

## Premier Manifeste

«Honorons les honorables, dignes d'être honorés.»  
C'est là notre Message et notre Acte de Foi  
sur [Kesserwen.org](http://Kesserwen.org)

Antoine Youssef SFEIR



Et notre premier Manifeste en ce lieu va à l'adresse de sa Sainteté le Pape François 1<sup>er</sup>, promu au trône de Saint Pierre par le scrutin des voix des 115 Cardinaux de l'Église Catholique Universelle et omnipotente, inspirés qu'ils étaient, nous le croyons, par la grâce et le don du Saint Esprit en cette particulière Pentecôte, en ce soir du Mercredi 13 Mars 2013.

Alors, ce soir-là, nous eûmes l'heureuse chance: un nouveau Pape nous est donné.

Le voilà, paraissant du haut de son perron, se dévoilant devant cette foule agitée des croyants massés Place Saint Pierre à Rome, une de ces grandes assemblées générales sur l'illustre forum du Vatican.. silhouette blanche, taciturne, effacée avec ce regard perçant et une bonhomie toute saisissante, marque déposée d'un grand Jésuite, disciple de Loyola, nullement embarrassé, mais toutefois non habitué ni rompu aux ors du pouvoir qu'il possède bel et bien dans son for intérieur.

Le lendemain de l'élection, homélie et célébration dans l'espace céleste de la Chapelle Sixtine, élevée au XVI<sup>e</sup> siècle par Sixte IV au Vatican et décorée par une inspiration divine des fresques particulières de Michel Ange: au plafond le **Création du Monde et l'Ancien Testament** (1508-1514); sur le mur au-dessus de l'autel, le **Jugement dernier** (1534-1541).

Suite à cela, le voilà dans le vaste sanctuaire de Sainte Marie Majeure! ici comme ailleurs plus tard, il remporte, non orgueilleux de ses trophées, le score et la gloire de la victoire de ce match spirituel, mais rituel, à l'instar de cet autre match - toute différence gardée - de football argentin; et **Maradona** de ne pouvoir que s'enorgueillir.

Cette triade en trois temps: l'Élection, Sainte Marie Majeure et la Chapelle Sixtine, bain de foule, diraient d'autres et en l'espace de moins de 24 heures, l'a consacré le Pape des Pauvres et des Pieds nus. Les prémices de sa consécration à la tête du Saint Siège et la plus value de sa conception personnelle de sa mission papale ne seraient que les signes précurseurs et révélateurs de:

1- La magie de l'avènement d'une grande réforme non bureaucratique mais reliant les personnes au sein de la

Curie romaine. Serait-ce là une prédiction sur Kesserwen.org.?!

- 2- François 1<sup>er</sup> entend être, semble-t-il, l'Apôtre venu pour un message planétaire, par delà les frontières des races, des croyances, des religions, des nations et des peuples.
- 3- Avec le Pape François 1<sup>er</sup>, le monde assistera-t-il, dans ce magma apocalyptique des courants faussement révolutionnaires, des fondamentalismes erronés, de ces «printemps, dits arabes» se déambulant capricieux et fantaisistes à travers la planète, ce magma mû par une «anarchie constructive» à l'échelle mondiale, disent les ultras, eh bien le monde assistera-t-il, dis-je, à une révolution ex cathedra et salvatrice dans les concepts, et les façons de voir et d'agir d'une nouvelle stratégie d'évangélisation, à l'orée du III<sup>e</sup> millénaire, stratégie de la Foi se traduisant dans des actes inspirés par le retour à la simplicité, à l'humilité, à la charité, à l'abnégation, au renoncement de soi en faveur de l'autre, à cette bonhomie précaire, mais toute chrétienne, pratiquée par les premiers Apôtres au sein de l'assemblée des premiers chrétiens.. une sorte de retour aux sources.. pourquoi pas, après tout?
- 4- Des défis, non insurmontables, mais exigeant une volonté de puissance de la foi, attendent le nouveau Pasteur de l'Église: braver les obstacles et faire face aux tabous pesant sur la destinée des sociétés orientales comme occidentales. Le moindre, attendu du Pape, ne serait-il pas la réconciliation clairvoyante et salvatrice avec soi-même ainsi qu'avec l'autre et en tout premier lieu avec le monde musulman, réconciliation fondée sur le dialogue et l'entente mutuelle en vue d'un décloisonnage entre les différentes croyances pour une rencontre conviviale et consentie sur la plateforme de la même foi en Dieu.
- 5- Enfin, avec sa Sainteté, premier pape Jésuite, la Compagnie de Jésus reprend-elle son essor et sa gloire d'antan, au service de l'Église et de l'humanité?  
Nous le souhaitons.

Kesserwen.org

## ARTICLES IN FRENCH

# Marie dans ma vie Est: Notre Dame du OUI

Dr. Marie KHOURY



I- Marie est un OUI infaillible à l'appel de l'Absolu; Elle est le OUI à Dieu, trinité d'Amour; un Oui d'Amour:

- 1) Marie est un Oui de **l'engagement libre**, non de la soumission obligée. et désobligeante
- 2) Marie est un Oui de la **confiance filiale**, non de la peur servile. Indigne des enfants de Dieu Père
- 3) Marie est un Oui de la **fidélité sincère**, jamais de la complaisance fallacieuse.
- 4) Marie est le Oui **de l'accueil du Verbe de Dieu**, qui s'est fait, en elle, Fils de l'Homme dans l'histoire des hommes.
- 5) Marie est le OUI **dialogué et responsable**, entre le Dieu Père Créateur, qui attend le libre consentement de l'homme créé à son image, parce que appelé à être, par la Force du Saint Esprit, fils dans son Fils Jésus

II- Marie est un OUI inconditionnel à l'appel d'Amour des humains; elle est ce Oui à l'Homme, à tout l'Homme, et à tous les Hommes:

- 1) Marie est un Oui de **l'empathie**, de l'écoute du «cœur», pour subvenir aux besoins de ceux qui risquent de manquer de vin dans les «noces de la vie».
- 2) Marie est un Oui de **l'être recrée**, attentionné, qui conduit les humains vers Jésus, les boussole vers l'Amour Absolu, vers l'Alpha et l'Omega de l'histoire.
- 3) Marie est un Oui de la **qualité de présence**, au pied de la croix de tout être en souffrance, du calvaire de l'humanité, là où l'Homme est affligé par la misère, la détresse, la solitude, l'exclusion... afin de les accompagner, tous, vers la Joie et la Paix du Ressuscité.
- 4) Marie est un Oui du **sens du service** humble, où la priorité est accordée à l'Autre, comme elle l'a été auprès d'Elisabeth sa cousine, et non de sujétion désobligeante ou d'observance intéressée.
- 5) Marie est un Oui de la **maternité spirituelle, universelle**, pour tous, depuis l'ultime acte d'Amour de Jésus sur la croix.

III- A la mesure de cette double dimension de son OUI, verticale à Dieu et horizontale à l'Homