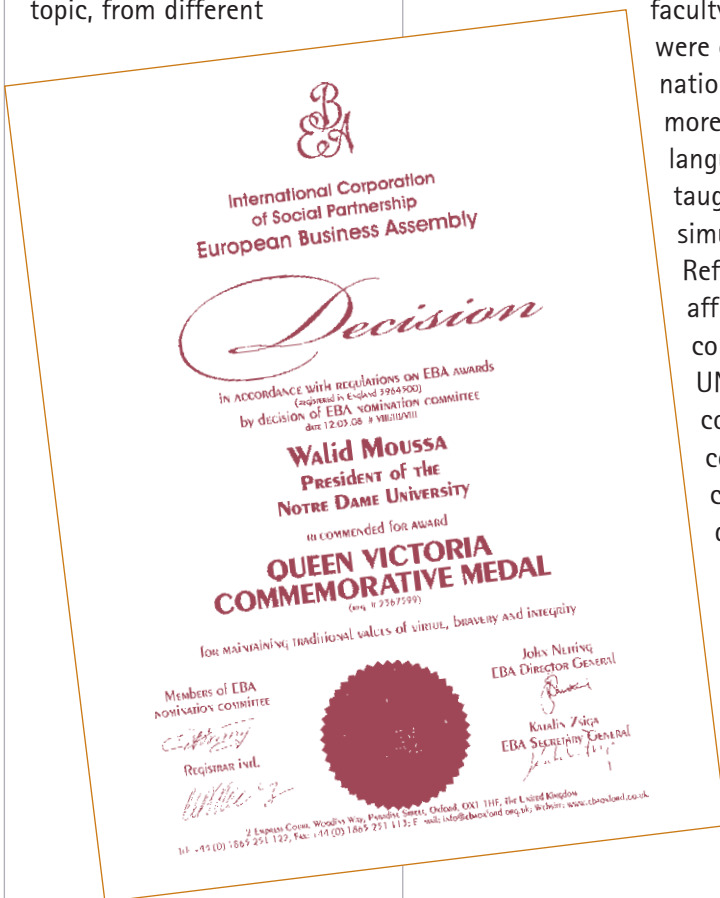
Third, there was a celebration of diversity, with its wide range of student and faculty backgrounds. Over sixty percent of the students came from French-speaking high schools and twenty-five percent from English-speaking ones, while the remainder came from multilingual backgrounds. After three to four years, more than three-quarters of NDU students graduated with trilingual capabilities, and the remainder ended up reading and writing a fourth European or Asian language. Students were of thirty-eight

nationalities, the faculty members were of fourteen nationalities, and more than six languages were taught on campus simultaneously. Referring to the affirmation contained in the UNESCO convention concerning cultural diversity, Father Walid Moussa insisted that this

understanding was an aspect of the leadership that NDU was endeavouring to promote.

He further insisted that the present time demanded an open dialogue to consider on the one hand the risks of identity-based isolation and on the other those of the standardisation associated with globalisation. Such a dialogue would guarantee respect for all cultural identities within a democratic framework, an atmosphere favourable for their creative capacities, and real possibilities for these cultures of development. This was another aspect of the leadership qualities that NDU attempted to promote. Multiculturalism was more important than ever, particularly in Lebanon, and it maintained NDU as a model of excellence in Lebanon's pluralistic and democratic society.

The NDU President pointed to his continued insistence at international conferences on the need everywhere in the world for a leadership built on moral and ethical values together with high academic and scholarly standards, the two being complementary. He concluded that every effort to celebrate the values of diversity, multiculturalism and globalisation supported directly or indirectly Lebanon's cause of democracy, freedom and global, cultural and human commitment. He then thanked the European Business Assembly for organising the present gathering, as well as its sister institutions for their aims and activity.



The following decisions have been issued by the Board of Deans meeting since January, 2008.

BOD DECISIONS

1. Full-Time Faculty Presence on Campus

Definition

Full-time faculty members are those instructors who devote their active academic time to university related duties which include, but are not restricted to, teaching, office hours, student advising, research, academic committees' membership, and other services to the University.

General Presence

All full-time faculty members are expected to be available during the full academic term, including registration periods at the beginning of fall, spring and summer semesters as specified in NDU Bylaws and published in the NDU academic calendar.

To fulfill the duties with dedication, faculty members are expected to spend on campus a **significant and meaningful** amount of time during which they are accessible to students, colleagues and staff. Faculty members are expected to expend energy and employ their expertise in the day-to-day workings of the University.

2. Re-enrolled Courses

Students who re-enroll, for any reason, in one course or more, **shall not benefit from financial support** for the

re-enrolled course(s). This policy is effective as of October 1, 2008.

3. Merit Reward Policy

Faithful to its mission of encouraging excellence in the areas of teaching, research, self-development, creative activity, and service, NDU shall introduce a Merit Reward Policy as of the academic year 2008-2009.

Objective

The objective of the present policy is to recognize academic merit by granting financial rewards to eligible full-time faculty members who, beyond fulfilling all their duties adequately, whether in teaching, research/creativity, self-development, or service, are excelling in some or all of these areas.

Eligibility

Full-time faculty members with at least three years of continuous service at the University are eligible for merit evaluation and reward. Visiting professors, full-time researchers, part-time faculty members, and emeriti are non-eligible.

4. Number of GER Credits (applicable to new students only)

As of the academic year 2008-2009, and with reference to the

BOD decision of July 4, 2007, stating that the total number of GER credits shall be 33 starting October 1st, 2008, except for majors in Engineering, Architecture and Design, which may be released from 6 credits, and in Business Administration, which may be released from 3 credits, and since GER courses, as a guiding principle, shall cover up to one-third, but not more, of the total curriculum of any major, the BOD decides that:

- a) The total number of GER credits shall be 30 for those majors that total less than 99 credits and are not offered in Engineering, Architecture and Design, and Business Administration.
- b) The total number of GER credits shall be 33 for those majors that total 99 and more credits and are not offered in Engineering, Architecture and Design, and Business Administration.



5. Faculty of Political Science, Public Admin. and Diplomacy: Corporate Law and Public Law Degrees

Dr. C. Ghais, the Dean of FPSPAD, emphasized the serious market need for lawyers able to conduct their practice in English. He stressed that meetings with lawyers had given very positive feedback.

The BOD approved the proposal to apply to the Lebanese Government to give the degrees of Corporate Law and Public Law and to change the name of the Faculty to Faculty of Law and Political Science.

The Second Phase of the Accreditation Eligibility Report

On Monday, May 5, 2008, the Executive Accreditation Committee (EAC) met with President Fr. Walid Moussa and Vice President Dr. Ameen A. Rihani to discuss the major concerns related to the Eligibility Report (ER), which is under review in preparation for its second draft. Dr. Kamal Abou Chedid, Chairperson of EAC, presented a PowerPoint on the subject focusing on the main observations made previously by Dr. B. Brittingham, Director of the Commission for Higher Education in the New England Association for Schools and Colleges (NEASC). Thorough discussions took place around these observations, when different points of view were presented based on figures, percentages, and other informative statistics. The meeting started at 2:00 p.m. and was adjourned at 4:30.

It was decided that the next step to be taken was the preparation of the final draft of the Eligibility Report, in its twenty-three set standards, before sending it to NEASC early July. It is expected that the official ER in its complete and final form, with full documentation, will be filed early October 2008. This step will be followed by the visit of a team in order to observe, verify, and evaluate every single item of information before an answer comes back determining whether or not NDU is eligible for accreditation.

The EAC is conducting regular meetings to review the Eligibility Report with all the related documents. Special thanks go to each and every member of the EAC, namely Dr. Kamal Abouchedid, (Chairperson), Dr. Mary-Angela Willis, Dr. Roger Hajjar, Mr. Antoine Khalil, and Mr. Simon Abou-Jawdeh.



◀ The Accreditation Committee at work, from left to right: Mr. Simon Abou-Jawdeh, Dr. Mary-Angela Willis, Dr. Roger Hajjar, Dr. Kamal Abouchedid and Mr. Antoine Khalil.

NDU and Bank of Beirut s.a.l.

Exclusive Agreement to Issue an Affinity Credit Card

Press Release
May 27, 2008

In the context of its academic strategy, and in an effort to facilitate access to culture and learning, Bank of Beirut s.a.l. has signed an exclusive agreement with Notre Dame University (NDU) to issue an Affinity Credit Card that benefits staff, teachers, students and alumni of NDU. A large portion of the profits generated from this Affinity credit card will be channeled for the support of the financial aid department or to partially or totally finance any future project for the progress of NDU.

The agreement was signed by the President of NDU, Father Walid Moussa and by Mr. Salim Sfeir, Chairman General Manager of Bank of Beirut s.a.l.

Following the signature, Mr. Sfeir stated that this deal represents reinforcement in Bank of Beirut's strategy, the aim of which is to support and serve the youth who are in pursuit of knowledge and learning. He further added that through the enhancement of the academic conditions they will be in a position to play a more significant role in the nation-building process.

For his part, Father Walid Moussa, President of the University, expressed his thanks to all concerned for their

efforts, considering the deal to be a stepping stone in a new partnership and a fruitful long-term collaboration with Bank of Beirut s.a.l. He also stressed that this agreement translates Bank of Beirut's continuous support to academic institutions in an effort to assist them in fulfilling their role.

All NDU family members will benefit from many privileges. In addition to their contribution in support of the University upon each use of the card without incurring any additional charges, a large portion of Bank of Beirut's generated profit from this project will be rerouted to the University in the form of a donation in the name of each and every cardholder.

► From left to right, back:
Mr. George Aouad, Dr. Ameen Rihani,
Fr. Samir Ghossoub, Fr. Roger Chikri,
Mr. Suheil Matar.
Front; Mr. Salim Sfeir and Fr. Walid
Moussa signing the partnership.



OKI Advanced Printing Center launched at Notre Dame University

OKI Printing Solutions supports education in Lebanon with the launch of OKI Advanced Printing Center

Zouk Mosbeh, Lebanon 2nd April 2008 - *OKI Printing Solutions* has opened a strategic cooperative process with Notre Dame University (NDU) by launching its first OKI Advanced Printing Center in the region. *OKI Printing Solutions* aims to support educational institutions in Lebanon by building a colour lab equipped with *OKI Printing Solutions'* state-of-the-art digital colour toner-based proofing and printing systems. *OKI Printing Solutions* was represented at the signing ceremony by PSI, OKI's partner and authorized distributor in Lebanon.

Notre Dame University seeks to provide comprehensive quality education that fosters excellence in scholarship, lifelong learning and enlightened citizenship. Its

cooperation with *OKI Printing Solutions* will help it to achieve its aim. In this respect, Fawzi Baroud, Director of Information Technology at the University, said: "We are delighted with our alliance with OKI because it serves our vision to provide a highly personalized academic experience for our graduate and undergraduate students. Working with OKI will help us strengthen our position as leaders in innovation and creativity."

OKI Printing Solutions will be developing a special course for NDU faculty members who will be in charge of conducting training and educational activities sponsored by OKI throughout the year. "OKI Advanced Printing Center will be a platform for specialized courses for NDU Graphic Art students as well as for professionals already working in the industry who seek further education on such solutions." said Robert Kanaan, General Manager of PSI.

The opening of the Center also saw the launch of OKI's new high performing A3 colour printer C9650XF. The C9650XF has a print speed of up to 36ppm for colour printing, 40ppm for mono, with a fast time for a first print of 10.5 seconds for colour and 9 seconds for mono. It can print on A6-oversized A3 and has up to 300gsm; paper capacity is up to 2850 sheets. The EFI XF Advance RIP has been integrated with the C9650 to provide professional users with state-of-the-art colour management and proofing capabilities. Users can also download and store ICC profiles in the printer's hard disk for specific colour matching. The C9650XF also benefits from OKI Printing Solutions' innovative High Definition toner, which provides a high level of detail, greater depth of colour and a high gloss feel for exceptional print results every time.

OKI Printing Solutions is committed to providing the OKI Advanced Printing Center with a new A3 colour printer C9650XF installed and ready to work. "With its amazing capabilities we believe that the C9650XF will be most beneficial for the OKI Advanced Printing Center and its students. The C9650XF will provide the students with the opportunity to acquire up-to-date knowledge about colour management and proofing, using the latest technology in the field of printing," declared Mr. Robert Kanaan.



◀ *Mr. Habib Melki, Dr. Ameen Rihani, Mr. Robert Kanaan and Mr. Fawzi Baroud.*

NDU Ranks No. 6 among Lebanese Universities

According to Scopus Database produced by Elsevier, the largest international publisher of scholarly material, and one of the leading scientific databases in the world, and on the basis of the "Webometrics Ranking" of universities worldwide published at www.webometrics.info/top_continent, NDU ranked No. 6 among 42 universities in Lebanon for the year 2008 (after ranking No. 11 for the year 2006). Also NDU is ranked No. 90 among 634 universities in the Middle East, for the year 2008 (after ranking No. 95 for the year 2006).

The ranking criteria are based on –

- | 1. The richness of the university's website,
- | 2. The number of publications of the faculty members (books, refereed articles and conference proceedings), and
- | 3. Number of MA/MS theses and Ph.D. dissertations.

○ | Information kindly supplied by Dr. Ameen Rihani





Alumni Affairs

Mr. Simon Abou Jaoude, Director of the NDU Alumni Affairs Office, recently visited alumni of the University residing in the United Arab Emirates. As part of the Office's strategy to reach NDU alumni wherever they may be found, he brought together graduates at the Lebanese Consulate at Dubai on Saturday, March 8th, 2008, and at Crown Plaza, Abu Dhabi, on Monday, March 10th. The theme of the gatherings, both held in the evening, was *Be Proud of It, Be Part of It*. While the number of alumni at Dubai was considerably greater than the number at Abu Dhabi, both reunions were successful and productive, thoroughly enjoyed by graduates who were glad to have an NDU representative visit them and make them feel that their alma mater had not forgotten them.

Both occasions began with a speech of welcome by one of the alumni, in the case of Dubai by Robert Ohannesian (BS '05) and in that of Abu Dhabi by Bassem el-Ghaoui (BA '00), followed by an address by Mr. Simon Abou Jaoude, who indicated the importance of alumni for their old University.

Documentaries were then shown about NDU and activities organised by the

Office in 2007 for alumni in Lebanon. Finally there was an e-speech from NDU President Father Walid Moussa particularly addressed to alumni in the UAE, in which he informed them about how NDU was steadily moving forward in its academic and non-academic endeavours. Conversation and exchanges of greetings followed, providing an opportunity for those present to reconnect or to discover other fellow-alumni in UAE and so renew ties with their University.

Some expressed concern about the differences of work level and organisation between the alumni of NDU and those of AUB/LAU. However, they were reassured that they could realise their own particular achievements as against those having a 100-year tradition behind them, thanks to their youth and special qualities. They were urged to have faith and to exercise patience as, given the present record and trajectory and their commitment and loyalty, NDU alumni could legitimately come to be considered the best.

NDU-UAE alumnus Robert Ohannesian (BS '95), the lead volunteer organizing

the event, remarked that making the gathering come about had been a real challenge but the result showed that the effort had been well worthwhile. Insight and information had been gained about the needs and expectations of NDU alumni in the UAE, for those working abroad had different needs to those in Lebanon. They were more work-oriented and productivity-driven, while yet having a deep longing for their family and friends in Lebanon, including their NDU professors, whom they warmly greeted.

Mr. Abou Jaoude had a meeting with the Consul of Lebanon in Dubai, Mrs. Donna Turk. She was most welcoming and generous with her time despite her busy schedule and hard work promoting Lebanon as a leading nation in the Arab World. She promised to include a visit to NDU in her upcoming program in Lebanon. The Alumni Office



Director also met some employers (CEO/HR/Managing Directors) of NDU graduates, who expressed their satisfaction with their performance and pointed out their caliber and potentials. They were ready to coordinate with the NDU Placement Office to recruit more from the University.

NDU graduates just embarking on their professional career or at a crossroads were asked whether it had been worth leaving home to work abroad; they talked mostly about the quality

exposure they obtained from the many projects in a job market that was huge. They also expressed their willingness to contribute time and effort to developing the NDU presence in UAE by setting up a committee with goals and a plan of action. They were also ready to help younger fellow-alumni to settle in the UAE, find a better job and expand their social network. Their generosity and dedication to NDU, and the indication of the special place it held in their hearts, were most moving. They wanted NDU to arrange more alumni meetings and contacts,

especially during the early stages, to encourage and support them in their mission.

Thanks to the enthusiasm of the alumni and the support of the NDU President, this visit will certainly bear fruit in the near and long-term future. It is clearly most important to establish firm bonds with this the largest segment of NDU alumni.

On 12th May, 2008, the Alumni Affairs Office sent Members an email accompanying the Alumni E-newsletter – Special Issue, which contained the following:

Good News! A number of NDU Alumni are volunteering much of their time and effort to work on establishing the Dubai group and others in Abu Dhabi. The UAE Alumni were pioneers in establishing an NDU Alumni group. I am pleased to announce that work has begun in both groups. For more information, feel free to contact the Alumni Affairs Office.

The NDU Alumni Website is in its final stages. The launching date will be posted on the NDU website.

If an alumnus does not receive news from NDU Alumni Affairs Office, kindly encourage him or her to contact us via e-mail: alumni.affairs@ndu.edu.lb . WE will make sure to answer back personally. Alumni are asked to kindly keep their e-mail addresses up-to-date with the Office.

Stay safe! Truly NDU,

Simon Abou Jaoude, Director, Alumni Affairs Office

25th Anniversary Choir at U.S. Embassy Memorial Ceremony

○ A committee of Lebanese and American employees of the Embassy planned a ceremony which included music by the Notre Dame University Choir under the direction of Father Khalil Rahme, a U.S. Marine Corps Honor Guard, and the planting of a cedar tree near the memorial. The Embassy also gave a pin to guests and a special medal to the survivors and the families of those who perished.

Father Khalil Rahme and members of the NDU Choir excelled in providing the music appropriate to the occasion. Some of the survivors and families of those who perished were touched to the point of tears by the words and melody.

Father Walid Moussa, President of NDU, and Professor Michel Nehme attended the ceremony that marked the 25th anniversary of the April 18, 1983, bombing of the U.S. Embassy in Beirut. Acting Chargé d'Affaires Michele J. Sison presided the event, held at the U.S. Embassy in Awkar. She welcomed survivors who continue to work with the Embassy, former

employees and family members of the victims who came to the event and said "I am truly humbled by your dedication, and I know that all of the American staff here join me in feeling proud to be working with you."

Also speaking at the ceremony was Assistant Secretary of State for Near East Affairs, C. David Welch, who was the Lebanon desk officer at the Department of State when the bombing occurred. He recalled his horror and sadness when he received the call about the terrorist bombing and said, "Together, American and Lebanese staff members did the work that needed to be done. They pulled



▼ *The NDU Choir provides the appropriate musical setting.*



their colleagues from the destruction. They tended to the wounded."

The U.S. Embassy American and Lebanese staff members and guests mourned the loss of colleagues and friends while remembering that each of them had worked for the strong and enduring relationship between Lebanon and the United States.

The commemoration ceremony took place before the granite memorial erected on the Embassy grounds to honor all those who have died while serving the United States in Lebanon.

The memorial lists the names of the fifty-two Lebanese and Americans who died on April 18, 1983, of the nine who died when the Embassy annex was bombed in 1984, and of the 241 U.S. servicemen who were killed when the U.S. Marine Corps Barracks was bombed October 23, 1983, as well as the names of those who were killed in other attacks. Above the names is the simple inscription: "They Came in Peace". The memorial stands as an enduring reminder of the sacrifices made by many who believed in the strength of Lebanon's relationship with the United States.

At Chargé Sison's request, participants observed a moment of silence in honor of those who died working for a secure, sovereign, democratic, united, and prosperous Lebanon.

At the end of the ceremony Michele J. Sison expressed to President Father Moussa her interest in preparing for a visit to NDU campus for the pleasure of meeting administrators, faculty members and students.

▼ *The NDU Choir at the Embassy.*

▼ *Silence for the dead.*





WEERC Workshop

Fishing in Chabrouh Dam

In collaboration with the Water, Energy and Environment Research Center at Notre Dame University (WEERC-NDU), the Ministry of Energy and Water (MEW), the Ministry of Agriculture (MoA) and the Food and Agriculture Organisation (FAO) organized a workshop on The Development of Fishing in Chabrouh Dam on Thursday 8th May 2008 at the WEERC premises. This event was under the auspices of the Minister of Energy and Water H.E Mr. Mohammad Al Safadi and concerned the management of Chabrouh Dam for recreational fishing and tourism planning in the Chabrouh Dam area with its ecosystem and reservation.

The speakers were:

- o | *Mr. Souhail Matar, Director of Public Relations at NDU, representing Reverend Father Walid Moussa, NDU President;*
- o | *Dr. Adel Cortas, former Minister of Agriculture;*
- o | *Dr. Chadi Mohanna, Director of Rural Development and Natural Resources, Representative of H.E Mr. Talal al-Sahili, Minister of Agriculture;*
- o | *Dr. Fadi Comair, Director General of Hydraulic and Electric Resources, Ministry of Energy and Water and Director of WEERC, representing H.E. Mr. Mohammad Al Safadi, Minister of Energy and Water;*
- o | *Eng. André Atallah, Professor of Hydraulic Structures;*
- o | *Mr. Ibrahim Hawi, Head of Rural Development and Natural Resources in Bekaa, Ministry of Agriculture; and*
- o | *Dr. Imad Patrick Saoud, Aquaculture and Aquatic Science, Dept. of Biology, American University of Beirut.*

With Dr. Adel Cortas, discussion covered the climate and hydrological condition of Chabrouh Dam, fresh-water aquaculture and the feasibility and environmental impact of a fishing development project in Chabrouh Dam.

Certain problems were reviewed, namely plant growth, mosquito infestation, sedimentation, housing pollution, stratification and anaerobiasis. It was suggested that the water should be stocked with at least three different species of fish tolerant of winter cold with slight warming in summer; one species would be herbivorous to control plant growth, another insectivorous to control mosquito larvae and a third carnivorous to control the other two.

Dr, Fadi Comair opened by pointing out that 150,000 cubic meters that previously went to waste in the Mediterranean would now cover local needs up to the year 2050. It would also provide recreational services and allow the development of fishing.

Speaking on behalf of Minister Talal as-Sahili, Dr. Chadi Mohanna greeted the audience and then gave some pertinent statistics. He said that sea-fishing on the Lebanese coast produced yearly 6,000 tonnes, with in addition 600 tonnes of trout from fish-farming. According to the Customs, 12,000 tonnes were imported yearly, so total consumption did not exceed 20,000 tonnes, or about 5 kilograms per head of population. For people at some distance from the coast there should be a greater variety of fish available, to be assured by fish-farming.



◀▲ *Our photos show the speakers and the expert audience*



District Municipal Water Awareness after completion of Chabrouh Dam



The Ministry of Energy and Water and the Water, Energy and Environment Research Center at Notre Dame University (WEERC-NDU), in collaboration with the UNESCO Regional Office in Beirut, organized a National Campaign on "Water Awareness within the Municipalities District after the completion of Chabrouh Dam" at the Town Hall of Zouk Mikayel on the 28th February 2008. The campaign is under the patronage of the Union of Municipalities of Kesrouan-Ftouh.

The objective of this campaign is to enhance water awareness (for drinking, irrigation and industry) within the Municipalities after the completion of Chabrouh Dam at Faraya.

The speakers were the following:

○ | *Mr. Souhail Mattar, Director of Public Relation at NDU, representing NDU President Father Walid Moussa.*

○ | *Mr. George Awad, Programme Officer, Communication & Information Sector, UNESCO Regional office, Beirut.*

○ | *Dr. Fadi Comair, General Director of Hydraulic and Electric Resources, Ministry of Energy and Water.*

○ | *Mr. Nohad Nawfal, President of the Union of Municipalities of Kesrouan-Ftouh.*

○ | *Dr. Musa Nimah, Professor at AUB.*

○ | *Mr. André Atallah, Professor of Hydraulic Structures.*

The main subject of discussion was the Integrated Use of Water for potable, irrigation and industrial purposes within the municipalities after the completion of Chabrouh Dam.

In his address, Dr. Comair stressed the need to establish the "water culture" in Lebanon in order to ensure fair distribution of water in all the Lebanese regions, while preserving the environment and the aqua-cultures and preventing water pollution. He

informed his audience about the 10-year plan drawn up by the General Directorate of Electric and Hydraulic Resources, which will involve thirty dams securing around 8 million cubic meters of water, covering the needs for water for a period extending to 2030.

Mr. Souhail Matar, spoke on behalf of Fr. Moussa, the University President, and highlighted the importance of the Chabrouh dam, warning of the harm caused by water pollution. He encouraged the parties concerned in every Lebanese region to control and reduce water consumption, as had been done in Zouk Mikayel.



LERC teams meet NDU President and VPRD

Both the local and the international teams of the Lebanese Emigration Research Center met with Notre Dame University's President Fr. Walid Moussa and the Vice President for Research and Development Dr. Assaad Eid on February 27th, 2008.

This followed on Dr. Assaad Eid's inaugural visit to LERC, whereby the newly appointed Vice President for Research and Development was introduced to LERC staff and research infrastructure, including the resource library, the archives and the museum, as well as the electronic archive and database

The visit to the President has become a yearly event whereby LERC's management, staff, local and visiting scholars, and research assistants meet with the President and VPRD to get to know each other.

The meeting began with an introduction by LERC's Associate Director Ms. Guita Hourani, who briefly summarized LERC's main projects. She was followed by the Vice-President for Research and Development, Dr. Assaad Eid, who talked about LERC's momentum especially in regard to the population and indexing of the Lebanese Archive and Database (LEAD) and LERC's electronic research infrastructure tool, as well as the remarkable way that the Center manages to attract a very diverse group of researchers.

The President then welcomed all those present, saying that he appreciated their coming despite their research demand.

He went on to say that he followed all of LERC's activities and endeavors with keen interest and was delighted with the way that LERC, as an NDU initiative, was marking out the way forward. The President then stated how pleased he was with the way LERC had continued to enhance the "image" of the University in Lebanon and abroad.

The President ended by commenting that it was true that those who were interns and/or were volunteering at LERC were benefiting from the experience they were gaining, but LERC and NDU also were benefiting from them and for that he and NDU were grateful to them.

Following the President's discourse, each participant introduced him/herself and explained what he/she was involved in at LERC. Following the event, Dr. Edward Alam, an Associate Professor at NDU, who has recently been seconded to work on a research paper on diaspora and religion, said, "I must say that I am impressed by the diversity of people present, including NDU students, and with the fact that so many people are in essence 'donating' their time and effort to something they believe in."

Adjunct Research Associates Dr. Eugene Sensenig-Dabbous and Dr. Edward Alam, and Research Affiliates Dr. Salwa Karam, Roberto Khatlab, Dennis Kumetat, Wolf-Hagen von Angern, Dina Almisber von Angern, and Leonardo Schiocchet attended the



◀ *LERC's international and local teams pose for a souvenir photo with NDU President and the VPRD.*



Nigerian Ambassador pays courtesy call

meeting. Present also were Research Assistants Ali Hijazi, Sarah Al Hassrouny, Basma Abdel Khalek, Yara Maasri, and Joe Malkoun; LERC consultants Amin Nehme and Rudyard Kazan; LERC staff Ghada Khoury, Liliane Haddad and Elie Nabhan; and LERC NDU Student Assistants Neshan Emmiyan and Elie Hasrouti.

The meeting then adjourned to Dr. Eid's study, where refreshments were served, allowing all those attending the opportunity to get to know each other better in a very convivial environment.

His Excellency Hameed A. Opeloyeru, Ambassador of Nigeria, paid a visit to the Lebanese Emigration Research Center on March 6th 2008, when he met with LERC's Associate Director Ms. Guita Hourani and Vice President of Research and Development Dr. Assaad Eid. His Excellency was then taken on a tour of the Lebanese Migration University Museum at NDU and was delighted to see the Nigerian collection displayed alongside those from Brazil and Mexico as well as the newly donated Colombian collection. His Excellency was then introduced to the LERC staff and shown a demonstration of the Lebanese Emigration Archives

and Database (LEAD) system that the Center is currently building up. The Ambassador was very much impressed by LERC's vision, publications and achievements. He expressed genuine interest in developing Lebanese-Nigerian social, cultural and commercial ties, and with regard to the large Lebanese community in Nigeria in creating a general awareness about Nigeria amongst all Lebanese. The possibility of creating a Memorandum of Understanding between LERC and some Nigerian universities as well as the potential exchange of academics was also discussed.

▼ From left to right: His Excellency, the Ambassador of Nigeria explains a point to Elie Nabhan (LERC rapporteur), Dr. Assaad Eid (NDU/VPRD) and Guita Hourani, Associate Director of LERC while at the Lebanese Migration University Museum at NDU.



▲ The Ambassador of Nigeria, His Excellency Hameed A. Opeloyeru, being welcomed to NDU by NDU/VPRD Dr. Assaad Eid and Guita Hourani, Associate Director of LERC.

▼ The Ambassador of Nigeria, His Excellency Hameed A. Opeloyeru (center) visits LERC's offices and listens to Liliane Haddad, Chief Indexer at LERC, while Guita Hourani, Associate Director of LERC, looks on.



Visit of Argentinean-Lebanese dabkeh group leader.

On 11 March 2008, LERC received a visit from a member of the Lebanese diaspora in Argentina. Munir Nellmeldin, a third-generation Lebanese and passionate Lebanese folklore leader and performer, met with Associate Director Ms. Guita Hourani to discuss future collaboration between LERC and himself on behalf of his organization Firkat Al Arz of the Sociedad Libanesa de Rosario.

In addition to being a member of this organization, Mr. Nellmeldin is also the president of *Firgat al Arz*, a *dabkeh* dance group that performs at cultural events around Argentina. For the past ten years he has been

regularly training and performing alongside twenty other group members, and his visit to Lebanon had as main objectives a) the promotion of their work in Argentina; b) their recognition by the Lebanese government as an official medium for promoting Lebanese culture abroad; and c) improving his authentic folklore dancing by taking private dance lessons with a specialist.

After a tour of the Lebanese Migration University Museum at NDU conducted by Mr. Elie Nabhan, accompanied by LERC Research Assistant/Intern Yara Romariz Maasri (who acted as an interpreter between English and a mixture of Portuguese and Spanish), and a virtual tour of LERC's computerized archives, Mr. Nellmeldin discussed with Ms. Hourani ways in which the the Sociedad Libanesa de

Rosario and *Firgat Al Arz* could cooperate on issues of common interest. Mr. Nellmeldin expressed a wish to contribute material to the museum to make sure that the Lebanese presence in Argentina is marked there alongside the other countries represented, such as Brazil and Mexico. Ms. Hourani and Mr. Nellmeldin agreed to collaborate on a number of matters with a view to cultivating, with his help, a lasting relationship with Lebanese diaspora members in Argentina.

Before leaving, Mr. Nellmeldin presented LERC with a DVD of *Firgat al Arz* performances.

○ | Reported by **Yara Romariz Maasri**
LERC Visiting Research Assistant



▲ Associate Director of LERC, Guita Hourani (left) and LERC Research Assistant Yara Maasri (right) welcome Munir Nellmeldin of Rosario Argentina on his visit to the Center.

National Award for Dr. Nassib Fawaz, Founding President of LIBC

Beirut, March 17th, 2008

The President of the Lebanese International Business Council (LIBC) Dr. Nassib Fawaz was awarded The Migrant Medal by the Lebanese Ministry of Foreign Affairs in recognition of a lifetime's dedication to serving Lebanon. In his speech, the Minister of Foreign Affairs, Mr. Fawzi Salloukh, noted that Dr. Fawaz had worked tirelessly to unite the Lebanese, both in Lebanon and abroad, and to strengthen the bonds between both. He pointed out that during tough times the LIBC gave generously to Lebanon and helped in its recovery.

In his reply, Dr. Fawaz mentioned a need for change in the mentality of the Lebanese diaspora especially in the political,



▼ Associate Director Hourani presenting Mr. Fawaz with LERC's publications, March 17th 2008.



economic and social fields. He called on political parties to be aware that any political crisis or differences occurring in Lebanon would be reflected in Lebanese communities abroad. Dr. Fawaz also called for normalizing rights for Lebanese living abroad to make them comparable to those enjoyed by their countrymen in Lebanon and for granting those residing abroad the right to vote in *absentia*.

A lunch at the Bristol Hotel was attended by Mr. Fawzi Salloukh, the General Director of Emigrants Mr. Haitham Jumaa, and other diplomatic and media personalities. Ms. Guita Hourani, Associate Director of LERC, accepted the invitation of Dr. Fawaz to attend and presented Dr. Fawaz with copies of LERC's publications, a gift which he greatly appreciated.

Irish Lebanese Cultural Foundation

March 15, 2008: The Irish Lebanese Cultural Foundation (ILCF) brought The Boatmen singing group to Lebanon to celebrate St. Patrick's Day according to Irish tradition. This was also an occasion for LERC to meet the Chairperson of the ILCF Mr. Guy Younes and arrange for an interview at LERC. The St. Patrick's Day celebration was held at O'Cacti restaurant in Zouk Mosbeh, where LERC's staff and friends enjoyed the Irish folklore music and songs.

On March 18, Mr. Younes visited LERC and was shown the Lebanese Migration University Museum and the LERC electronic archives and database. Mr. Younes recorded his own story of migration and the history and objectives of the ILCF.

A migrant for over 32 years, nine of them spent in Ireland, Mr. Younes

has experienced first hand the difficulties faced by newly arrived migrants. Once he had settled down, Mr. Younes established the Irish Lebanese Cultural Foundation. Since its foundation in 2001, ILCF has grown slowly but steadily through literary, artistic, musical and culinary events focused on the traditions and heritage of Lebanon.

The Foundation became active during the July 2006 War, with Irish people participating in the events raising funds for buying and shipping hospital beds, clothing and medication to the victims of the War. The Foundation also pioneered and is sponsoring The International Tabbouli Day, aimed at rediscovering the authentic Lebanese recipe

and taste and promoting it as part of Lebanon's heritage.

Mr. Younes affirmed that LERC was playing a fundamental role benefiting all Lebanese and that he was looking forward to continued cooperation with the Center.

▼ LERC Associate Director Ms. Guita Hourani (right) explains about a migrant collection to Mr. Guy Younes.



Intensive Training for Internationals at LERC

PRESS RELEASE



Held jointly by the International Migration, Integration and Social Cohesion (IMISCOE) Network of Excellence and the Lebanese Emigration Research Center (LERC) at Notre Dame University (NDU), the programme addressed the difficulties of research in the field of international migration and integration, with a particular focus on the Middle East and North Africa (MENA) region.

Expert instruction over five days, 24–29 April, was given by four IMISCOE scholars: Dr Jan Rath and Liza Nell from the Institute for Migration and Ethnic Studies in the Netherlands; August Gächter from the Centre for Social Innovation in Austria; and Professor Ahmet İçduygu from the Migration Research Programme at Koç University in Turkey. Important input on the practice of researching in Lebanon and surrounding

countries was given by the organisers, LERC Associate Director Guita Hourani and NDU Associate Professor Eugene Sensenig-Dabbous. Administrative support was provided by Miss Basma Abdel-Khalek, Research Assistant with LERC. Participants came from Lebanon, the USA, the UK, Germany, and Egypt, pooling the skills and experience of some of the most promising professors and young researchers. They came from prestigious universities from Lebanon to America and joined with professionals working in political and NGO policy-making.

educated in different parts of the world, there was emphasis on discrepancies between critical modes of thought in different regions. In particular, the course was conducted with a view to integrating the study of migration in MENA into the global scholarship, with the latter's critical standards and methodological schools that guide its work. Parallel with this aim was a recognition that the practices and expectations of this "global" academy are in many instances shaped by Western traditions of scholarship.

Instruction focused on the methodology of migration research. With the presence of researchers

Recognising migration as an existential human reality, the group visited a Caritas centre on Sunday 27 April.



▲ August Gächter one of the four IMISCOE trainers delivering his session at the IMISCOE/LERC training.

► A certificate being distributed to Victoria El Berry (USEK), who completed the training, by NDU President Fr. Walid Moussa, while from left to right stand Dr. Eugene Sensenig-Dabbous (NDU Professeur), Professor Liza Nell (IMECOE), Dr. Assaad Eid, (VPRD/NDU), and LERC Associate Director Ms. Guita Hourani.





Participants were given an insight into the work of the NGO with both refugees and migrant workers. Results of grass-roots research conducted by Caritas in Lebanon were presented, and migrant individuals currently under their care volunteered to share their personal experiences in smaller groups.

Participants received certificates of accomplishment from IMISCOE and LERC which were presented by Fr. Walid Moussa President of NDU in the presence of Dr. Assaad Eid, NDU Vice President for Research and Development, Ms. Liza Nell representing IMISCOE, and Ms. Hourani and Dr. Sensenig-Dabbous representing LERC.

o | Reported by **Alexander Henley**
LERC Visiting Research Assistant



◀ One of the working group sessions in the IMISCOE/LERC training. From left to right: Joe Malkoun, Victoria El-Berry, Tania Feghali, Liliane Haddad, and Alex Henley.

▼ From left to right: Dr. Eugene Sensenig-Dabbous (DNU Professor), Professor Liza Nell (IMISCOE), NDU President Fr. Walid Moussa, VPRD/NDU Dr. Assaad Eid and Associate Director of LERC Ms. Guita Hourani.



▼ Final day photo for the participants of the IMISCOE/LERC Training Course on Migratio Development Methodology of Research held at NDU 24th-29th April 2008.



Cypriot Ambassador calls on LERC

On April 8th, 2008, while on an official visit to NDU, the Cypriot Chargé d'Affaires, Dr. Kyriacos Kouros, met with the Vice President for Research and Development, Dr. Assaad Eid, and called upon Ms. Guita Hourani, the Associate Director of LERC. Historically, Cyprus has always enjoyed a special relationship with Lebanon. Cyprus has served as a safe haven for Lebanese fleeing the wars in Lebanon, including the July War of 2006. Many Lebanese have also acquired Cypriot citizenship, making them dual citizens of the two neighboring countries.

Dr. Kouros and Ms. Hourani discussed future cooperation to study the status of Lebanese and Cypriot dual citizens under the European Union citizenship law, and that of the Lebanese community in Cyprus in general, including the long-standing Maronite Cypriot community, as well as the socio-economic network of the Lebanese emigrants in Cyprus.

▼ From left to right: Ms. Guita Hourani, Ambassador Kouros, Dr. Michel Nehme, and Dr. Assaad Eid.



LERC Introduces its Research Infrastructure to Latin American Ambassadors

May 8th 2008: Notre Dame University and The Lebanese Emigration Research Center welcomed five Latin American Ambassadors to the NDU auditorium for a series of presentations. The event was a five-year milestone for LERC, its achievements and vision, within the overall context of NDU.

▼ *From left to right: Ambassador Alvarez, Ms. Hourani, Ambassador Franco, Ambassador Karam, and Ambassador Mallat.*



▼ *Back, from left to right: Ms. Abdel Khalek, Ambassador Alvarez, Mr. Kazan, Ambassador Franco, Mr. Nabhan, Ms. Hage, Ambassador Arnoletti, and Mr. Khatlab. Front, from left to right: Dr. Rihani, Ms. Hourani, Ms. Khoury, Ms. Haddad, and Dr. Eid.*



The Ambassadors who attended were Ambassador of Colombia Georgine El-Chaer Mallat; Ambassador of Mexico Jorge Álvarez, Ambassador of Paraguay Alejandro Hamed Franco, Ambassador of Uruguay Jorge Luis Jure Arnoletti, and the Ambassador of Venezuela Zoed Duaiji Karam. Ambassadors of Cuba, Chile, Argentina and Brazil were unable to attend due to the insecurity that again engulfed Lebanon. Those who attended on behalf of NDU behalf were NDU President Fr. Walid Moussa; NDU Vice President for Research and Development Dr. Assaad Eid; Director General Public Relations and Information Mr. Suhail Matar; the Dean, Faculty of Humanities, Dr. Carol Goff-Kfour; Director of NDU Libraries Ms. Leslie Alter Hage; Director of International Affairs Dr. Michel Nehme; Associate Director of LERC Ms. Guita Hourani; LERC Latin America Liaison Officer Mr. Roberto Khatlab, LERC visiting researchers Mr. Rudyard Kazan, Ms. Basma AbdelKhalek, Mr. Alexander Henley and Mr. Wolf-Hagen von Angern; and LERC assistants Ms. Ghada Khoury, Ms. Liliane Haddad and Mr. Elie Nabhan, the latter acting as the Master of Ceremonies.

▼ *From left to right: Dr. Michel Nehme, Mr. Suhail Matar, President Fr. Walid Moussa, Mr. Arnoletti Ambassador of Uruguay, Mr. Franco Ambassador of Paraguay, Ms. Mallat Ambassador of Colombia, Mr. Álvarez Ambassador of Mexico, and Ms. Karam Ambassador of Venezuela.*





Following a welcoming note by Associate Director Hourani, Dr. Assaad Eid said LERC had been actively involved in carrying out empirical research, in developing effective links with local and international organizations and in providing professional training for interested researchers. The Center was now involved in providing a unique repository for research studies on the Lebanese diaspora to attract more scholars and researchers from all continents and cultures.

Reverend President Walid Moussa then paid tribute to the efforts of LERC, as well as to the former Presidents and Vice-Presidents of NDU, for their vision in establishing LERC and their commitment to addressing the issues related to the Lebanese diaspora in a more academic manner. President Moussa then told his distinguished audience of the decision of NDU to allocate a piece of its prime land to build the Lebanese Migration University Museum at NDU. He called on the Ambassadors and their countries to join hands with NDU to build this edifice.

With a legitimate sense of pride, LERC then moved on to a series of presentations, the first being by Ms. Hourani who described the Lebanese Emigration Archive and Database (LEAD), while Ms. Haddad showed LEAD as one of the LERC research infrastructures with samples of MA and PhD theses on Lebanese migration from around the world. It was explained that LERC also had the most extensive electronic and digital collection on

Lebanese migration, and a very diverse resource library. LERC's nucleus museum includes small collections from Brazil, Nigeria, Mexico, and Lebanon.

Ms. Hage described the important role of NDU library in providing support for, and complementing in many ways, the LERC resource library.

Dr. Kfoury highlighted NDU's Summer Arabic Language Program, which is a four-week program that engages students in the culture of contemporary Lebanon.

Mr. Khatlab then proposed the Academic Information and Documentation Center for Latin America (IDCAL) which will, among other things, be a center for the study of the languages and literature of the Spanish-speaking and Portuguese-speaking civilizations and pedagogically complement LERC and the Lebanese Migration University Museum.

Commenting on the presentations, Ambassador Mallat of Colombia said that Lebanese emigration was source of pride for Lebanon as well as for all the countries that have welcomed it.

Ambassador Franco explained how the integration of emigrants from the Middle East in Paraguay was facilitated by social similarities and education in public schools and how this had helped the Lebanese to gain social recognition in diverse fields.

Ambassador Álvarez of Mexico went on to mention the tremendous efforts of NDU and LERC in migration research and documentation. Migration, he said, was at the very core of nation building whether in Lebanon or in Mexico. Mexican migrants were changing the fabric and participating in the nation-building of the USA in a way similar to that of the participation of the Lebanese in Mexico.

In a final remark, Ms. Hourani stressed that the land donated for the Lebanese Migration University Museum was a sign of commitment by NDU to the cause of Lebanese emigrants.

▼ *Ms. Hourani delivering her presentation.*



LERC participates in Beirut Workshop

o | **Basma Abdel Khalek**
- LERC Research Assistant

"The Role of the Lebanese Emigrants in the Development and Stability of Lebanon"

Under the patronage of the Ministry of Foreign Affairs and Emigrants and the General Directorate of Emigrants, a workshop entitled *The Role of the Lebanese Emigrants in the Development and Stability of Lebanon* was held at the UNESCO Palace in Beirut on Thursday 17th April 2008. It focused on diaspora homeland development through remittances and investments, and through lobbying by Lebanese emigrants in their new countries for maintaining socio-political stability in Lebanon and among themselves.

Dr. Jihad El Akl opened the session by presenting the major issues to be discussed, including the political, economic and development role of the diaspora. The Chair and first speaker, the General Director of Emigrants Mr. Haitham Jumaa, explained the workshop as aimed at enriching the Lebanese government's knowledge on the topic, now an important topic of debate in both sending and receiving countries. He announced the creation of the database of migration activity in Lebanon as a step forward.

Associate Director of LERC Ms. Guita Hourani then spoke on *Harnessing Diasporic Lebanese Riches to Promote Diaspora Homeland Investment*. She opened by saying: "Less Developed Countries (LDCs) around the world are becoming more proactive in setting up programs to lure Foreign Direct Investment (FDI) and, if they are not succeeding to the extent needed, those with established diasporas are tapping into the riches of their expatriate communities to promote homeland investment."

Dr. Tabbara spoke about emigration, forced migration and brain drain in general, and flow of remittances.

Dr. Ali Faour stated that emigration had become an outright theft of human resources. He spoke of development policies for better management of migration, suggesting dialogue to solve problems and to end violence and insecurity.

Dr. Anis Abi Farah spoke of the comparative numbers of Lebanese residents and emigrants and briefed the audience on the profile of migrants from 1975 to 2001.

▼ From left to right: Dr. Ali Faour, LERC Associate Director Guita Hourani, General Director of Emigrants Haitham Jumaa, Former Ambassador Riad Tabbara, Dr. Jihad El Akl, and Dr. Anis Abi Farah.



▼ Participants and attendees at the UNESCO workshop on the role of Lebanese emigrants in the development and stability of Lebanon.





Honorary Consul in Kano, Nigeria, visits LERC

May 27, 2008: the Consul of Lebanon in Kano, Nigeria, Mr. Mohammed-Ali Fadlallah, paid a courtesy call to LERC, where he met LERC Associate Director Ms. Guita Hourani and members of the LERC team. Discussions with Ms. Hourani centered on the Lebanese emigrants in Nigeria in general and in Kano in particular, and touched upon the history of Lebanese emigration in Africa.

The Honorable Fadlallah was introduced to the LERC research infrastructure, i.e the archives and database, and was taken on a tour of the Lebanese Migration University Museum at NDU, where he saw firsthand the Brazilian, Mexican, Colombian, Nigerian and LERC collections on Lebanese migration.

The Honorable Mr.Fadlallah presented LERC with a copy of the book *The Lebanese in Kano* by Dr. Sabo Abdullahi Albasu, which traces the history of Lebanese presence in the historical city of Kano in Northern Nigeria. LERC reciprocated by presenting a copy of one of LERC's publications *The*

Lebanese in the Ivory Coast by Dr. Dunia Fayad-Taana.

The Honorable Fadlallah and Ms. Hourani agreed to intensify communication and to strengthen cooperation between the community in Kano and the Center.

► *From left to right: The Honorable M-A. Fadlallah, E. Nabhan (LERC), G. Hourani, Associate Director of LERC and S. Abou Jaoude (NDU Director of Alumni Affairs Offices) (Fadlallah, Nabhan and Abou Jaoude were all born in Nigeria).*



Eminent Scholars Visit LERC

○ | **By Yara Romariz Maasri,**
LERC Research Assistant

*On 15 April, LERC welcomed three scholars who share an interest in the Middle East and related issues, such as the emigration of its inhabitants, namely Dr. Theresa Alfaro-Velcamp, Associate Professor of History at Sonoma State University in California and author of a newly published book *So Far from Allah, So Close to Mexico*; Middle Eastern Immigrants in Modern Mexico, Dr. Elyse Semerdjian, Assistant Professor of History at Whitman College in Washington and a specialist on the Ottoman era, and Ms. Gladys Jozami, a renowned researcher on Middle Eastern migration in Argentina.*

The Associate Director of LERC Ms. Guita Hourani, the distinguished visitors and LERC staff discussed research projects of common interest and the progress made by LERC in its research infrastructure and the facilities provided for visiting researchers. The group then toured the Lebanese Migration University Museum at NDU and the adjoining geology collection. After lunch, the

scholars stopped by LERC's offices and library and went on a virtual tour of the Lebanese Emigration Archive and Database (LEAD), after which they were presented with copies of LERC-NDU Press publications. The visitors were very touched by the

warm welcome they received and sincerely impressed by the Center's collections and services.

The following day, 16 April, Dr. Alfaro-Velcam lectured at the American University of Beirut at the invitation of The Prince Al-Walid bin Talal bin Abdul Aziz Al Saud Center for American Studies and Research (CASAR) on *The Lebanese Abroad: Leaving and Locating the Levant in Mexican History*. LERC was represented by Ms. Hourani, and research assistants/interns Basma Abdel Khalek and Yara Romariz Maasri. Dr. Semerdjian and Ms. Jozami also attended.

▼ *Souvenir picture of the visit of the three researchers (from left-right): E. Nabhan (LERC), L. Haddad (LERC), E. Semerdjian (Researcher), G. Hourani (LERC Associate, Director), T. Alfaro-Velcam (Researcher), G. Jozami (Researcher), Y. Romariz Maasri (LERC) and B. Abdel Khalek (LERC).*



Migration Seasons From/To Lebanon Exhibition by Dr. Georges Zeenny

○ | By **Basma Abdel Khalek**
LERC Research Assistant

1 May 2008: The Lebanese Emigration Research Center, represented by Associate Director Ms. Guita Hourani; LERC Research Associate Dr. Salwa Karam, LERC Research Assistants Ms. Basma Abdel Khalek and Mr. Ali Hijazi, participated in the opening ceremony of Dr. Georges Zeenny's exhibition entitled Migration Seasons From/To Lebanon, held at the UNESCO Palace in Beirut.

The exhibition of Dr. Zeenny, prepared at the George Zeenny Studio, focused on the spiritual relationship that links Lebanese migrants to their homeland.

The artist drove home the idea of the incalculable value of the homeland by presenting each visitor with a sample of red Lebanese soil with a hand-written message in Arabic saying:

"أعلى ما في الوجود"
The Most Precious Thing in Existence.

► *From the exhibition, a poster encouraging Lebanese living abroad to return.*



NGO Workshop

NDU Office of Partnership and Exchange and the Council of Catholic Patriarchs and Bishops in Lebanon Organized and conducted NGOs Workshops

Introduction. Over the past few years, civil society and NGOs have become active in influencing the shape and direction of development globally, regionally and locally. In response to requests from key NGOs and civil society groups in Lebanon, the Office of Partnership and Exchange at NDU organized the following programs in collaboration with the Council of Catholic Patriarchs and Bishops in Lebanon:

- | 1- Workshop on Fund Raising for NGO management, which was conducted on May 10 2008, and 2.
- | 2- Workshop for Proposal Writing by administrators of NGOs, which was conducted on May 11, 2008.

Major development agencies locally, regionally and globally are now convinced that the engagement of citizens in development improves the likelihood of successful implementation and sustainability of programs and policies, especially those designed to reduce poverty and promote equitable development. However, while there is agreement on the general concept of working with civil society, there is lack of clarity about terms and concepts such as civic engagement, governance, participation, ownership, and accountability. There is also a gap between theoretical understanding and actual appreciation of tools and methods needed to promote civic engagement for development. These workshops that we conducted provide modules aimed to fill this gap.

Participants were educated on the donor-recipient relations that are changing towards new kinds of networking and partnership arrangements when it comes to Civil Society and NGOs. One key area for NGOs today is that of finding new ways of obtaining the resources needed to implement the vision and mission of

the organization in question. Bilateral and multi-lateral donors are asking for transparency and accountability and a more professional approach. The public as well as private corporations often question what NGOs are doing, but are more often willing to support actions and show solidarity – if asked. This workshop will help NGOs to plan and prepare a fund-raising strategy, to design fundable projects and to better understand the conditions for NGO Finance and “Gift Economy”.

Modules in brief:

Proposal Writing & Design.
Case Studies on Creative Non-profit Fundraising in the Middle East.
Funding Source Research: Corporate/Private, Public, Local & International.
Project Development incl. Dissemination Plan & Communication.
Participants: 28 administrators of projects, financial managers, NGO-activists and representatives from civil society organizations attended the two workshops.

FPSPAD

Communio

Communio



The NDU *Communio* circle finally met at 5 p.m. on May 26th after many delays caused by the recent situation. It must be admitted that the exceptional circumstances somewhat limited the number attending, but at least there was the pleasure of welcoming back Fr. Vincent McDermott S.J. and Mr. Riyadh Mufarraj after a rather long absence, the latter delighting the circle with a rendering of . . . **إِنَّ الْبِرَّ يَا بَأْسَ رَبِّهَا**. . . (from the Liturgy of St. Basil, by St. John of Damascus.) All appreciated the warm and jovial hospitality of Dr. Habib Malek in his Rabieh home, as well as the courtesy of the military at the numerous surrounding checkpoints!

The presentation was made by Dr. Edward Alam, based on the encyclical of Pope Benedict XVI on Hope, following the one on Love. The underlying theme was that for life to be a journey there must be a goal. St. Paul said that we had been saved, but in hope. At the time of his death St. Thomas Aquinas had launched on a project covering Salvation and had just begun the section on Hope. St. Bonaventura sought to explain how certainty related to both Faith and Hope. Martin Luther's teaching about personal certitude of salvation was corrected by that of the Council of Trent, saying that each must work out his salvation in fear and trembling in the hope of eternal glory.

The paradox of Hope was that eternal life is already within us but is calling us to perfection. A Newman specialist, Dr. Alam outlined John Henry Cardinal Newman's development of the subject of Hope. Discussion followed.

- **N.B.** *Communio* meetings are open to all, whether members of the NDU community or of other universities, or simply members of the public interested in the more intellectual aspects of religion. The invitation is extended to members of every religion, as in the past Muslims have sometimes made interesting contributions to the discussion. Information may be obtained from **Dr. Edward Alam, 09.218950...5 ext. 2405 and from his website alam@ndu.edu.lb**.

Your Own Portfolio

Self-Trading, Accounting Club Seminar

NDU FBAE

Faculty of Business Administration
and Economics

As part of our Academic Activities, we of the Accounting Club organized a Seminar on April 11, 2008 in the Friends' Hall. The idea of the Seminar titled "How to Self-Trade your Own Portfolio" came up from the students' need to know more about the market place and about how every Business student can have access to the stocks and various types of securities traded in the Market.

Because we the Accounting Club, following the example of our instructors Mrs. Norma Frayha and Mr. Raja Shaffu, try to keep NDU students up to date in all academic-related issues, we invited Mr. Chady Hanna (*Financial Hanna*) and Mr. Karim Abi Chakra (Senior Financial Advisor) from Gulf Finance & Investment Company S.A.I. (GFIC) Trader to discuss with them the following topics:

- | Organization of order flow in traditional markets.
- | Organization of order flow in online trading systems.
- | Choosing online brokers.
- | Tips for online investors.
- | The GFIC online trading platform and its characteristics.
- | Prospects for oil, gold, and equity indices.
- | Norms for opening online trading accounts.
- | General guidelines for brokerage accounts and due diligence.

The Seminar was very successful and beneficial for all the students. An opportunity was given for NDU students to pursue their internship or training in GFIC, which would open many opportunities for them in multinational financial companies in the future.

Finally, our guests were impressed by the enthusiasm and the discipline shown by NDU students and also by the effort that the Accounting Club made in receiving them and providing them with all sorts of help.

▼ *From left to right: Mrs. Norma Freyha, Mrs. Patricia Azar, José Helou, Chantal Azzi and Rima Nehme.*



▼ *Student participants.*



GFIC s.a.l. Profile

Located in the heart of Beirut, Gulf Finance and Investment Company S.a.l. (GFIC), is a Lebanese financial institution regulated by the Central Bank of Lebanon (CBL) under license No. 13 of the CBL list of financial institutions. Ever since its establishment in 1999 with a view to providing financial service covering the Arab and international markets for individuals and institutions in the private and public sectors, GFIC has been providing premium-grade financial services with a high level of transparency for its clients. For this purpose it has a dedicated team of professionals and many correspondent relationships with financial institutions in Europe and the United States, GFIC guarantees safe and secure transactions, offers profitable investments, professional processes, accurate information and complete transparency. The long-standing track record of the company and the solid reputations of its founders have established its credibility in the financial services sector. GFIC offers a full array of investment banking services sought by large corporations. It is an active player in international capital markets and provides securities and currency brokerage, and portfolio management. Clients include high net-worth individuals, corporations and institutions in the MENA region.

The company recently customized the Online Trading System to provide its self-trading clients with direct access to International Financial Markets.

N.Y. Tribune quotes NDU

A Reuters report in the International Herald Tribune, the Washington Post and other English as well as Arabic newspapers, dated Thursday, 3rd April, 2008, spoke of the windfall earnings of the Arab Gulf oil producers, resulting in lavish spending and a surge of inflation, for example an 8.7 yearly rate reached for the first time in twenty-seven years in Saudi Arabia in February. Currencies in the region are generally pegged to the dollar.

The author, Alistair Lyon, then points out that the effect of unprecedented petroleum prices is grim in those countries of the region that do not have oil wealth, as governments and people are faced with soaring costs for fuel and for staple foodstuffs. He quotes Doctor Louis Hobeika "at Lebanon's Notre Dame University" as saying, "The effect is poverty, social unrest, people living more miserably," but as adding that nothing further is to be expected as Arab governments are in firm control.

Lebanese Central Bank governor Riad Salameh is quoted as saying that the purchasing power of the Lebanese declined 10 to 15 percent last year because of higher oil and commodity prices and the weakness of the dollar against the euro. Pierre Zoghbi, managing director of Mainspring, a food and beverage supplier, says that prices of imported food, including dairy products, have risen 145 percent since late 2007. Alistair Lyon notes that wealthy oil states could give aid to less well-off countries, but that in the past such aid has often been tied to political consideration.

An FT.com Financial Times email newsletter of 7th May, 2008, with the title *Strike call highlights Lebanon's divisions*, quoted "Louis Hobeika, an economist at Lebanon's Notre Dame University," as saying that the political crisis and accompanying doubts about security were seriously undermining the economy as they led to a lack of investment in industry and agriculture.

FBAE GRADUATE DIVISION

I. Graduate Students

Selected Theses in the MBA-MIB Program

MIB Candidates, Fall 2007

- ① **Jad El Hajj.** Thesis: "Expansion to Irani Management and Strategy Case Study: Medicals International s.a.r.l" (Supervisor: Dr. Atef Harb, Reader: Dr. Akl Kayrouz)
- ② **Ronald Farah.** Thesis: "BLOM Bank Qatar: Market Entry Strategy" (Supervisor: Dr. Atef Harb, Reader: Dr. Rashid Saber)
- ③ **Roy Bou Kheir.** Thesis: "Micro-loan operations in Lebanon" (Supervisor: Dr. Atef Harb, Reader: Dr. Hassan Hamadi)
- ④ **Saad Ghanem.** Thesis: "ITec Going International" (Supervisor: Dr. Atef Harb, Reader: Dr. Rock-Antoine Mehanna)

MIB Candidates, Spring 2008

- ① **Antoine Kattan.** Thesis: "Assessment of Fransabank Performance in Algeria: Current and Future Prospects" (Supervisor: Dr. George Labaki, Reader: Dr. Rock-Antoine Mehanna)
- ② **Adib Jbara.** Thesis: "Comparative Study between Lebanese Bacculaureate and International Bacculaureate" (Supervisor: Dr. George Labaki, Reader: Dr. Elham Hashem)
- ③ **Krystal Abi Nasr.** Thesis: "Lebanese Banking Investment Abroad: The Case of Byblos Bank in Djibouti" (Supervisor: Dr. George Labaki, Reader: Dr. Atef Harb)

II- News

MBA Student, Jessy Kfoury: An MBA Project Turned Into a Successful Venture

MBA student, Jessy Kfoury, has introduced an innovation. She graduated from NDU with a B.A degree in Int'l Business Management and today she is an MBA student with emphasis in Marketing. She launched on the Lebanese market a new product

under the brand name "Chutox".

Chutox is a 100% transparent foldable plastic box mainly used to store shoes. People will be able to replace their old carton shoeboxes with Chutox and so be able to instantly recognize and locate their shoes in one second, never losing their shoes or forgetting they had them. They can protect their shoes from dust and stack them up to sixteen boxes high. They will no longer require labels (shoe color or type, etc.) to describe contents. Chutox can be used for accessories, scarves, evening bags, kids' toys, etc. and in this way closets may easily be kept clean, organized and odorless.

It all started as an MBA project in her course "Product Development Management". The final project was to create a product which was non-existent on the Lebanese market, along with a marketing campaign. Her mother suggested the product

since each morning she would waste time searching for a pair of shoes to match her clothes. This triggered the idea!

Jessy surfed the internet for weeks, conducted a market research through questionnaires and even created a prototype made of plexi-glass until the project was finally realized. Her marketing Instructor, Mr. Elie Dibeh, was fascinated by the idea and his invaluable support persuaded her to go all the way... A few months later, the birth of Chutox was announced!

Following years of hard study, today Jessy is an ambitious entrepreneur and seeks to help all those who waste time searching for a suitable pair of shoes each morning.

Should you be interested in Chutox, please visit the website www.chutox.com and be among the first to know about this new innovative package. And of course, help us encourage Jessy through your persuasive word of mouth...

We are proud of our student Jessy and we wish her all the best in her career.

NDU, Leadership Award and Vice Presidency of the Southwest Academy of International Business, USA

NDU Director of FBAE Graduate Programs, Dr. Rock-Antoine Mehanna, has been re-elected Vice President of the Southwest Academy of International Business, USA (2008-10), during the international conference held in Houston, Texas, March 3-9, 2008. Dr. Mehanna also received the *Leadership & Service Award* at the same conference.



▲ AIBSW President, Dr. M. Kabir Hassan of University of Houston gives Dr. Mehanna his Leadership and Service Award.

III- Faculty Scholarly Activities

- | Elham S. Hashem (2008) "Academic Institutions Are No Different To Any Other: Total Quality Management Does Enhance Performance" presented at the Technology, Communication and Education (i-TCE) Annual Conference, Gulf University for Science and Technology, Kuwait.
- | Mehanna, Rock-Antoine (2008) "Strategic Business Patterns: Product Complementarity or Differentiation?" *Journal of Transnational Management*, vol. 13, No. 2
- | Mehanna, Rock-Antoine and Youssef Yazbeck (2008) "Do Business Strategies and Corporate Ethics Pay-off: The Case of the Arab World" *Southwest Academy of Management Proceedings*, vol. 5.
- | Mehanna, Rock-Antoine (2008) "The Efficiency of Strategic Operations in the Lebanese Banking Sector: A Data Envelopment Analysis" *Southwest Review of International Business Research*, vol.19, no.1.



Lebanese Manufacturing Workshop

Notre Dame University, March 28, 2008

From Dr. Mohamed Hamadeh

In collaboration with the Lebanese Industrial Association and the National Gathering for Economic Reform, NDU organized a workshop about the Lebanese manufacturing sector on Friday, March 28 in the Friends' Hall. The workshop was attended by Former Minister of Agriculture Dr. Adel Kortas, by Mr. Abdallah Bitar, Chairman of the Economic Associations in Nabateye, by Mr. Nicolas Abi Nasr, Chairman of the Industrialists' Association in Kisrwan, by Mr. Paul Ayanian, Chairman of Borj Hammoud Merchants' Association, by Mr. Jack Hkayyem, Chairman of Jounieh Merchants, by Mr. Mohamad Sinno, Chairman of Beirut Industrialists' Association, by Mr. Fadi Gemayel, Chairman of the Industrial Enterprises Owners' Syndicate and by Mr. Ramez Abi Nasr, Chairman of Jbeil Industrialists' Association.

After the playing of the National Anthem, Mr. Suhail Matar introduced the opening session by welcoming the audience and recalling two distinguished ex-ministers of industry, the late George Frem and the late Pierre Gemayel. Fr. President Walid Moussa said that each one of us, in his own way, is an industrialist, transforming raw materials primary products into final products to improve the quality of life. As for the partnership between the industrial and academic sectors, Father Moussa promised that NDU would continue to feed the economic sectors with the needed talents and skills of its graduates.

Mr. Saad Eddine Oueini, representing the Lebanese Industrial Association, said the Lebanese industrial sector suffered from unfair competition coming from countries that supported their manufacturing sectors. Mr. Oueini called for governmental economic policies for developing the industrial sector to stay the emigration of its youth.

Dean Elie Yachoui declared that monopolies in the energy and communication sectors, the high

interest rates on industrial loans and the high port and airport fees limited Lebanon's ability to compete with nations that supported their industrial sectors. In the name of globalization and openness, Lebanon penalized its productive sectors, leaving little hope for success in a world that practiced dumping as a constant policy. Dr Yachoui called for specialization in products with high value added, such as medicinal plants and non-traditional cultures, and for improving the quality of manufacturing products for them to become more competitive. He said that excess trade liberalization could hurt the environment through the import of toxic chemicals and other dangerous products.

In the first session, Dr. Roy Khoueiry and Dr. Mohamad Hamadeh argued that academic studies showed a greater multiplier effect for industrial investment than for

any other investment. Industrial investment stimulated other sectors such as agriculture, banking, insurance, advertising and transportation. They gave examples of two countries, South Korea and Ireland, that had witnessed tremendous growth as a result of governmental policies that supported industry. Lebanon, on the other hand, lacked any industrial strategy and the different governments often applied policies that were harmful to this sector.

Dr. Viviane Naimy spoke of the impact of the public deficit on Lebanese industry. She presented a detailed model showing the snowball effects on the financing of Lebanese industry and mentioned the behavior of banks in credit allocation.

Finally, she presented a model for measuring the impact of a change in interest rates on the supply of money to the private sector and identified the huge gap between the demand for money in the public and in the private sectors.

The chairman of Kesrwan Industrial Association Mr. Nicolas Abi Nasr opened the second session by explaining the importance of the industrial sector. It represented 18% of Lebanon's GDP, employed more than 140 thousand workers and exported 2.8 billion dollars' worth of goods. Mr. Abi Nasr complained about the lack of governmental industrial strategy, high cost of production, monopolies in a number of sectors, the lack of incentives for industrial investment, the absence of protective policies facing dumping practices and the political uncertainties.

Mr. Abi Nasr also talked about the different international agreements such as WTO, EROMED and GAFTA. Such agreements had negative effects on the Lebanese economy since the Lebanese sectors did not enjoy equal opportunities with countries that supported their productive sectors, while Lebanon suffered from the high cost of production.

Dr. Fadi Gemayel explained the objectives and the program of the late Minister of Industry Pierre Gemayel. The objectives were to create opportunities for youth in Lebanon, double per capita income by 2010 and build a momentum around all Lebanon's competitive advantages. For Pierre Gemayel, the lack of natural resources was no reason for

neglecting the industrial sector. Countries such as Japan, Holland, Switzerland and Cyprus were prime examples of nations without any significant natural resources that yet had a very strong and healthy industrial sector.

Dr. Gemayel said that the sector had some success stories (many firms in the food industry), some firms that were struggling for survival (chemical industry and detergents) and some firms that had collapsed (garment manufacturing). The keys to the success stories were pioneering entrepreneurial spirit and good local market base. Dr. Gemayel argued that for Lebanon to survive, it had to build an economy around all sectors to produce sustainable growth and employment.

Finally Mr. Arsalan Sinno spoke of the economic reasons behind the high industrial production cost in Lebanon. He explained that, on an average, the additional unnecessary costs were around \$2.55 dollars per worker per hour. The additional energy bill comprised one third of this extra cost, followed by the additional communication bill, then the electricity bill and finally interest rates. In addition, the high legal and illegal fees on exports and imports added further burdens on industrialists.

FAAD Students' Fashion Show

First event of its kind at NDU

For the first time at NDU and the universities, Fashion student's designs were exposed in a fashion show organized by the FAAD, on Thursday 10th and Friday 11th 2008, at the Exhibition Hall. The show was based on students' personal interpretation of Christian Dior gowns, each student having worked hard on the concept with creativity, using plastic bags of different colors.

This show came after a long academic Fall semester with professional instructors having at their disposition equipments and facilities including computers, sewing machines, steam iron and mannequins.

Thirteen impressive fashion students stood on the catwalk and demonstrated their original designs to all NDU students and instructors.

The Fashion Show is the perfect way to introduce the students to design and to encourage their own creation of innovative and contemporary design concepts, as well as to accustom them to professionalism in work. In this way, also, they are introduced to the different openings in the field of design, such as fashion design, fashion journalism and pattern-making.



"Espress" yourself... with coffee!



▼ Muriel Saroufim of NDU receives her prize, a digital camera.



NDU success

An exquisite smell of coffee, amazing reflections of the light in a cup of coffee... this mood was to be found only in one place: the Espressionism® final exhibition.

Artists have many ways of expressing themselves, but Dunkin' Donuts invite them every year to "espress" themselves with Espressionism®, the new and innovative concept which gathers painting lovers to create amazing works of art made of 80% coffee. For the fourth consecutive year, the Espressionism® contest, organized by Dunkin' Donuts Lebanon, has witnessed even greater success. This innovative competition once again gathered together lovers of painting, and this year's addition was the introduction of the photography contest whereby photography lovers submitted pictures that also turned around the theme of coffee. As a result, outstanding paintings and amazing photographs filled the Espressionism® showroom at ALBA.



▲ Mrs. Martha Nujeim Zarazir with the senior 1st prize winners.

The press and many participants were invited to the final exhibition, which took place at ALBA on Thursday, April 17, 2008. A jury made up of various professionals from art-related fields, namely Mr. Alain Brenas (Directeur de l'Ecole de cinéma et de réalisation audiovisuelle, Directeur de la Section art graphique et pub, ALBA), Ms. Marie Joe Raidy (Creative Director at Raidy Printing Group and lecturer, USJ), Ms. Linda Choueiri (Chairperson of the Faculty of Arts, Architecture & Design, NDU) and Ms. Haybat al Bawab (Fine Arts professor, AUST) selected the best paintings and photographs. The winner of the senior category in the painting section, Mr. Hisham Abou Nasr Assaad (AUST student), and the winner of the senior category in the photography

section, Mr. Nicolas Harmouche (NDU student), both left with a smile and a trip to Thailand in their pockets. Muriel Saroufim of NDU received the second prize in the photography section in the form of a digital camera.

Students and professors wandered around the exhibition and got to see the various artworks while enjoying Dunkin' Donuts munchkins and coffee for free. Mrs. Martha Noujaim Zarazir, Marketing Manager at Dunkin' Donuts, announced the winners' names after thanking all the parties involved as well as the participants, and reminded the audience of the original concept of the event: "This exclusive Dunkin' event is a great opportunity for young adults to 'espress' their love for Dunkin's

original coffee by using their imagination to come up with creative paintings made of coffee, and photos evolving around the theme of coffee."

Congratulations for the winners, and better luck next time for the others! The good news is that Espressonism® is coming back next year with the addition of a new concept, so stay tuned and don't forget that Dunkin' Donuts is your reference in coffee!

o | Aline Sfeir, PR Executive, EURO RSCG, Beirut, NDU grad.

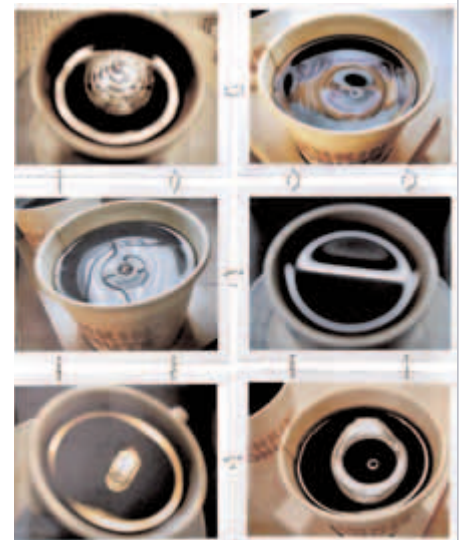


▲ Juniors and Seniors waiting for the results.

◀ Mr. Nicolas Harmouche of NDU with his award.



► The photograph that won 1st prize.



24-hour Training Camp

for IEEE Student Volunteers and NDU Club Executive Committees.

□ | Maher Sarkis

In Collaboration with the Student Affairs Office, the IEEE-NDU Executive Committee organised a 24-hour leadership training camp for its volunteers.

The main purpose of this camp was to develop the ability of volunteers to predict, identify and develop solutions for overcoming difficulties faced by the committee when dealing with working strategies for reinforcing team spirit, coordinating, empowering, recruiting, and retaining new members and volunteers.

The camp was attended by fifteen volunteers and by seven high-profile professional speakers with extensive experience in NGO work. The venue was the new University dorms, now fully equipped for such occasions.

The event not only developed the skills of our student volunteers but also helped both old and new ones to share a thoroughly enjoyable experience, inspiring them to go in for new and more diverse activities.



Main topics addressed:

Saturday, 23rd February, 2008

- 1- **Leadership: The Power of Change in Non-profit Organizations.**
Dr. Ziad Baroud, Lawyer and Founder of LADE (Lebanese Association for Democratic Elections).
- 2- **Conflict Resolution: Different Styles of People at Work.**
Roger Haswani, Fattal Group.
- 3- **Presentation Techniques and Public Speaking.**
Patricia Abi-Aad, Oum El-Nour.

Sunday, 24th February, 2008

- 4- **Team-building Exercise.**
Pamela Chemali, Organizer of the MEPI Leadership Program.
- 5- **Recruiting Volunteers: How to Attract and Retain Them.**
Charbel Merheb, Branch Manager at Schtroumpf and Committee Member of the Lebanese Boy Scout Association Branch and Development Program.
- 6- **Fund-raising in Non-profit Organizations.**
Carla Wakim, Head of Youth Department, Byblos Bank.
- 7- **Events Planning.**
Claudys Kantara, HR Manager, ACT for Lebanon.

First WIE event in Lebanon a success

The IEEE Student Branches in Lebanon in partnership with Women in IT (WIT) joined forces to organize the first Women in Engineering (WIE) event, titled *Different Career Paths in Engineering & Technology*, which took place on Saturday, 8 March, 2008 at NDU campus between 9:00 and 3:00 PM.

March 8 was also International Women's Day, which honors women human rights defenders who have dedicated their lives to promoting justice and equality for women, adding flavor to a colorful event.

Five technical sessions allowed successful women in technology careers to share their experience and wisdom with more than eighty students coming from different IEEE Branches in Lebanon, from NDU, BAU, LAU and AUB. The audience was largely made up of men and women engineers who put to the lecturers some challenging questions.

The speakers included high-profile female speakers such as Hala Makarem (independent consultant), Tania Saba-Mazraani (Berytech Business Incubators), Odile Abou Mrad (Computer Associates), Maysa Yaman (Cedarcom), and Nathalie Awad (New Horizons).

The event's great success was due in large part to the impressive interaction between the audience and the speakers. The speakers, mostly general managers, set a fine example to the students and urged the ladies among them in particular to aim high. This event was also supported by INKRIPT, a leading digital printing company in the country, an IEEE Lebanon Section.



o | Nadeen Rishani
IEEE-NDU, WIE Chairwomen,
WIE@iecendu.org www.iecendu.org

ASME 2007-2008 Setting the Standard at NDU

The American Society of Mechanical Engineers' motto is "ASME: Setting the Standard". In the past year, we have decided to reshape ASME's image, and to raise the section from a regular engineering society to a reference for all mechanical engineering students at NDU.

Our goal was to make the student our number one priority. Therefore, we reshaped the structure of the society and organized several events at NDU with the help of the Mechanical Engineering Department:

- | Mechanical Engineering Alumni from NDU were invited to inform the students about the opportunities that are awaiting an NDU graduate.
- | A site visit was organized at NDU's own mechanical facilities, where students were able to understand how the infrastructure system works.
- | Several lectures were organized. Our students certainly recall the lecture given by Mr. Ghassan Yazbeck, a training coordinator at Mercedes-Benz, where they were able to test-drive a B-class.
- | Most importantly, ASME organized the first inter-university challenge. Mechanical engineering teams competed on June 2nd for the title of best design, and a prize package worth \$5000 offered by Smart.

Other events (field trips, etc.) were cancelled due to the precarious situation in the country. ASME promises that next year we shall be setting the standard even higher. You can check our latest events on <http://studentsections.asme.org/ndu>.

Last but not least, the ASME committee would like to thank all those who made our success

possible. A special Thank You goes to the Mechanical Engineering Department (faculty members and students) for helping us "Set the Standard".

○ | **Charles Haddad**
ASME NDU Student Section
2007-2008 Chair

NDU for Teacher Excellence

Dr. Carol Goff-Kfouri

During the Chairs' Workshop organized in early October, 2007, by the VPAA Dr. A. Rihani, a number of Chairpersons discussed ways by which professors could be encouraged to get together and share their ideas on teaching, at the same time learning some new ideas as well. Dr. Rihani appointed a committee made up of Drs. C. Kfouri, C. Sabieh, A. Yazigi and Mary-Angela Willis to organize a series of short seminars. After having consulted NDU Faculty members by e-mail, the committee decided that the optimal time slot for busy instructors would be between 4.15 and 5.15 p.m., thus making it possible for them to attend at least one seminar with the four sessions being scheduled for different days of the week.

Each one of the members of the committee animated a session. Dr. C. Kfouri, with the assistance of Ms. Diane Samrani and Ms. Souraya Rahme, dealt with the issues of plagiarism and of academic writing. Dr. C. Sabieh tackled the challenging question of how to ensure that a professor's assessments and techniques do indeed match course objectives. Dr. A. Yazigi, through the use of interactive discussion, succeeded in showing that there are many ways for professors to encourage students to learn. Dr. Mary-Angela Willis presented the concept of Student Portfolios to the participants.

The seminars were a success in that they succeeded in bringing together

interested professors from all the faculties, as a result of which it soon became apparent that the same challenges in teaching in fact face everybody. The discussion period that came at the end of each session was an agreeable time when it appeared obvious that the instructors were really concerned to improve their academic acumen. The more informal conversation around light refreshments served immediately after the sessions allowed people to mingle who were not always free to do so because of their full schedules.



▲ Dean Carol Kfouri in charge

▼ Dr. Mary-Angela Willis.



▲ Dr. Amal Yazigi gives guidance.

▼ Student Liliane Mallah speaks of her experience.



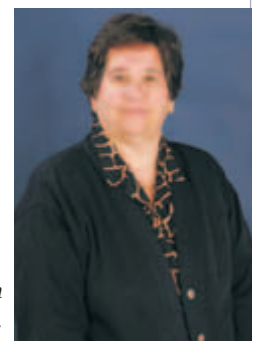
▲ The audience that will profit



▲ Dr. Yazigi's attentive audience. Any questions?



▶ Dr. Christine Sabieh has a command of her matter.



IAA Press Release

from International Advertising Association



World Service Center, 275 Madison Avenue, NY 10175, USA

The following are extracts from a press release issued by the IAA.

IAA InterAd XII Global Advertising Competition Announces Regional Winners

New York, March 5, 2008 - The International Advertising Association (IAA), its client Unilever, and sponsor Global Advertising Strategies are pleased to announce the IAA InterAd XII regional winners that finished 1st, 2nd, and 3rd within their regions.

Middle East/Africa

Los Maestros - The American University in Dubai, UAE - Regional winner

Snipers - The American University in Cairo, Egypt - tie 2nd place

Bubbles - Notre Dame University, Lebanon - tie 2nd place

(Underlining ours. Other regions omitted - Ed., NDU Spirit)

IAA InterAd XII challenged students worldwide to develop comprehensive campaign recommendations for promoting Unilever's AXE brand of male grooming products with ethnic multi-cultural markets.

"Unquestionably, this year's IAA InterAd XII project has been a dynamic experience. Our regional judges have been pleased with the quality of the entries. While only one team from each region can be selected to advance, we believe that all the IAA InterAd participants should be very proud of their submission", said IAA Executive Director Michael Lee.

▼ *Mr. Kamal Darouni in New York.*



Plaques are awarded to the winning schools and all participating students receive certificates.

The International Advertising Association (IAA), headquarters in New York, was founded in 1938 to champion responsible marketing. The IAA, with its 56 chapters in 76 countries, is a one-of-a-kind global partnership whose members comprise advertisers, media, advertising and public relations agencies, media companies, and academics. The IAA is a platform for industry issues and is dedicated to protecting and advancing freedom of commercial speech, responsible advertising, consumer choice, and the education of marketing professionals. For more information please visit www.iaaglobal.org.



IAA Student Chapter Awards? From: **John H. Holmes** (JOHN.HOLMES@IAAGLOBAL.ORG)
 Sent: Mon 3/17/08 5:38 PM
 Reply-to: John H. Holmes
 (JOHN.HOLMES@IAAGLOBAL.ORG)
 To: Kamal Darouni (kdarouni@hotmail.com)
 Cc: Security scan upon download

Dear Kamal,
 Congratulations! I am pleased to inform you that Notre Dame University's Advertising Club has been selected to receive "Honorable Mention" in IAA's 2007-08 Student Chapter of the Year awards competition.

The reviewers were impressed with the Club's numerous professional activities, particularly the Media Ethics Seminar; and its involvement in public service as exemplified in the Awareness Campaign for helping auto accident victims. IAA looks forward to recognizing Notre Dame University's accomplishment as part of its 11th World Education Conference, and to presenting to you as its advisor an "Honorable Mention - IAA Student Chapter of the Year" plaque in Washington, on April 6.

On behalf of the IAA, and its World Service Center please extend our heartiest congratulations to the Advertising Club -- its officers and members for furthering our profession.

Sincerely,

John
 John H. Holmes, Ph.D.
 IAA Director - Educational Programs & Alliances
 International Advertising Association
 306 Konawa Place
 Loudon TN 37774
 USA

Romantic Studies



At the First Joint Conference of the British Association for Romantic Studies and the Deutsche Gesellschaft für Englische Romantik e.V. held in Munich Romantic Localities, Germany, between 21st and 24th February, 2008, the keynote speaker was Dr. Naji Oueijan, leading Byron specialist, professor in the NDU Faculty of Humanities.



His subject was Oriental Antiquity and Romantic Locality: the Gaze Backward and Forward.

In his talk, Dr. Oueijan noted that nineteenth-century Western painters and literary figures discovered in the East new horizons and new dimensions of the mind. As the antiquity of Greece exerted an irresistible attraction on Western artists and writers, they saw in the ruins of the adjacent regions of Arabia the reflections of a culture rich with history, spirituality and romantic imagination. Petra, Palmyra, Baalbeck, Cairo and especially Jerusalem reflected a world of antiquity which provided them with an opportunity to gaze backwards and consequently to explore otherness, itself responsible for nurturing the present self. For the Romantics the tranquillity and decay of antique sites did not cast a shadow on the hustle and bustle of the past; rather, they presented possible prospects for approaching hidden

realities essential for self-receptiveness, which had been despondent in the urban centres of Europe. That is to say that these remote places provided the Romantics with an opportunity to personally experience and perceive fundamental realities which may have been underside in Western civilisation.

In the eyes of nineteenth-century artists and literary figures, the ruins of ancient times stood for the best and the worst states of the human mind, and to cross the line between the present and the past was an irresistible adventure, which set in motion the recreation of Self by transcending its consciousness (the present) into the "unconsciousness" (the past). In his paper, Dr. Oueijan however limited his discussion to the Western representation of the antiquity of Arabia and the essential *raison d'être* for its transformation into Romantic art and literature.

Department of Social and Behavioral Sciences

NDU Student Hasan Younes's success

The Department of Social and Behavioral Sciences announces that its student Hasan Younes won the second place award in a competition of Lebanese Universities entitled "Speech Composition in Arabic". The subject presented by the NDU winner was *The Current Challenges Facing the Arabic Language*. The Competition was held at the Arab University under the patronage of *Mountada Al-Fikr Al-Arabi*. Jelnar Doueik, also an NDU student, received honorable mention.

We must point out that multilingualism and multiculturalism are features of the NDU education, holding to the Lebanese roots while being open to all values.



Bake Sale

Fay Kazzi

Nutrition and Dietetics Senior (FNAS)

Many of us don't understand what it means not to have enough money to buy the most basic necessity of life that comes before shelter and before clothing... namely food!

Within the Faculty of Natural and Applied Sciences under the Nutrition and Dietetics Major is a class called "Community Nutrition". This class is endeavoring to raise awareness about this unconsciously neglected aspect of our own societies, Poverty and Hunger. Under the guidance and supervision of Nutritionist Mrs. Zeina Ghossoub El-Aswad, MSC, instructor of the Community Nutrition course and initiator of the Food Sales project, who has motivated us all by her aspiration to reach the underprivileged, the students of this course have at their own expense baked and provided all the requirements for making lovely Bake stands on the university campus to raise money to purchase non-perishable foods to provide poverty-stricken families from all over Lebanon with safe wholesome foods. The beautiful thing about this project is that it is not about getting a grade; it is about coming together for the same cause to fulfill the desire to "give as it has been given unto us" (Luke 6:38). Jesus Christ identified Himself with these suffering ones when he said, "I was hungry and you gave me meat, I was thirsty and you gave me drink." Then he continued "Verily I say to you, inasmuch as you have done it unto one of the least of these my brethren, you have done it unto me" (Matthew 25:36-40).

▼ *A stall which is attractive from more than one point of view!*



▼ *Packing the goodies.*



▼ *Enjoyment together.*



▼ *Assortment.*



▼ *The open market.*



Being a former student of this course, I recall Mrs. Zeina telling us that, even when we finish the course, this experience and what it means will be taken with us through life, whatever our field. I am proud to say that I, and many others, have fallen victim to this prediction. Her commitment and zeal have been truly inspiring and highly esteemed. Such projects awaken the better side of us, pulling us out of our routine and sometimes trivial issues which absorb the energy that could be geared for productive pursuits such as this.

Passing by the Bake stand and seeing these eager young women lined up behind the stand serving and selling products of their own hands was truly an experience. A wide selection of sandwiches, cakes, cookies, salads, and cold and hot drinks were available. In their little aprons, some stand smiling explaining the project's aim, others handle the money, and perky excited ones voluntarily run all around the campus with their precious baskets loaded with their home-made goodies to sell to instructors and coordinators of the faculties.

What also drew attention of many to this "student-made" stand was the quality of the products. It was not as if the students had just popped some food in the oven and picked up whatever came out; the foods were made with quality and care in mind and were so appetizing that one could not help but buy something! When learning of the cause behind the project some were touched in their hearts and just contributed money without taking any food. Sharing such incidents with each other brought the students closer together in a delightful harmony that vibrated in smiles of joy and appreciation. We are so used to going to the café and buying a cup of coffee or a sandwich and knowing the money will go to those who have produced it to cover the expense, the labor, and make profit over it. However those coming to the Bake stand realized that what they were paying was not covering any expense that these students had undertaken to produce the foods, but rather would end in the form of a warm bowl of rice or spaghetti in the hands of a hungry child.

The Community Class of Spring 2008 has already raised around LL 3,600,000 (\$2,400) and is aiming for the upcoming last round Bake sale to reach around LL 5-6 million (between 3 and 4 thousand dollars). The money will be used to purchase such food items as canned goods, flour, pasta, rice, oil, sugar, dried milk and much more. The packaging and distribution of the goods will commence between June and July 2008. Students, who themselves helped find and locate the poor families, have already arranged to be helping fifty poverty-stricken families from areas all over Lebanon.

With cheerful and satisfied hearts these dedicated students who worked and contributed their money, time and energy for the benefit of this project will look upon the packaged boxes being handed to the poor families and one feeling will dominate their being... true fulfillment!

Nutrition & Health Club Events 07-08

□ | Recruitment days

The club has been recruiting its members in a very attractive way: HOOPS gym, as sponsor, provided all members with a special offer of \$30/month of gym including coaching, follow-ups and measurements. The club recruited more than 150 members majoring in nutrition or other.

□ | Halloween Sweets

During Halloween, all members volunteered to make healthy Halloween sweets, such as sweet wheat or "Atayif bi Ashta" and sold them on campus.

□ | Halloween party

Halloween spirit continued that week and the club organized its first off-campus event in LINK resto. Only pictures can tell how much fun it was.

□ | Need a help

The club did not forget its academic goals. In fact, the club's seniors organized a helping section for the juniors and sophomores in Nutrition and helped them in any question they had concerning any course, whether about instructor, career, or internships.

□ | Christmas fiesta

The Christmas fiesta, held for 2 days, was the BOOM of the club. The club's stand was decorated with a candy tree (made of "ka3ek" and sweets) and healthy cakes ("Sfouf" and "Ka3ek bi Halib") made by the members themselves. It was blessed with the Christmas spirit

□ | Christmas Kindle

Christmas Exchange Gifts, called "K.K.", was initiated by the club's advisor in one of her own courses. The Nutrition & Health club organized an on-campus gathering before the vacation in order to exchange gifts. Christmas cake and drinks were offered on that day.



o | **Crêpes & Milkshakes**

The N&H club prepared healthy crêpes and milkshakes and enjoyed selling them on campus.

o | **Zebdine**

The Nutrition & Health club was proud to present for Turath Day one of the largest and finest villages in Lebanon, Zebdine, a village near Jbeil characterized by the oldest traditions in the country. The club offered a Zebdine-made "Zouwedeh" (potatoes, eggs, salt, & cucumbers) and "Mouneh". As they say, we do not know where we are going if we do not know where we are from



o | **Open doors**

All nutritionists on campus welcomed the prospective students in NDU, providing them with health tips for their stay in university, and offering them healthy air-popped popcorn. All new students were welcomed to NDU and especially to the Nutrition major.

o | **The Young Adult: A Gambling Intellectual**

Gambling with your life will lead to undesirable outcomes...That is why choosing healthy habits is essential. The N&H club invited Dr. Naim El-Aswad, an Emergency Ward Medical Director, to talk in this conference about the risks of our daily life choices such as the mystery behind drugs and



alcohol fascination and the major risky behaviors that awake our curiosity. We all got our answers!

o | **Nutri-Land**

During this year's NDU Founder's Day, the Nutrition & Health Club took a flight to Disney Land and enjoyed their day in NUTRILAND with Winnie the Pooh, Tiger, Mickey Mouse and Cinderella. Our diet catering, Vie Saine, offered the best healthy cookies, brownies, pizzas and Fatayer. The characters took photos with all NDU family and that was what put an extreme smile on 😊





Photography in the Forefront

IHPE 07 (International Heritage Photographic Experience) and Choral el-Faihaa joined forces for a unique event combining display and concert promoted by the FAAD and the PR office of NLC.

After the National Anthem, Mr. Edgar Merheb-Harb, PR-NLC, welcomed the audience and noted that art today is becoming more and more professional and fills a greater space in the employment market. Mr. Habib Melki noted that a picture was worth a thousand words and that the photographs his audience were about to see had been touring the world; in fact the event provided Lebanese with a unique cultural opportunity. NDU



▲ NDU President Fr. Walid Moussa, Barkev Taslakian (maestro), Edgar Merheb-Harb (SA), Fr. Jean Abou Chrouch.

President Fr. Walid Moussa ended by congratulating all the NLC community for their numerous activities benefiting the students and by saying that it was only through these activities and creativities that the flame of hope could be kept alive in Lebanon.

IHPE represents 44 countries from all over the world. In 2007 Lebanon was present through six photographs: two from ALBA Balamand (Ahmad Sadek and Mariette Finianos), two from Kaslik (Roubaye Korab and Shyrine Haddad) and two from NDU (Anthony Nejm and Joelle Nehme).

Choral al-Faihaa (Tripoli Choir), winner of the title of best "e-cappella" choir in

the world at the international competition of Warsaw (Poland) gave superb renderings of songs both oriental and occidental, provoking the audience to enthusiastic applause. There can be no doubt that a glorious future awaits Choral al-Faihaa.

The Photographic Exhibition, opened on March 7th, 2008, ended on March 10. The layout was all planned by the students and instructors of the FAAD - NLC, mainly Mrs. Dina Nachar Baroud and Miss Catherine Khouzami. PR - NLC.

► Left to right: Mrs. Dina Baroud, Mr. Edgar Merheb-Harb, Fr. Walid Moussa, Fr. Jean Abou Chrouch, Mr. Habib Melki, Miss Katherine Kouzami.



◀ Choral al-Faihaa.





Movie event

Actor Georges Khabbaz and actress Nada Bou Farhat were invited to North Lebanon Campus for a discussion of their latest movie *Taht el Kasf* (Under the Bombs).

So on February 25th, the conference hall was full of students keen to learn all the details of the movie especially as it was filmed live during the July '06 War. There were many questions from an audience curious to know how a movie could be produced under such circumstances. Georges Khabbaz was very objective and

showed his keen awareness of the humanitarian side, pointing out that after all a war means tragedy, sorrow and loss of human life, the victims being our brothers in humanity.

The event was such a success that other meetings with film artists are foreseen for the future at NLC.

Edgar Merhab-Harb



◀ *Fr. Jean Abou Chrouch, Actor Georges Khabbaz, Actress Nada Bouo Farhat, Dr. Wadiha Amiouni, Mr. Edgar Merhab-Harb.*

▶ *A large and keenly interested audience.*





▲ A warm welcome to future students.



▲ NDU clubs play valiantly their part.

▼ The main court: bustling crowds under full control.



Doors Wide Open!

Sound and detailed planning by the Admissions Office and the SAO ensured the outstanding success of the Open Doors event, held this year on April 18th. To begin with, the Security did an excellent job controlling the traffic, which was heavy. The schools, with their administrators and students, were received in a very personal manner and were provided with refreshment. This was despite the fact that the number of students received exceeded 2,700, needing to be divided into sixty groups, for a number of schools arrived that had not previously confirmed attendance.

The ushers were truly up to the mark and the SAO Director dealt with the problems that arose speedily and efficiently. The lab. presentations went off very well and the student clubs did excellently in providing a dynamic atmosphere and giving the impression of a University that was very much alive. NDU students showed their pride in being part of their *alma mater*, and as a result of all this attention was drawn to NDU in all the press. More than fourteen schools affirmed that the NDU Open Doors was the most successful they had visited, and their responsible officials were particularly pleased with the way they had no difficulty in assembling their pupils for them to leave only under their control, in an organised and disciplined manner, instead of having to let them wander off on their own.

NDU showed that its doors were open to all without any reservation when to the general pleasure for the first time it received 120 veiled students coming from the Al-Kawthar school. This was the firm answer of NDU and Al-Kawthar to all those outside Lebanon who insist on representing it as a land of warring sects.

Dr. Viviane Naimy, Director and Admissions and of the Office of Tests, Measurements and Evaluation, wishes to express her gratitude to her helpers and supporters, including Mr. Farid Haykal, Mrs. Karine Saade, Mrs. Pascal Khalil, Mrs. Mirna Sfeir, Mrs. Christine Gabriel, Mr. Mario Kozaily and Mrs. Aline Jabbour for their devotion to the students, the NDU community and the University itself.



▲ A sign that as Lebanese all are one: Al-Kawthar comes to NDU.



▼ Learning about the Labs.



▲ Coordinators all ready for action.



▼ Visitors crowd around their guide.

Debate Club Activities

Despite all the recent political tensions, the emotional pressure on many families and the instability of the country, we of the Debate Club held our heads up high and were able to organize and implement several outdoor activities to entertain and keep minds off present worries by having three successful parties (Blush, Scenario, and Studio) and the annual dinner at Teij El Oumara (Kaaliit al Roumieh).

The Debate Club was also able to participate in every event organized under the leadership of the S.A.O.. We mention just a few of those events; Recruitment Day (we gave away a prize which covered a two-way trip to Cyprus), Christmas Fiesta in collaboration with Johnson & Johnson and Nivea (we gave away free Christmas gifts), Open Doors with its campus tours, Turath Day, Job Fair, Shanab Day, Gourmet Day, Delicious Bake Sale, and the unforgettable Founder's Day which still receives high praise among our professors and fellow students. Most importantly, we helped incoming new students with the entrance exams and registration process.

We, the Debate Club, promise NDU's student body that we are going to keep on working and doing our best to make this University a second home for all, the paramount University in the country. Making everyone feel at ease as if at their own home is only a small part of what we can accomplish, but even this cannot be done by our own efforts alone; we must join with everybody and work for the greatest good of our University.

Finally, I would like to thank all our Club members for their outstanding efforts, everyone who helped us succeed in our events, the S.A.O. , our respected Club Advisor Dr. Caroline Akhrass and, last but not least, all N.D.U. students.

Robin Saghbini
Debate Club President



Turath Day

This event took place on Monday, March 17th, and lasted all day. Its purpose was the promotion of the villages of Lebanon, as in order to go forward and assert itself a people must never lose sight of its roots and identity. Twenty student clubs took part, the Accounting Club for example choosing to represent Douma, famous for its *debs* grape treacle and for its *rahet el-haloum* Turkish delight, while the Architecture Club chose Jeita with its famous cave. The Astronomy Club chose Kherbet Anafar in the Beqaa, the Camping Club prepared a forum of Abra in the South and the Debate Club took on the far northern village of Kobeyat renowned for its Tannour bread. The Discovery Club had a stand decorated with flowers as it had chosen to represent Bikfaya with its famous Flower Festival. The Economics Club took on Qartaba, the Entertainment Club Besharri home of Gibran Khalil Gibran, and the First Aid Club Baalbek with its prestigious ruins. The HTC

► *Products of Douma.*



▲ *Final fitting.*



▲ *Hospitality.*

▼ *The Lebanese bride.*



▲ *Warming up to the debkeh.*

▼ *Serving bitter coffee.*





▲ *Nicolas el-Osta is the guest singer.*

chose Saida (Sidon), preparing delicious fresh fish and sweetmeats, and Naharashabab Club Majd el-Meoush in the Shouf. The Nutrition and Health Club chose Zebdine, known for its summer festival, and the Sartarabad chose Anjar with its large Armenian community. The Scouts Club represented Beit Shebab, whose reputation for its pottery was emphasised by a pottery class given by Graziella Daghfal. Baskinta with its orchards, Aamshit, Zahleh, and Faraya with its snow were presented by the Shooting Club, the Skyline Club, the Social Club and the Skiing Society respectively.

There were many guests participating such as singer Nicolas el-Osta, the Majd Dance Group of Baalbek and the presidents of various municipalities. The clubs did research and prepared documentaries on the villages of their choice to be posted on the LCDs around Main Campus.



▲ *The vigour of Baalbek.*

► *Skiing gives appetite!*



▼ *Popular Father Bshara Khoury full of life.*



▼ *A large crowd for the singer.*

◀ *Need Beit Shebab fear the competition?*



NDU Mother's Day

The Public Relations Office at Notre Dame University organized a special celebration on Monday, March 17, 2008 at 12: 00 p.m. in Issam Fares Hall on the occasion of Mother's Day honoring all mothers working in the University (faculty members, staff and students),

Mrs. Violette Khairallah, former NDU student and LBC media presenter, opened the ceremony with the national anthem, and then a documentary was presented as a slideshow prepared by the Public Relations Office (Ms. Jocelyne Issa and Ms. Suzanne Saadeh) with the assistance of the studio department (Mr. Abdo Bejjani and Mr.

Tony Gunstone). This documentary included family photos about each mother at NDU.

Mrs. Mona Hrawi, the guest speaker, greeted mothers who had lost their sons during the Lebanese wars. Journalist Dolly Ghanem and actress Viviane Antonios presented a short testimony about their motherhood. Dr Amal Malek delivered her speech in the name of all mothers at the University.

The University Chaplain General, Fr. Fadi Bou Chebel, who represented NDU President Fr. Walid Moussa, offered a prayer to the Holy Virgin Mary, Mother of Christ. The NDU Director General of

Public Relations Mr. Souheil Matar also gave a speech, recalling memories of his mother during his childhood.

At the end of the ceremony the singer Carol Sakr gave a rendering of a special anthem about Mother's Day.

All NDU mothers were invited to cut the cake on this occasion and to appear in a souvenir photo with the guests.

Souvenirs were distributed to all mothers as a gift from the University together with wishes for a "Happy Mother's Day" for many years to come.



▲ NDU mothers receive their souvenirs.



◀ Dolly Ghanem, Fr. Fadi Bou Chebel, Carol Sakr, Mona Hrawi, Violette Khairallah, Viviane Antonios and Mr. Suheil Matar.



▶ Carol Sakr.

▼ Miss Suzanne Saadeh, Dolly Ghanem and Miss Jocelyne Issa.



▲ Suheil Matar, Mona Hrawi and Fr. Fadi Bou Chebel.

NDU Sri Lankans on Labor Day

Notre Dame University Public Relations Office, with the collaboration of the Sri Lankan Embassy, celebrated Labor Day in honor of all workers at NDU on May 2, 2008 by organizing a special lunch in the University cafeteria.

The President of the University, Fr. Walid Moussa, welcomed the workers and thanked them for all their efforts and hard work to keep the University clean and gleaming on a daily basis.

Mr. W.M. Premarathna, Counselor (Employment and Welfare) in the Embassy of Sri Lanka, thanked the University on behalf of the Embassy for organizing this special celebration and addressed all the workers, first thanking them for all their efforts and then reminding them of the sense of responsibility to be shown in their attitude and behavior toward the University. He added that the Sri Lankan people are characterized by their commitment and honesty toward the people whom they work with.

Upon the request of the Embassy, two artists were invited who presented a traditional Sri Lankan dance with accompanying music presenting the story of two Sri Lankan lovers. The guests were then all invited to lunch and the celebration ended with dancing in which all were invited to join.



◀ *Products From left to right: Robert Akkari, Robert Al Bayeh, Fr. Walid Moussa, Mr. W.M. Premarathna, Ms. Jocelyne Issa, Mr. Suheil Matar, Ms. Suzanne Saadeh, Mrs. Kaline Abi Saad, Ms. Rita Orfali.*

▼ *Indian cooking, very tasty, next best to Sri Lankan!*



▲ *All joining in the fun!*



▲ *Entertainers provide a laugh!*



▲ *From left to right: Mr. Suheil Matar, Fr. Walid Moussa, Mr. W.M. Premarathna, Ms. Jocelyne Issa.*



▶ *Tucking in!*

University Basketball Championship April, 2008

The Men's Lebanese Universities Basketball Championship wound up with victory going to the team of Notre Dame-Louaize, in a final played on the pitch of the Lebanese American University - Beirut Campus. The score was NDU 84, LAU-Jbeil 75. In the semi-finals the results had been LAU-Jbeil 67 against Lebanese International 50 and NDU 85 against LAU-Beirut 67.

The Championship was directed by the two international referees Dany al-Hawa and Richard al-Hajj, assisted by Nicholas Khairallah of the Federation. The cups and medals were distributed to the winners in the presence of Sami Garebedian, George Nader, Nazih Suleiman and Yusuf al-Zain.

► *The NDU Men's Basketball Team.*



► *Sandrine Gebra standing between Elie Khairallah and Yusuf Zain after receiving her medal.*



Sandrine Gebra (NDU) University Tennis Champion June, 2008

Sandrine Gebra of NDU came out winner of the University Tennis Championship (Ladies) held on the courts of the Lebanese University at Hadeth. Her final match was played against Rola Maalouf of the LU with the score 6-2, 6-1. She received her medal from the hands of Yusuf Zain.

Distinction for NDU Taekwondo Trainer

The World Taekwondo Federation (WTF) has been elected International Taekwondo Referee and NDU



▲ *Master Joe Khoury, second from left, at Izmir after receiving his award.*

Taekwondo Trainer Master Joe Khoury as the Best Referee in Asia at the World Taekwondo Championship in Izmir - Turkey, May 2008.

Master Joe Khoury's background:

- o | Black belt (6 Dan)
- o | President of the Judging Committee of the Lebanese Taekwondo Federation
- o | President of the Taekwondo Committee of the Lebanese Federation for University Sports

Yearly NDU Sports Festival

With the month of June, 2008 came the week of competition held in the framework of the Yearly NDU Sports Festival in which fourteen universities took part. Events included mini-football, basketball men and basketball ladies, volleyball, table tennis and chess. Results in the finals were as follows:

- o | **Basketball, men:** Notre Dame - Louaize won against the American University of Science and Technology
 - o | **Basketball, ladies:** Notre Dame - Louaize won against St. Joseph's University.
The NDU Ladies Basketball Team.
 - o | **Volleyball, men:** Holy Spirit University of Kaslik won against the American University of Science and Technology.
 - o | **Mini-football:** Notre Dame - Louaize won against the American University of Science and Technology.
 - o | **Table tennis:** Rock Hakim of NDU won against Elie Daou Abi Sirhal 3/1 and Christie Jalikian (NDU) against Eliana Rahbani of Balamand 3/0.
 - o | **Chess, teams:** 1st. USJ 10 points; 2nd NDU 8 points; 3rd AUST 5 points.
 - o | **Chess, individuals:** 1st. Basil Sharaf, USJ ; 2nd, Adnan Khalil, USJ ; 3rd, William Mutran, NDU.
 - o | **General direction:** NDU Sports Director George Nader, seconded by Hassan Jindy, Michel Rizqallah, Zakhia Mansour, Elie Salameh, Roy Melkoun, Elias el-Murr, Iman Raad, Joe Shama and Joseph Sitti.
- Further, from 30th June to 8th July, in cooperation with the Lebanese Tennis Federation NDU has been hosting on its grounds an advanced session for high-ranking tennis trainers under the supervision of the international expert Anis Abu Shalaqa, charged with raising the level of the game in West Asia.



NDU Schools Challenge

The Third NDU Schools Sports Challenge ended in June after a month of competition during which 83 teams from 46 schools took part in games of football, volleyball, table tennis, tennis, taekwondo and chess. The finals were attended by crowds of students, their families, school directors and sports officials, and educators. In the forefront were Father Walid Moussa, President of NDU, and Father Beshara Khoury, Director of the NDU Student Affairs Office.

▼ *Winning teams with Father Walid Moussa, Father Beshara Khoury and Mr. Georges Nader, Sports Director NDU, in their midst.*

Results were as follows:

○ | **Men's table tennis:**

1, Jean-Pierre Tahan, Central College, Jounieh
2nd, Tony Kaadi, Central College, Jounieh

○ | **Women's table tennis:**

1, Monica al-Murr, Antonines, Jamhour
2nd, Rita Shihan, Central College, Jounieh

○ | **Men's tennis:**

1, John Karky, Besançon, Baabdat
2, Elias Yashouhi, St. Joseph's Cornet Shahwan

○ | **Women's tennis:**

1, Nancy Karky, Besançon, Baabdat
2, Sarah Saad, St. Joseph's Cornet SHahwan

○ | **Taekwando, general order:**

1, Shariti al-Dawq
2, Mar Elias Btina

○ | **Football:**

1, Most Holy Hearts, Kfarhabab
2, Apostles, Jounieh

○ | **Volleyball, ladies:**

1, Jesus and Mary
2, Antonines, Ghazir

○ | **Volleyball, Men:**

1, Most Holy Hearts, Gemmayzeh
2, Apostles, Joounieh



○ | **Basketball, ladies:**

1, Champville
2, St. Joseph's, Aintoura

○ | **Basketball, Men:**

1, Champville
2, St. Joseph's, Aintoura

The Dance Team of Jesus and Mary School gave performances in between the matches. At the close, Father Beshara Khoury, SAO, expressed thanks to the directors and authorities of the schools and together with NDU President Father Walid Moussa distributed cups and medals to the winners.

Social

BIRTH

We have pleasure in announcing the birth at 10.30 a.m. on Saturday, March 15th, 2008, of **Chloe Balian**, daughter of **Sylva and of Armen Balian**, Head of Academic Computer Center, NDU Main Campus.



Also on Sunday, April 20th, 2008, **little Chelsea** came into this world, daughter of **Sam Lahoud**, Supervisor of NDU Audio-Visual Facilities, and of his wife Paula, and sister of Bettina.

OBITUARY

We regret to announce the decease on Thursday, May 1st, 2008 of **Shafiq Wardan Kayrouz**, husband of Katiba Ibrahim Kayrouz and father of Dr. Malhab Kayrouz of the NDU Faculty of Natural and Applied Sciences and of his brothers and sisters.
Requiescet in pace.

We announce also that **Edward Nader Abou Nassif**, beloved father of Joe Abou Nassif of the NDU Division of Computing Services, his

brother and sisters, and husband of Mary Watfa Rahmeh, passed away on May 3rd, 2008.

On Thursday 12th June, 2008, **Tanos Shaker Muhanna** passed away, fortified by the Last Sacraments. He was the beloved husband of Margot al-Khoury Butros Zgheib and father of Dr. Rock-Antoine Mehanna of the FBA&E of NDU as well as of Carol wife of Maroun Habshy.

Beware!

Mind your English!

Le prix (French): this has two translations in English, with different meanings. The first is *price*, meaning the cost of an article. *E.g.* The price of the shirt is \$15 (note the \$ sign before the figure). The shirt is priced at \$15. A Pyrrhic victory is a victory won at great price/cost, with heavy casualties. The second meaning is an award. *E.g.* He won first prize in the spelling competition.

Decimate: thanks to the decline of classical culture and of care for the proper use of words, we often hear this taken to mean *destroy*. Actually, it only means to destroy an important part, obviously coming from the Latin word *decimus*, tenth, as in *decimal point*. It appears that if a whole body of Roman soldiers was guilty of cowardice on the battlefield, the troops were disarmed and lined up, after which every tenth man was beheaded.

Collective nouns: you might get a green line under a plural verb following a single collective noun, but this does not always mean that you have made a mistake. Compare -

The football team is playing well today. The team plays as one unit.

The football team are taking shower baths. The members of the team take their showers individually.

Placing full stops (periods): it is common error to place full stops after closing inverted commas as is usual in French or Arabic (".") They should come inside at the end of a sentence or clause:

My uncle said, "I have mentioned you in my will."

This does not apply when the inverted commas enclose only a word or phrase:

I got on well with "Henry the Eighth".

This means not the real King Henry VIII but somebody dressed up like him, perhaps at a fancy-dress party or on a film set.

The numbers for footnotes come after commas, full stops and inverted commas.

Arriving at: One reaches a place, gets to a place (rather colloquial), and arrives at a place.

As well as: this does not replace the word **and**. For example: They visited Tripoli, Sidon, Tyre **and** Zahleh(,) as well as Beirut. It is a common mistake to omit the *and*.

- o bbcnews.com , UK, 16th April, 2008:
Title "Can you identify a criminal by their walk?" !!!



K.J.M.

Kamal G. Darouni, Assistant Professor, NDU
 General Secretary of the Lebanese Advertising Agencies Association (AAA)
 Member of the International Academy of Business Disciplines (IABD)

Paper presented during the 11th IAA World Education Conference, April 7, 2008, Washington, DC - USA

How to Maximise the Power of our Brain in Today's Creative world?

Abstract:

In this global arena, there is a need for imaginative, shorter and more productive meetings. Not only using more innovative ideas ... but ,rather creative ideas you can actually implement. To succeed in this challenging business we need to maximize the power of our brain in today's creative world.

In my paper, I have combined the synergy of the whole brain model of Dr. Ned Herrmann and the six thinking hats of Dr. Edward De Bono. Understanding the former shows evidently that wherever there are two of anything in the body, one is naturally dominant over the other. You could be more emotional when you are right- brained or rational when you are left-brained .

We find that the people living in the Middle East are more emotional than those living in the West, the latter being more rational. An example of this is the Dewars commercial advertised worldwide which states that " It never varies" , meaning the alcohol never varies, while in Lebanon the slogan was changed to an emotional appeal - "When it's love, it never varies."

In the paper I have analyzed the application of the four quadrants that characterize the thinking pattern of any creative person and the methodology he or she should use to maximize the power of the brain when it comes to executing a global creative campaign.

Comparatively, the six hats represent six modes of thinking, which are considered as directions for thinking rather than labels for thinking .These hats are used proactively rather than reactively and the key theoretical reasons for using the Six Thinking Hats is to encourage Parallel Thinking leading to problem-solving .

It is known that idea generation is a neural event, and therefore the brain is the source of creativity. As is explained in the following paper, the D quadrant (of the whole brain) is intuitive; respectively the Green Hat (part of the six hats creative approach) plays the same role, and applying both will ultimately maximize the power of your brain in the world creative arena.

1- Introduction

Science reveals that the whole brain consists of two hemispheres, the left

and the right. Microsurgery has found that each hemisphere or compartment has different ways of thinking and remembering. Each compartment contains two quadrants

A & B for the left brain, "rational", and two others for the right brain C & D, "emotional". The former, *vertical thinking*, is convergent, shooting from one point to another point and "is considered to be negative in creativity, analyzer, linear..." while the latter, *lateral thinking*, is divergent, shooting from one point to many other destinations, and "is considered to be positive in creativity, intuitive, risk taking..." (*Hermann p.p 7-12*)

In Christ's teaching, one word has changed the stream of our universe, differentiating it from all other religions, without which the doctrine of Christianity would not be dominant in the brains of Christian believers. LOVE,

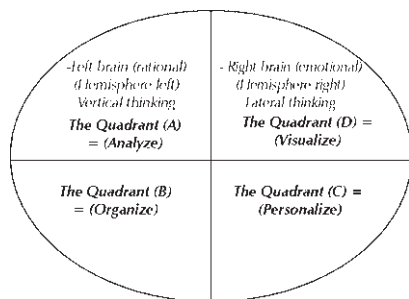
belonging to the right brain (C & D), is the key word which heals us from negativity, fanaticism, war, destruction , etc.

Nowadays, most of the creative gurus in the field of creative advertising are preaching the LOVE approach in creativity; for more reading refer to www.lovemarks.com

In my understanding, the lateral thinking of the brain, i.e. right brain, dominates entirely the quadrants of the brain but both my professional and academic experience have made me believe that creativity is a double-edged function:

- 1- Knowledge (Quadrant A),
- 2- Intuition (Quadrant D).

I will give my readers some hints about left- and right-brain constitution, together with the characteristics of each quadrant.



2-How the above quadrants could be applied to creative advertising:

An example on the applications of the quadrants would be the following:
"People from the Western

World have a logical tendency in their thinking pattern (A & B), so the Dewars commercial which appeared worldwide carries a slogan It never varies, while in Lebanon the tagline says, *When it's love, it never varies*, using the (C&D) quadrant.

The former slogan (rational approach) means that the degree of alcohol is constant; but since this communication does not move our five senses, the creative director from the Middle East has made a change, so the latter slogan (emotional) says, "When it's love, it never varies ..." (*Darouni p.p183-186*).

Also for additional information related to the world difference in thinking patterns, we point out that the Far East has a high context culture (A & B) (collectiveness, analogue, uncertainty avoidance), whereas the Western countries have a low context culture (C & D) (individualism, digital, risk-taker.)

So communication is used differently from one country to the other depending on the cultural dimension. For this reason the world in communication is going towards symbolism and semantics. For example, *NIKE "JUST DO IT"* is a culture-free communication which faces no obstacles and could travel across borders.

The following are the functions and utilities of the four quadrants with their inferences in the advertising communication field, (referring to the mission and vision of the organization.)

A - WHERE ARE WE NOW (A & B QUADRANTS)?

Quadrant A (The Rational Self)

Is logical and analyses facts

Utilities:

- ▶ Gathering the Facts
- ▶ Determining Brand's Equity
- ▶ Evaluating how well communications have added to Brand's Value

Quadrant B (Safe Keeping Self)

Organizes the facts and analyses strategic planning

Utilities

- ▶ Asking the questions, why do people find me appealing? (Rational, Sensual & Emotional Benefits)
- ▶ What is my Personality? (Character in People's Minds)
- ▶ Whom do I Appeal to? (Needs, Wants, Desires, Fears, Benefits)
- ▶ Why I Am Different? (Comparing to other Brands)
- ▶ How do I Express Myself? (Communicating with Meaning and Distinctiveness)

B - WHERE DO WE WANT TO BE (C QUADRANT) ?

Quadrant C (Feeling Safe)

Is interpersonal, intuitive, expressive

Utilities:

- ▶ Triggering (Category Motivators, Kind of Purchase?)
- ▶ Considering (Frame Of Reference, Need?)
- ▶ Choosing (Brand Discriminators)
- ▶ Experiencing (Satisfaction and Expectations)

C - HOW TO GET THERE (D QUADRANT)?

Quadrant D (The Experimental Self)

It is imaginative, big-picture thinking, conceptualizing

Utilities:

- ▶ Do people find me appealing?
- ▶ Do they like my personality?
- ▶ Do they value me correctly ?
- ▶ Do I need to change, Why and How? (Application, Visualization and Imagination)

3- Is Advertising highly praised as persuasive? (A & D quadrants)

The prime contention of the critics is that Advertising creates demand among consumers. Many of us are being influenced and manipulated in the patterns of our everyday lives. Great efforts are being made to channel our unthinking habits, purchasing decisions and our thought processes by the use of insights from the social sciences. These efforts take place beneath our level of awareness. This manipulation took place at a subconscious level.

Consumers are also manipulated by an advertisement's promise that the product will do something special for them, something magical that could transform their lives! What is a creative idea? How to get it? How to execute it? How to impress a target market?

Consider the following examples: Why should I smoke Marlboro? Because I like to feel virile. Why should I smoke Winston? Because I like to feel adventurous. Why should I drive a Mercedes car? Because I like to feel comfortable. Why should I drive a Volvo car? Because I like to feel safe.

Then, the question arises: Where is the big idea? An idea starts with research, decoding what the consumer has in his black box. It must be remembered that out of at least 2000 daily communications of exposures per day, what remains in the consumer's mind the next day does not exceed a few digital numbers.

What needs to be considered most importantly is whether the product being advertised is among the list of

brand names the consumer can remember. Also, what needs to be known are the consumer's attitudes and feelings towards the advertised product. A consumer cannot remember all the advertisements he reads or listens to. He only remembers whatever interests him, whatever motivates him emotionally or rationally.

To become effective, advertising must have a wide appeal, and has to play on very basic human emotions: "They go beyond reason into something even more basic." In other words David Ogilvy, the pioneer in brand image building, has said: "Unless your advertising contains a big idea, it will pass like a ship in the night."

Here I would list some of the great advertising ideas which have brought success to the products and became memorable longer than other commercials:

Seven up: "The uncola"

VW: "Think small"

Avis: "When you are only second, you try harder or else"

Nike: " Just Do It"

Johnny Walker: "Keep Walking"

MILK:"GOT MILK"

4- Comparative analysis of De Bono's Six Hats with Dr. Hermann's four quadrants:

Dr. Edward De Bono was able to describe a process of deliberately adopting a particular approach to a problem as an implementation of parallel thinking, as well as an aid to lateral thinking. Six different approaches are described, and each is symbolized by the act of putting on a colored hat, either actually or imaginatively.

I personally believe that, as an example of the comparative study, the four quadrants stated above follow the same sequence as Dr. De Bono, as shown below:

White hat (facts and figure) compared to the A quadrant.

Yellow hat (why it will work?) + Black hat (judgment) compared to the B quadrant.

Red hat (emotion & feeling) compared to the C quadrant.

Green hat (idea generation) compared to the D quadrant.

Blue hat (conductor hat)

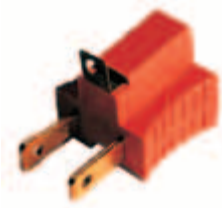
Finally, Idea Generation is a neural event and therefore the brain must be the source of creativity (as explained above Quadrant A&D comparatively similar to the White and green hats). Synergy among the four quadrants and the six hats could contribute strongly to a high creative process of the brain and could result in a variety of divergent thinking patterns.

References:

- Darouni, K-Advertising & Marketing Communications in the M.E. - NDU publication, (2006).
- Clow K- Integrated Advertising, Promotion, & marketing communications
- Prentice Hall, (2004).
- Ned Hermann "The Whole Brain Book" Mc-Graw-Hill(1996).

Websites:

- www.iaaglobal.org
- www.lovemarks.com
- www.wikipedia.org, The Free Encyclopedia



Deadly Converters

○ | Dr. Walid C. Assaf
Mechanical Engineering Department

Mechanical Engineering students are introduced very early in their program of study to systems that convert fossil energy into useful mechanical rotating motion as in steam turbines and compressors. Later in the program attention is turned to the means of extracting power from renewable sources of energy such as solar and wind power.

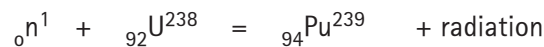
However renewable energy sources are not yet developed enough to meet the increasing demands. The rising cost of fossil fuels in the form of solids, liquids and gas is diverting attention to nuclear reactors in which controlled fission reactions act as a source of heat that can run steam generators and gas turbines for power production.

At NDU and in MEN 510 students are introduced to nuclear reactor design principles. In these reactors, unstable U^{235} nuclei in a flux of neutrons are split into fragments. The nuclear

fragments dump their kinetic energy into the surrounding metal, thus requiring a flow of coolant to remove the resulting heat before the fuel clusters melt down. This process releases an impressive one mega watt (approximately) of thermal energy for each 1.2 grams of U^{235} converted per day. Put in another way, this energy is equal to the combustion of three million grams of coal and/or 2 million grams of oil.

It is not unusual to hear about nuclear reactors making more fuel than they use.

Reactor cores wrapped by a blanket of U^{238} convert this abundant long-lived isotope of uranium into extra fuel in the form of Plutonium Pu^{239} according to the reaction:



Plutonium in turn is used to fuel other nuclear machines in addition to being a raw material for some weapons of mass destruction. But that is not all. Conversions in nuclear machines go beyond the production of steam power. For example, isotopes of Iodine having short half lives can be produced in reactors and are put to good use in medicine.

Bismuth 209, abundant in nature, can be converted into Polonium isotopes. These are used as light weight intense sources of heat in space applications. Polonium 210, having a short half life and being thousands of times by mass more toxic than Hydrogen Cyanide, has been in the news recently as in the case of the poisoning of the Russian Alexander Litvinenko and the thriller by Steve Alten titled *The Shell Game*.

Nuclear fission in the controlled space of a reactor converts small mass fractions into energy according to the famous relationship of $E = mc^2$. But other parallel conversions including radioactivity of the waste fuels from reactors can be deadly indeed!

Shutting Down Water Pumps

o | Dr. Walid C. Assaf
Mechanical Engineering Department



Can one imagine the prospect of no working pumps on a campus the size of NDU? What will happen to plumbing systems and waste management, landscaping and general water requirements for classroom buildings, offices and dormitories if pumps stop running?

One would think that raising this topic (of no working pumps) was tantamount to admitting that a disaster was upon us and that this entire notion was absurd by definition.

Well, as a matter of fact, a disaster is upon us in the form of extreme rising costs for energy.

Fortunately, mechanical engineering principles regarding conservation of energy, running costs and capital investment have a solution for these concerns!

Power-consuming devices in buildings are classified as purely resistive electrical loads supplying lights and heating or the costly liquid and vapor compression without which air conditioning and water chilling would not be possible. Vapor compression requiring extra power is a topic that needs to be discussed separately.

Back to water and its transportation cost! In Lebanon water is supplied from the municipal piping network and from bore holes that may reach levels below the water table. The water table in turn could be near and sometimes below sea level. To push the water up through the bore hole requires sequential impellers driven by electric motors. The process is accomplished by deep well pumps known as submersible pumps at a cost of \$0.20 per kWh, more or less, depending on the source of the generating power.

Water emerging at ground level from deep-water wells is often piped to storage tanks. From there it has to be pumped again to different elevations and at specified pressures to suit various devices. One such device is the common flush valve mechanism found in commercial rest rooms.

Fortunately, water supply is available from locations just up the hill from NDU. Through suitably sized pressure pipes, water can flow from Jeita on down to campus. This will wipe out the cost of pumping at NDU. Supply in both quantity and pressure to all campus users would be guaranteed. A system of distributed storage tanks and pressure-reducing stations would handle the daily fluctuations in water consumption.

Shutting down pumps at NDU-Louaize Campus will therefore be of no consequence whatsoever.

How much energy can be saved? One can simply add the name plate power rating on all pumps installed on campus. It is a safe bet that the money saved would be considerable!

Sitôt le matin, j'arrive...

Elie Kesrouani (Rév.)

*Sitôt le matin, j'arrive... pour arroser ma prairie
d'orchidées;*

Et toutes ces plantes,

Poussant parmi les instruments de musique et les livres...

*Je câline le petit avocet, le caféier, les bébés de géants
d'arbres;*

*Je les convains de demeurer de simples petites plantes
d'intérieur...*

Tellement j'ai besoin de rester petit.

*Dans cette forêt vierge, vivent deux animaux :
l'ordinateur et moi.*

*Dans ce monde d'amorphes modelages, d'êtres digitaux,
d'êtres artificiel, existants mais impalpables...*

Être animal est un luxe couru.

Je ne le cache pas...

Dans mon dilemme dialectique,

... je me sens archaïque,

Ayant l'âge des têtes que je fréquente et lis,

Des époques révolues de l'histoire.

*Étrangement intrus dans ce monde irréel, je me desire
petit.*

*L'amitié reste la pesanteur qui embarque cette masse
flottante d'existence,*

*Dans l'équilibre relatif de notre planche de salut: ce
cœur.*

Economic Policy and the Subprime Crisis?

Dr. Louis Hobeika¹



The subprime crisis is having serious effects on international financial markets and the real economy. The most prestigious banks and investment houses are suffering more from huge losses attributed to negligence, uncalculated risk taking and lousy management than to anything else. Losses have resulted too from the greed exhibited by economic agents, such as households, who have borrowed above their means. What is left of their unpaid loans is becoming higher than their asset values, due to the fall in housing prices. Banks and borrowers have been jointly responsible for the mess they have created. The fiscal and monetary authorities were watching and did not act in a timely and forceful manner, and therefore could be held indirectly responsible too.

We don't know yet the final financial effects of the crisis, but they are likely to be greater than what we know today. New losses affecting negatively the confidence in the international financial system are uncovered everyday on both sides of the Atlantic. Regarding the real economy, the effects of the subprime crisis are severely felt because it is happening concurrently with a falling dollar and rising oil and food prices. A declining dollar means more inflation in the dollarized economies, such as Lebanon and the Gulf states. Higher oil prices

mean more expensive international production and transportation costs and therefore lower economic growth. Higher food prices mean more poverty and inequality and potentially serious political and social problems across the globe.

To minimize the effects of the subprime crisis on the financial and real markets, the authorities should undertake well-thought and well-applied monetary and fiscal policies. On the fiscal side, clearly the tax rebates decided by the Bush administration are insufficient and more fiscal stimulus is needed to strengthen the economy. Spending on infrastructure and education should take the lion's share of any increase in expenditures. The defense budget, which amounts to 4% of GDP, remains quite high in peaceful times, and could obviously decrease in the future to the benefit of the US economy.

A country's monetary policy, not only can, but in fact does, largely determine the evolution of the general price level over the medium to longer run. Monetary policy exerts over the short to medium term significant influence over important aspects of real economic activity, such as output and unemployment. The ability to affect interest rates and asset returns is sufficient to enable the central bank to

affect spending in non-financial markets. The US central bank has been lowering interest rates fast, but a little late, to avoid a recession in an election year at the expense of creating inflation. The economic costs are high but the choices are limited, and therefore the central bank cannot have now a win-win solution.

While providing liquidity to banks, the US Fed should be careful not to encourage reckless behavior in the future on the part of lenders and borrowers. "Moral Hazard" is quite dangerous in finance and could lead to more serious disasters in the future. Free markets are based on competition which rewards winners and punish losers and specially gamblers. The intervention of public authorities to save businesses kills the dynamism of any free market and should therefore be well thought out in time and size. Clearly what is happening today shows that banks, borrowers and public authorities have not learned enough from the serious mistakes of the past.

Geoffrey Chaucer

○ | K.J. Mortimer

Geoffrey Chaucer is a poet I feel to be really modern, somebody whose company I could sit down and enjoy. He was born shortly after 1340 and died in 1400. He had a sly, dry sense of humour, he was deeply religious but mocked superstition and credulity, he had travelled much, learnt foreign languages, had wide experience, was at ease with people of every social class, was the friend of royalty and nobility, and had studied science. All this appears in the most famous of his works, *The Canterbury Tales*, with its brilliant *Prologue*.

In all literature there is nothing that touches or resembles the *Prologue*. It is the concise portrait of an entire nation, high and low, old and young, male and female, lay and clerical, learned and ignorant, rogue and righteous, land and sea, town and country, but without extremes. Apart from the stunning clarity, touched with nuance, of the characters presented, the most noticeable thing about them is their normality. They are the perennial progeny of men and women. Neville Coghill

Chaucer does not actually describe the pilgrims who are on their way to the shrine of St. Thomas à Becket in Canterbury. We know them by the way they speak and act. Chaucer seems to lose himself in his characters. The stories they tell to pass the time on the road are elevated, affectedly refined or coarse and bawdy according to the people who tell them. Here is his

description of the prioress, superior of a convent of nuns, obviously of common stock but now putting on airs of

refinement, thanks to the great social mobility that was possible in the Church.

○ There was also a Nun, a Prioress,
That of her smiling was full simple and coy;
Her greatest oath was but by Saint Loy;
And she was clepéd Madame Eglantine.
Full well she sang the servicé divine,
Entuned in her nose full seemely;
And French she spake full fair and fetisly,
After the school of Stratford atté Bow,
For French of Paris was to her unknow,
At meaté well y-taught was she withal;
She let no morsel from her lippés fall,
Ne wet her fingers in her saucé deep.
Well could she carry a morsel, and well keep,
That no dropé ne fell upon her breast.
In courtesy was set full much her lest.
Her over lippé wipéd she so clean,
That in her cuppé was no ferthing seen
Of greasé, when she drunken had her draught.

Note that words often do not have exactly the same meaning as in modern English; for example *meat* means food in general and *very* means *true*, *authentic*, adverb *verily*.

The brazen self-assurance of the hypocritical mendicant friar in the *Summoner's Tale* appears when he enters the house of a peasant:

○ And from the bench he drove away the cat,
And laying down his pointed staff and hat,
His scrip as well, he settled softly down.
(The quotations in modern English are taken from Neville Coghill.)

He plays upon the credulity of the peasant's wife when she tells him that their baby boy has died:

○ 'I know, I saw his death by revelation,'
Replied the friar, 'in our dormitory,
I saw the little fellow borne to glory...
Our sexton and our infirmarian,
They saw it too, both friars boy and man
These fifty years, thank God. ...
I rose at once, in fact the entire place
Rose, and the tears were trickling down my face.
There was no noise, no clattering bells were rung,
But a Te Deum - nothing else - was sung.

The friar goes on in a way to suggest that such supernatural phenomena are

normal occurrences in the friary he is begging for, thanks to the sanctity of its



community and their powers of intercession with the Divine. The humour that follows is far less subtle, of a kind that the prioress no doubt pretended not to hear, but also shows that Chaucer knew something of the science of physics. Exasperated by the friar's begging, the peasant, who is ill in bed, says that he has something for the friary hidden under his back, which however must be divided equally between all twelve members of the community. The friar puts down his hand, expecting to find a packet of coins, but receives instead a noisy blast.

Furious, he hies himself off to the castle of the local baron to complain of the disgusting behaviour of the lord's serf, adding that to add insult to injury the man had said his donation should be divided equally among the twelve friars, which was impossible since "a fart or any other sound is only air reverberating round." While the lord and his lady struggle to keep a straight face, an attendant page suggests a hilarious solution, one however not at all to the liking of the mendicant priest.

The Miller's Tale contains humour that is far more bawdy, yet not merely obscene thanks to the wit and the skill in telling. One wanders what sort of scenes there were when Chaucer was reading these stories aloud to the royal court. The queen and her ladies must have been hysterical with laughter.

As far as women are concerned, in all literature and science of psychology, only one author stands comparison with Chaucer for understanding of a woman's mind and that is Shakespeare. The introduction to the story told by the wife of Bath, where the boisterous good lady tells how she treated her husbands, is a masterpiece.

Like Shakespeare, we see that Chaucer

was neither a tormented, lonely soul whose works were the result of inner brooding, nor one given to theories, schools of art and the egotistic satisfaction of standing on a lonely pedestal. Both enjoyed the real world and real people. How did Chaucer come to be such a happy extrovert?

He was born in a London small by modern standards but international, full of life and in a small space abounding with people of every description and following every kind of activity. He received an education in Latin in a school under the shadow of the 450ft high towers of St. Paul's Cathedral (destroyed in the Great Fire of London and replaced at the end of the seventeenth century by the present monument of Sir Christopher Wren.). Then he mingled with merchants, clergy, lawyers and royal officials who thronged the shops, churches, law courts and taverns, and with the travellers from all over Europe alighting from the ships borne up the river Thames by the rising tide. He could cross the broad stream by London Bridge and gaze upon the mighty walls of the frowning Tower of London.

Records show that in 1357 Chaucer became page in the court of Lionel Duke of Clarence, second son of the reigning King Edward III, taking part in royal pageantry and learning polite manners and etiquette in the course of his duties. In 1360 he was made prisoner during the siege of Rheims in France and then released for a ransom paid in part by King Edward himself. He must have already been held in considerable esteem and in the same year was entrusted with letters from Calais for Duke Lionel.

Less is known about the next few years of Geoffrey Chaucer's life, but apparently he prepared in the Inner Temple for his

future career as an official by studying law, Bible, history, singing, dancing and such sports as were considered suitable in court circles. In 1366 he married Philippa, daughter of Sir Payne Roet, lady-in-waiting to Queen Philippa of Hainault, and future sister-in-law of no less a person than John of Gaunt himself. In 1369 he saw more military service and subsequently visited Florence and Genoa, learning Italian and reading Dante, Petrarch and Boccaccio. He received more favours at home, where two sons were born to him. For twelve years Chaucer was Controller of Customs. He was confirmed in his post when Richard II became king in 1377 and was sent on missions to France and Italy. Other honours followed, the most important of which was becoming Clerk of the King's Works, 1389-1391.

With all these heavy responsibilities, Chaucer became nonetheless the Father of English Poetry. Perhaps these duties and the contacts they involved explain an outstanding feature of Chaucer's work; while strongly supporting orthodox faith and morals and all the virtues that make up a noble character, he showed kindly and amused tolerance of human failings and was never cruel or contemptuous. In short, his Christian conviction made him look on his fellow human beings with LOVE!

By Ameen Albert Rihani

The Philosophy of Multiculturalism

Individuals of different moral beliefs are exposed nowadays, more than ever before, to all kinds of other beliefs, other moral values, and other cultural backgrounds. Individuals are challenged to accept them, refuse them, or at least recognize them and respect them. The question nowadays is not any more whether one accepts or refuses new ideas, or innovative ones; the question has become whether one can be persuaded to believe in, and affirm, the basic notion of justice. Justice, in this particular framework, becomes an attempt to attain fairness and equality, not among human beings, but among ideas.

Equality among ideas

I immediately clarify here by saying that equality among ideas is different from equal ideas. The first suggests treating ideas on an equal basis, while the second recognizes that ideas by nature, like thoughts or other intellectual activities, are not necessarily equal to each other, regardless of how similar or how different they are to one another. In this particular sense our attitude towards ideas should be reviewed: do we treat ideas on an equal basis? Do we deal

with ideas by giving them an equal chance to reveal themselves equally, to explain themselves evenly, and to unfold themselves regularly?

If we accept the notion of equality among ideas, then we have to address ourselves to the principle of tolerance. John Locke and John Mills in their discussions of tolerance take into consideration the utilitarian grounds, unlike modern pluralism which conceives principally in terms of individual autonomy and the political reconciliation of opposed spiritual and moral views of the world¹. This approach implies an obligation to seek a kind of public consensus of common principles that will permit an effective agenda of socio-political decision making. Accepting pluralism means accepting tolerance, and accommodating diversity means accommodating broadmindedness. In this context tolerance cannot but mean acceptance of the other, being receptive to the other, being friendly with the other, welcoming the other, being open-minded to the other, hospitable to the other, and cordial with the other. Tolerance becomes an attitude, a style of life, an approach, an outlook, a position, and a state of mind.

Debate of liberalisms

At a purely philosophical level, the debate is simply between several forms of liberalism. To simplify it, the debate could be limited to two kinds of liberals, arguing about the source of reason and autonomy in a modern

liberal democratic society: those of a Kantian disposition and those of a Hegelian one. The first follows the moral law, follows reason rather than desire for, as a transcendental political theory²; the second focuses on the ideal and ethical arguments for liberalism. Whether defending liberalism³ on rational and transcendental grounds, or defending it on ideal and superlative grounds, it is fundamental to realize that the philosophy of Multiculturalism cannot be explained and understood without the comprehension of tolerance, meaning the acceptance of diversity and pluralism. To what extent are these terms considered a matter of theory or a matter of practice? That is the question!

Polyethnicity

To go deeper into the aspects of multiculturalism we cannot disregard the notion of "polyethnicity" or the political recognition of multiple ethnic groups of citizens within one country⁴. Several concrete examples are historically and geographically very clear and very successful. Examples of successful political multiculturalism would include: Australia, Canada, the United States of America, Austria, Belgium, Switzerland, and others. I would say that the key element for the success of political multiculturalism in these countries is the fact that all the related ethnic groups have accepted, and are practicing, concepts such as: recognition of the other, equality in treating ideas and backgrounds, being wholehearted in respecting diversity,

and being active in supporting pluralism, and practicing tolerance at all levels. All such concepts become an integral part of a certain common culture, a certain common attitude that cannot be avoided or disregarded in multicultural communities, and multicultural environments. When challenging the main stream of liberal thinking one might dwell on the "inescapable effects of power"⁵, and political oppression. In other words political power and liberal thinking are the two poles of multiculturalism.

■ Multiculturalism and the Western heritage

It has been argued that multiculturalism might mean the "destruction of Western intellectual heritage"⁶. The direct counter-argument would be that such a statement accuses, and even condemns, the Western heritage for being weak, fragile, yet pathetic, for being unable to grasp other cultures and take hold of different civilizations and ethnicities. Are we rendering justice to the Western heritage by facing it with such accusations and condemnations? If yes, then I do not share this opinion. If no, then the real question would be: if the richest, and maybe strongest, heritage cannot grasp other cultures and backgrounds, who otherwise can? I do believe that the Western heritage is rich enough to be able to understand, appreciate, interact, and identify with, other aspects of the human legacy and global heritage. Besides this argument, accepting the confrontation between

multiculturalism and the Western heritage, means that our understanding of multiculturalism is labeled under another title for any anti-western culture, a notion that defeats the purpose and ignores reality. Multiculturalism, in this sense, is not only a diversity between East and West, it is also a diversity between different aspects of the Western culture and dissimilar features of the Eastern culture. In my book, **Multiculturalism and Arab-American Literature**, I have highlighted this very significant point in a chapter on "Literature with Multicultural Concern" discussing the cultural diversity between America and Europe as expressed in the fiction works of Edith Wharton⁷. It is a matter of attitude towards understanding and accepting the other. The act of identifying with others, needs two rational steps: 1) the overcoming of one's own truth; and 2) the understanding of what knowledge is all about.

■ Relativity of the truth

Edward Said seems to fall into contradiction when he considers that the notion of East and West is a misleading one, and then argues that diversity requires overcoming one's truth in order to be able to recognize and appreciate the truth of the other⁸. In that particular sense the notion of multiculturalism becomes insignificant if we do not believe in the relativity of truth. A key issue in accepting the concept of multiculturalism is the understanding that truth might be relative. This understanding does not

contradict the other basic concept of the existence of an ultimate, absolute truth which is God. In other words the existence of God does not contradict the existence of a diversity in his own creatures, or an ethnicity of several different creatures, or the multicultural truth that we should recognize, accept, and deal with accordingly.

According to Bradley a relative truth is explained as follows: "to claim that truth is relative is to claim that the very same statement can be both true and false, depending on one's point of view."⁹ I allow myself to add to this explanation that a statement can be both true and false, depending on one's cultural background, one's social traditions, one's religious beliefs, one's native language and history, and one's political understanding and affiliations. This is why we have to accept that what is true to me might not be true to another person, or another group of people. Similarly what may be true to one people, or nation, or even religion, is not necessarily true, or equally so, to another people, or another nation, or another religion. Accepting this argument is accepting the philosophical and political notion of multiculturalism.

What is knowledge all about?

The relativity of truth requires a certain level of understanding, a certain level of knowledge that should be used as a common language for all supporters of multiculturalism. Knowledge, according to John Searle, is "typically a mind-independent reality".¹⁰ The two key words here are mind and reality; and the interconnection is the reality's exposure to the mind, or the mind's projection of the reality, or the reality in the language of the mind, or the mind's perspective of the reality... I feel comfortable whenever I try to play this game of interconnected meanings as part of our understanding of the concept of knowledge.

If epistemology helps us investigate the different grounds and natures of knowledge, and if the main streams of knowledge are based on either rationalism or empiricism, then we are debating here the role of reason versus the role of experience. But whatever these two roles are, we have to admit that reason functions in many different ways with each individual, and experience comes in several diverse traditions, habits, and conducts, and varies with the rich variations of each and every one of these factors. In that sense, epistemology leads

us, directly or indirectly, to the notion of multiculturalism.

The Lebanese Experience of Multiculturalism

Modern Lebanese history has experienced different aspects of diversity specifically during the last four hundred years. It goes all the way from the Maronite College of Rome to the Fakhreddine-Italian connections, especially with Tuscany; and from the American and French universities all the way to the Lebanese, Arab, Armenian, and Canadian universities; and from the eighteen religious groups to several language backgrounds spoken and written in the country.

This kind of richly diverse background sets the pace for a literary product characterized by a similar multicultural feature, namely what is known in the States as the Arab-American literature. The Lebanese people have their own multicultural heritage that prepared them for a distinguished contribution to multicultural literature. The following five observations about our Lebanese literary multiculturalism are discussed thoroughly in my book on the subject. Summarizing these observations today may give an idea about our contribution to literary diversity:

- 1) Bilingualism: Experiencing the art of writing in two languages means practicing two logics of expression, getting involved in two cultures, being committed to "two ways of thinking, two value systems, and two analytical approaches. This requires from the writer a high level of intellectual tolerance and understanding"¹¹.
- 2) Common concerns: Part of the common concerns as expressed by

Lebanese immigrants in the United States, whether in their own media or through personal publications, deals with issues related to social, educational, and economic development¹² which enriches diversity between themselves and the native citizens of the host country.

3) Self-identity within diversity: This dilemma caused a clear intellectual debate that was necessary to pave the way for a mutual recognition and for creating a kind of a self identity within the larger new cultural set up¹³. For this reason Arab-American literature faced difficulties in order to find its own platform and its own characteristics.

4) Touching the "Concrete Universal": The philosophic question related to this vivid example of multiculturalism is: How does Arab-American Literature merge the particular and the universal? To what extent did the "Concrete Universal" become one of the vibrant themes of this particular multicultural literature?¹⁴

5) The Lebanese contribution: It is imperative to define the uniqueness and distinctiveness of our contribution, as Lebanese people, to the American heritage and to the heritage of diversity and multiculturalism. What we are calling for, today, is a rationalization of the one hundred years of multicultural literature, and the four hundred years of social and cultural diversity.

The Role of the University in Multiculturalism

The post-modern educational agenda in advanced institutions of higher education set their objectives so as to

reinforce students' sense of belonging and pride in a certain ethnic group in which they are particularly, and deeply, rooted. This educational objective requires an academic attitude distinguished by two major characteristics: 1) treating all ideas and cultures on an equal intellectual basis, if we do believe that ideas, regardless of their substantial nature, are to be treated equally. Of course this entails, as mentioned before, a certain level of tolerance that should become part of our academic outlook; 2) reviewing our curriculum in such a way as to consider all unfamiliar ideas, cultures, or backgrounds, equally worthy of being present, and significant, in the university programs.

International students and international faculty members become an indispensable component in the campus life and in the academic and research activities and performances of the university of the 21st century. This,

in turn, requires a certain recognition, acknowledgement, respect and celebration of the other individual, or the other group of people. This is what Charles Taylor calls the "politics of recognition"¹⁵ meaning the sensitivity and the tactfulness of appreciation, expressed to the other.

Richard Rorty argues that challenging traditional views of knowledge and truth poses no threat to educational or any other institutions, because philosophical principles do not support our practices but merely provide optional ways of describing them to ourselves¹⁶. Why do I believe that Rorty is right in his argument? Because I sincerely think that the rational art of building up a counter argument is, by itself, an enriching exercise of the mind, and an inspiring implementation of the intellectual power that a human being may enjoy. In that particular sense, the act of challenging points of view, which are perhaps considered as

traditional, is not intellectually and academically a negative performance but rather a positive and constructive way to rebuild a "traditional idea" and transform it into a new, unconventional, suggestive, unusual, and exceptional thought. This is a typical exercise of providing alternatives to ideas and thoughts. It is a significant exercise of contemplation, thinking, consideration, deliberation, and accepting wisdom. Yes, ladies and gentlemen, tolerance is directly related to wisdom, and wisdom is in turn directly related to the philosophy of multiculturalism. I call upon you, with no hesitation, to exercise this wisdom and to enjoy this philosophy.

May 5, 2008

End Notes

- ¹ Amon, Harel, "Legal Reasoning: Justifying Tolerance in the U.S. Supreme Court". New York: NYU Journal of Law & Liberty, Vol. 2, No. 2, 2007, pp. 56-61.
- ² Smith, A. Anthony, *Kant's Political Philosophy: Rechtsstaat or Council Democracy?* Cambridge: Cambridge University Press, 1985, pp. 253-254.
- ³ Koslowski, Peter, ed., *The Discovery of Historicity in German Idealism and Historism*. New York and Berlin: Springer-Verlag, 2005, p. 201.
- ⁴ Finlayson, Alan (ed), *Contemporary Political Philosophy: A Reader and Guide*. Edinburgh: Edinburgh University Press, 2003, pp.484-495.
- ⁵ Favell, Adrian, and Tariq Modood, "The philosophy of multiculturalism: the theory and practice of normative political theory", www.sscnet.ucla.edu/soc/faculty/favell/Finlayson7-final.htm
- ⁶ Searle, John R., "Rationality and Realism: What is at Stake?" *Daedalus*, Volume 122, no. 4 (Fall 1992), pp. 55-84.
- ⁷ Rihani, Ameen Albert, *Multiculturalism and Arab-American Literature*. Washington, D.C.: Platform International, 2007, pp. 41-48.
- ⁸ Said, Edward, *Representations of the Intellectual*. London: Vintage Books, 1996, pp. 21-27.
- ⁹ Bradley, Ray, "Philosophy of Science, Is Everything Relative, Including Truth?" Simon Fraser University, website: www.sfu.ca/philosophy/bradley/bradley.htm
- ¹⁰ Searle, John R., "Rationality and Realism: What is at Stake?" *Daedalus*, Volume 122, no. 4 (Fall 1992), p. 69.
- ¹¹ *Multiculturalism and Arab-American Literature*, p. 139.
- ¹² *Multiculturalism*, p. 140.
- ¹³ *Multiculturalism*, pp. 140-141.
- ¹⁴ *Multiculturalism*, p. 142.
- ¹⁵ Taylor, Charles, "The Politics of Recognition," in *Multiculturalism*. Amy Gutmann, ed. (Princeton: Princeton University Press, 1994), pp. 25-73.
- ¹⁶ Rorty, Richard, "Does Academic Freedom Have Philosophical Presuppositions: Academic Freedom and the Future of the University," *Academe* (Nov.-Dec. 1994), p. 52.

Paper read at the Georgio La Pira Conference at Pisa, Italy, in March, 2007.
Shortened for publication in NDU SPIRIT. -Ed.

The Future of Lebanon

Philosophical Reflections on Hope with references to Pierre Teilhard de Chardin and Georgio La Pira

By Edward Joseph Alam



Two hundred and fifteen years ago, one of modern Europe's greatest philosophers took up the question concerning the ultimate future of our human race. He reduced the possibilities to three: first, a more or less constant progression and ascent; second, a more or less constant regression and decline; and finally, a more or less unvarying persistence on a plane reached after development had gone as far as it could. While admitting the theoretical possibility of the second scenario, of continual descent, he surprisingly argues that such an ever-increasing decay is not "actually" possible. He confidently argues that continual retrogression is impossible in the concrete because this would mean that the race would eventually destroy itself. As far as I can tell, this is the only premise in his argument. In this case, his argument is not only weak, but seriously flawed as the conclusion is already present in the premise, a mistake in reasoning by one known for his great ability to reason, none other than Immanuel Kant¹. In spite of this glaring error the treatise is still well worth reading. Not only does it raise perennial questions, but it touches upon all the major themes present in my title: evolution, the future, the social nature of mankind, love of country, and, last but not least, hope. Thus, I shall use Kant's treatise as a springboard and jump into the heart of my topic: The Future of Lebanon: Philosophical Reflections on "Hope" with references to Pierre Teilhard de Chardin and Georgio La Pira.

The Case of Lebanon

It is hard to imagine the sustained, condensed suffering Lebanon has endured over the last 33 years. Today, the country is plagued with what seems to be an insurmountable debt, due to both internal and external corruption and most of its youth have either left, plan to leave, or desire to leave (written over a year before Doha. -Ed.). Perhaps only the words of Job in Sacred Scripture can come close to describing such prolonged misery: "Oh that my vexation were weighed, and all my calamity laid in the balances, then, I declare, it would be heavier, yes heavier and more numerous than all the sand of the sea" (Job 6: 2-4).. For many Lebanese today, the phrase the "future of Lebanon" has a hollow ring to it, and many more would probably wonder why on earth Immanuel Kant excluded the possibility of continual retrogression. But there are dissenting voices. One such voice is the voice of the prophet Isaiah who proclaimed over twenty-five hundred years ago: "In a very short time, will not Lebanon be turned into a fertile field and the fertile field seem like a forest? In that day the deaf will hear the words of the scroll, and out of the gloom and darkness the eyes of the blind will see." (Isaiah 29: 17-18).

Much has been written about Lebanon's historical role as a cultural, scientific, philosophical, and religious bridge between East and West. And whereas Lebanon's vocation to be a place where

Europe, Asia, and Africa all meet contributed to producing a highly complex culture, this vocation is one for which Lebanon has had to suffer. With each destruction, however, I believe that Lebanon is purified and renewed. And so the prophet, speaking of Lebanon's death and resurrection so long ago, says "[i]n a very short time, will not Lebanon be turned into a fertile field. . .?" Whether in ancient, medieval, or modern times, the words of the prophet seem always to apply. In its most recent history as a modern state, Lebanon's famed vitality emerged once again. Lebanon flourished in a remarkable way from its establishment in 1943 until the beginning of the war in 1975. What is most astonishing is that through so many years of war, chaos and continued occupation, Lebanon not only did not collapse, but managed somehow to grow, though slowly and painfully.

An International Conference: the commensurability between the thought of La Pira and de Chardin

Imagine for a moment that Georgio La Pira and Pierre Teilhard de Chardin were the key-note speakers at a high-profile international conference on the future of Lebanon. What

1. I first came across this treatise in Josef Pieper's *Hope and History* (San Francisco: Ignatius Press, 1994) 13. Many of my reflections in this article have been inspired by Pieper's thought provoking ideas in this book as well as in his *Faith, Hope and Love* (San Francisco: Ignatius Press, 1997).

would they have to say? This is not too far fetched, since La Pira did travel to Lebanon in the early sixties and devoted great effort to a movement that he called the "path of Isaiah," dedicated to the quest for peace and understanding among all the nations of the earth. If he were alive today, he would most likely be ardently involved in efforts to bring peace to the Middle East. Teilhard de Chardin, too, had been fascinated with the Middle East ever since he had spent three years teaching science in a Catholic college in Egypt. And we do know from his involvement in peace conferences and the like that he was passionate about the future of mankind as a whole. And since he stated over and over that "the broadest, deepest, and most unassailable meaning of the idea of Evolution," (an idea of course that guided his every thought) was that "everything in the world appears and exists as a function of the whole"², we can assume that if Teilhard de Chardin were present at our imaginary conference, he might well begin his address by saying that since the future of Lebanon cannot be separated from the future of mankind, we are all responsible for working toward a solution in Lebanon, which necessarily means, a solution to the Arab-Israeli conflict and to the whole region.

La Pira's approach:

So far so good. At this level, La Pira and Teilhard de Chardin agree. But if we proceed a little further and probe a little deeper certain inconsistencies and complexities would probably emerge. To begin with, it is worth noting that La Pira's mission to Vietnam was a complete

failure. This is not a criticism of La Pira, but it may prove that if all human beings are created in the image and likeness of God, as La Pira's strongly believed, this doesn't mean that all human beings continue to reflect this image and likeness equally. In fact, if La Pira weren't a saint, I myself might be tempted to say that he was somehow naïve. But he was indeed a saint, who in the words of John Paul II was also a man of "great intellectual and moral energies, empowered and refined in the daily exercise of study, reflection, asceticism and prayer."³ And so we must look deeper at the source of La Pira's hope. It is not enough to say that he was an optimist or a hopeful man; this is too superficial. We must look at his asceticism, which was grounded in the spirituality of the Dominicans, to the third Order of which he belonged. I will speculate only about what kind of hope was present in Giorgio La Pira, and will begin with his death. This may sound a strange place to begin speaking about hope in a man whose life is full of significant social, cultural, and political achievements, but in reality it is the only place to begin, as we cannot judge the quality of one's life until it is over. And the quality of one's life is directly related to depth of one's hope. The '*La Nazione*' newspaper in Florence simply stated "Giorgio La Pira is dead. His body, already deteriorated due to cerebral damage, could not resist a malfunctioning kidney. . . outside the 'Little companions of Mary' hospital, there were only a few persons, mainly simple unknown people. . ." ⁴ The immediate picture is not pretty: a decaying body, a disfigured, blood-

spilling brain, a lonely evening, a few unknown, simpletons outside a humble little hospital. But within hours, as the news spread, the light began to shine, and Giorgio La Pira's ultimate hope was finally realized: union with that Sacred Heart of Christ, of which he had apparently had a mystical vision, or intuition of, on two occasions as a young boy. When he saved the Pignone manufacturing plant by compelling the Italian state energy corporation to buy it, he later claimed that the plan had come from the Holy Spirit in a dream.⁵ But in his disappointments also, which were especially numerous on the international scene, his hope was not diminished. In a letter to a friend in misery and utter disappointment, he says that "the misery [my friend] that is darkening your world [day after day is gradually forming in your soul the evangelical counsel of holy] poverty; and your pain will become sweet because it is [united to the profound suffering] of Calvary. The roads of darkness and misery that you now walk are [not meaningless]; they are preparing you for new life."⁶ Or in 1958, at the end of his first term as Mayor of Florence, when the government imposed new and heavy taxes on the already over-burdened poor people of the region, he

2. Pierre Teilhard de Chardin, "Turmoil Or Genesis" in *Science and Religion: New Perspectives on the Dialogue* ed., Ian G. Barbour (New York: Harper Et Row, 1968) 216.

3. Roy P. Domenico, Mark Y. Hanley, editors *Encyclopedia of Modern Christian Politics* Vol. II (Westport: Greenwood Press, 2006) 324

4. See Piro Antonio Carnemolla's "The Sicilian Spirituality of Giorgio La Pira" in Marcello Saija's *Giorgio La Pira dalla Sicilia al Mediterraneo* (Messina: Trisform, 2005) 163-183.

5. Roy P. Domenico, Mark Y. Hanley, editors *Encyclopedia of Modern Christian Politics* Vol. II (Westport: Greenwood Press, 2006) 323

6. See Piro Antonio Carnemolla's "The Sicilian Spirituality of Giorgio La Pira" in Marcello Saija's *Giorgio La Pira dalla Sicilia al Mediterraneo* (Messina: Trisform, 2005) 163-183.

encouraged many of them by appealing to their faith in these words: "The Government puts taxes on everything, including on the Mayor, [but it can't tax that which is most precious]: it can't tax the grace of God that comes to us in the holy sacraments."⁷ With respect to the cultural domain, he emphasizes a love of place and land, which is refreshingly free of any kind of nationalism.

In the light of all this, then, I think it is safe to say that La Pira's message to Lebanon and to the Lebanese, and especially to the Lebanese Christians, would be commensurate with what John Paul II said to the Lebanese in an official Apostolic Exhortation exactly ten years ago entitled appropriately enough, "A New Hope for Lebanon." A careful reading reveals that its major presupposition is this: Lebanon's future depends on returning to what is most noble in its past; it's a call to return to tradition, to the living faith of the dead, but with a warning about the danger of traditionalism. It points out that what is most noble in Lebanon's tradition is the emphasis on the supreme dignity of the human person regardless of race or religion, expressed in its unique custom of hospitality. It goes on to say that such dignity is closely connected to the loving cultivation of the land and cultural traditions, which turns our attention to the great mystery of death and resurrection that is evident in all the natural cycles and rhythms of life, and which

points us toward a genuine and ultimately transcendent hope that is nonetheless not disconnected from the here and now.⁸ Moreover, we are apt to miss the significance of which word the Holy Father chooses to use for "hope" in the exhortation, which he wrote in French. In French, there are two words for hope, *espoir* and *espérance*. The former tends towards plural objects, while the latter tends to preclude plurality. In choosing the latter, the Holy Father was directing attention to that concept of hope in the western philosophical tradition, wherein hope is understood primarily as a quality of the soul. As the exhortation unfolds, he invites his listeners to an even higher, though complementary level, when he draws attention to hope as a theological virtue, a gift of grace, which assures us (1) that God can bring good out of evil, (2) that the future does not have to be like the past, and (3) that God can work miracles and surprises in our life. As I've mentioned, this is the kind of hope that was present in Giorgio La Pira, and I'm sure this is the kind of hope, were he alive today, he would try to convey to Lebanon.

Teilhard's approach: Incommensurability?

Father Pierre Teilhard de Chardin on taking the podium would probably begin his address by stressing both the empirical and ontological connection between Lebanon, the region, and the world since in addition to his conviction that "everything in the world appears

and exists as a function of the whole," he also held that "the material of the universe, in its ever-increasing complexity and consciousness, [was] becoming more and more intensely concentrated into itself, with man being the extreme forefront of this process, including man as a social entity."⁹ To be sure, Teilhard would have been disappointed at the inability of the super and local powers to engage in "collective thinking", since he was convinced that man as a social unit, as a communal body, was "finally growing capable of a collective thinking whose essential goal, the Omega Point of reason, [was] to become identical with the universal Cosmic Christ, in whom ultimately the whole of evolution [would finally] show itself to be a process of becoming one with God."¹⁰ In this, one can detect the spirit of Immanuel Kant's too easy dismissal of the possibility of continual regression with the race finally wiping itself out. But because Kant was writing at a time when the possibility of an atomic destruction of the planet was inconceivable, we can partially excuse his error. But Teilhard lived through Hiroshima and Nagasaki, cities both heavily populated with Catholics served by European religious orders, including the Jesuits, to which Teilhard always remained loyal as a Jesuit priest. If challenged on this point during the question/answer period, Teilhard would probably respond by saying that the universal Cosmic Christ was the "mystical Christ, who had not yet attained his full growth."¹¹ If pressed further, he might introduce his account of the world's final stage, which suggests two possibilities.

7. Ibid.

8. Umberto Eco's point about what great literature, as part of our cultural tradition, is ultimately all about comes to mind in this context. Quite simply, Eco says that the purpose of great literature is to teach us how to die. See Eco's *On Literature* (Harcourt, 2004) originally published as *Sulla Letteratura*. Translated by Martin McLaughlin

9. Pieper, *Hope and History* 66.

10. Ibid., 66.

11. Ibid., 67.

The first, which essentially is very Kantian, has evil, hunger, sickness, and war all fading away, as the warm rays of the Omega Point of reason appear brighter and brighter with each passing day. Scientific progress continues its upward ascent and constantly discovers new frontiers for the good of the human race and the earth. In other words, as the ultimate convergence gets closer and closer, peace on earth gets stronger and stronger. Quite surprisingly, and very much unlike Kant, Teilhard also admits the actual concrete possibility of a steady increase of evil, and even speaks convincingly about what he calls an "ecstasy of discord"¹² in mankind's final stage. In fact, the more one investigates this second theory, the more one sees it necessarily excludes the first. Although this dichotomy in his thought is profoundly related to my topic, I do not intend to explore it here except to say that it may be associated with what I believe is a very subtle confusion in Teilhard's thought between evolution and history, which in turn, produces a rather myopic account of hope. As a paleontologist, speaking in terms of evolution, Teilhard was convinced that mankind, still so very young, had only just begun to tap its evolutionary potential. This means the future is bursting with unimaginable promise, and that mankind therefore, should have immense hope. Perhaps Teilhard is correct here, but I want to suggest here, following the lead of Josef Pieper and others, that there is a world of difference between what can happen and what does happen: the former concerns evolution; the latter, history. And although Teilhard does say in his major work, *The Phenomenon of Man*, that "[i]f mankind makes use of the enormous

span of time still available to it, then it has immense possibilities before it,"¹³ he does not, as far as I can tell, even attempt to spell out the way in which the "if" in this statement is associated with history as distinct from evolution. The former is the realm of freedom and decision, as distinct from evolutionary laws and more or less deterministic principles. At any rate, what is most significant here, with respect to his philosophy of hope, is that he ends up associating hope only with the first of his eschatological possibilities, the possibility that he believes best conforms to scientific theory.

Conclusion

I shall conclude now with a reference to the same Kantian treatise with which I began, not directly with the material of the treatise itself, but with reference to the period when he wrote it, the last decade of the eighteenth century. If we look back at Lebanon in that decade, we find there an interesting political event taking place that is relevant to our topic. In those days, Tyre was still important, as the silk exports to Europe from Mount Lebanon had not yet triggered the intense activity that made Beirut the most important port of the region. The most important port for centuries, in fact, had been the coastal city of Acre in Palestine, about twenty-five miles south of Tyre. This is why Napoleon attacked it in the last decade of the eighteenth century. But he found its governor, Al Jazzar, a much more formidable opponent than he had anticipated, so Napoleon called upon the Lebanese governor of Tyre, Bashir Shihab II, for support. Ironically, Al Jazzar, Bashir's only real rival in the region, also called

upon him for help. After a careful study of the political and military history of the region, he decided strategically to support neither. His gamble paid off: Napoleon retreated to Egypt, and Al Jazzar never really recovered from the onslaught, dying a few years later, and leaving Prince Bashir the sole power in the region. Bashir, like his hero, the great Lebanese Druze leader, Fakhr ad Din II, before him, spent a lot of time thinking about Lebanon's future, but also like his hero he meditated on Lebanon's past, political, military, cultural and spiritual. Bashir was inspired by, and had great hope in, Fakhr ad Din's vision of Lebanon's future, in fact, wherein its diverse religious sects could all unite into one Lebanese community, a vision stemming ultimately from what he had seen in Lebanon's past—stretching back even into biblical times. It was this vision that the great John Paul II also caught sight of, when in the Exhortation, highlighting the new "hope" for Lebanon, he wrote, "Lebanon is not just a country, it is a mission of love." If Pierre Teilhard de Chardin and Giorgio La Pira were alive today, I am sure they would at least agree on the profound connection between genuine hope and genuine love, and I am sure they would each tell us that without love there is no hope, and without hope, there is no future. Thank you.

12. Ibid., 70.

13. Ibid., 39. Quoted by Pieper



"O LORD! SPEAK, FOR YOUR SERVANT IS LISTENING"

When it's time to start praying, one should quickly start unconsciously praying, even without concentrating sometimes, or thinking of God, our Creator.

Just an advice before starting to pray, one should stop working, keep silent, and wordless to start the prayer.

Sometimes, one can't hear God. St. Paul had a breakdown in the great city of Corinthians, but then he heard Jesus Christ whispering in his ears and encouraging him: "... Be not afraid, but speak and hold not thy peace for I am with thee" (The Acts 18/9-10).

Always ask God to help and support with deliberation and premeditation.

"The Lord came and stood there, calling as at the other times, Samuel! Samuel! Then Samuel said, 'Speak, for your servant is listening.'" (1 Sam 3/10). Nature gave us two ears, but one tongue, to listen carefully to people and speak less than we feel inclined to, how much do we need to listen to our God?

To start praying, first prepare the body to behave accordingly, kneel properly to be prepared physically and mentally, stay alert, keep the conscious faculty awake to the fact that one will receive and contact God soon.

Don't say, "the presence of God", but say, "God is present." It means that He is the greatest existing Being, present with us, waiting for us, looking at us, and awaiting our love.

One needs two main dispositionss to follow:

- **Adherence**, which is the feeling to be engaged or conformed to God's will, otherwise, one would feel as a dry branch which falls from its tree.

- **Repentance**, which is the deep feeling of being unqualified to face God's Holiness, just like St. Peter, who "fell down at Jesus' knees, saying: depart from me, for I am a sinful man, O Lord." (Luke 5/8)

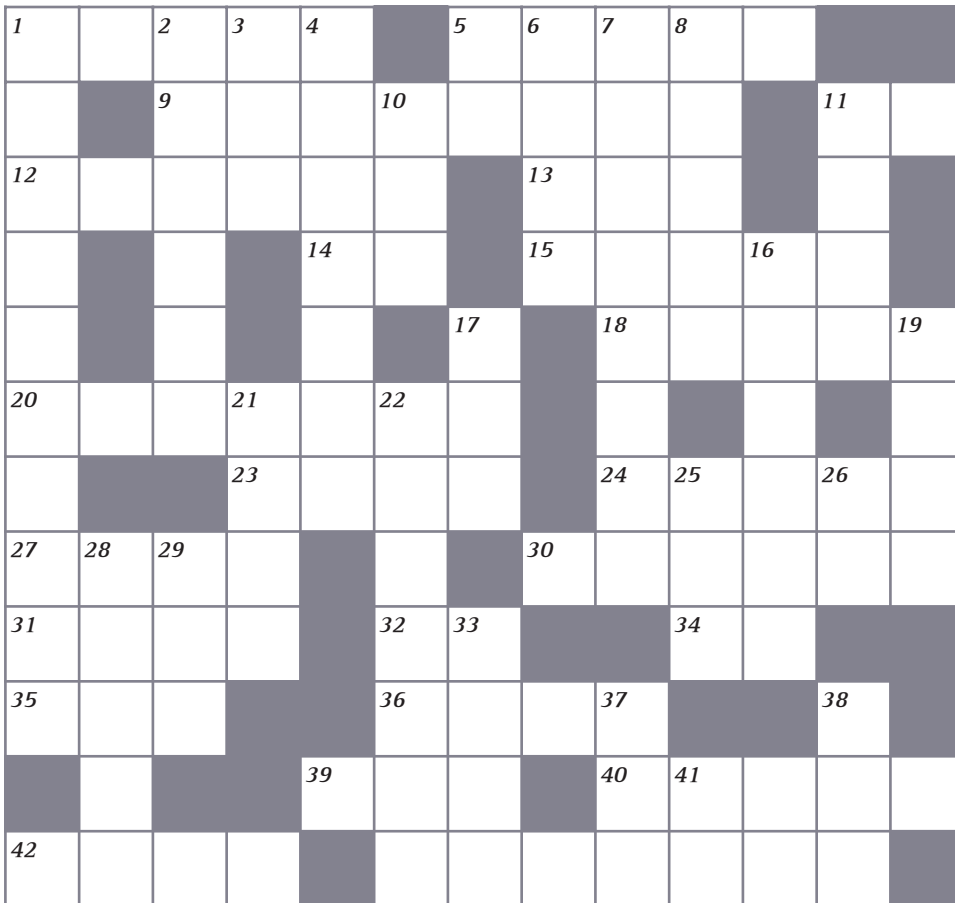
The grace of praying is God's gift to us, not the fruit of man's effort. Humbly, call the Holy Spirit to assist your efforts to pray without any mental obstructions. At this moment, God will concentrate your thoughts, continuously and deeply, through God's gifts, which are used only by human beings: **faith, hope and love**. These are divine virtues, enabling one to practice faith, and consider Jesus Christ as the most important object of our prayer. Moreover, it is important not to think only, but to love, with affection and compassion for others. Practice affection, because when loving, one seeks to join with the loved to feel the happiness of unity. If you love God, then this desire is hope, which means to practice hope. "O God, thou art my God; early will I seek thee; my soul thirsteth for thee, my flesh longeth for thee in a dry and thirsty land, where no water is." (Psalm 63).

In fact, it is difficult to become suddenly a person of prayer, without some hard work of training. It is a God-given grace to pray consciously. One needs to be trained to pray, as when practicing to become a carpenter or a musician.

Padia El-Hage.

Something for your grey matter

Crossword



Down: 1. warm months 2. mistakes 3. head of wheat 4. computer sending address 5. from outer space 6. prevaricator 7. abandoned, sad, deserted 8. trial, attempt 10. lamb's mother 11. be painful 16. writer about books, music or films 17. fish hard to catch hold of 19. perceived 21. rare precious stone 22. between mountains 25. equal to (prefix) 26. Behold! 28. marine, of the fleet 29. billiard stick 33. hunted animal(s) 37. carpenter's cutter 38. small barrel 41. Chinese measure of distance

Across: 1. sleep 5. elder 9. Alan 43. yawning 36. Eros 39. eye 40. alley 42. mau 32. LP. 33. Oc 34. Eve 31. title 27. Inca 30. lesion 31. lyes 20. resolve 23. peal 24. 13. ass 14. Fe 15. roach 18. rareties 11. a.m. 12. morrow errors 3. ear 4. profile 5. ET 6. liar 7. desolate 8. essay 19. ewe 11. ache 16. critic 17. eel 19. seen 21. opal 22. valley 25. iso-26. Lo... 28. saw 38. keg 41. !!

Answers for this issue

Across:

1. be in the arms of Morpheus 5. senior 9. unusual objects 11. in the morning 12. next day 13. female beast of burden 14. iron 15. fresh-water fish 18. ancient harps 20. find a solution for 23. a round of bells 24. name indicating distinction 27. South American Indian 30. wound, injury 31. severely wound, crush (lion attack) 32. long-lasting disc 34. former language of South of France 35. everybody's mother 36. son of Aphrodite 39. regard, contemplate 40. small street 42. man's name 43. sailing suddenly off course

Down:

1. warm months 2. mistakes 3. head of wheat 4. computer sending address 5. from outer space 6. prevaricator 7. abandoned, sad, deserted 8. trial, attempt 10. lamb's mother 11. be painful 16. writer about books, music or films 17. fish hard to catch hold of 19. perceived 21. rare precious stone 22. between mountains 25. equal to (prefix) 26. Behold! 28. marine, of the fleet 29. billiard stick 33. hunted animal(s) 37. carpenter's cutter 38. small barrel 41. Chinese measure of distance

Answers for issue 42

Across: 1. supper 9. enrages 11. leer 13. moon 14. sonar 16. a.m. 17. Vineyard 18. surfing 21. in 23. treat 24. ire 26. no 27. ensnare 30. nags 31. saline 32. tips 33. ivy 35. omit 37. a.c. 38. A.D 40. Crecy 41. rope 43. Po

Down: 1. semesters 2. UNO 3. progress 4. Pan 5. e.g. 6. resin 7. player 8. trading 10. song 11. ache 12. era 15. N.E. 17. player 19. urn 20. fantastic 22. nose 25. entire 28. rip 29. ensure 34. yap 35. or 36. new 37. ape 38. dot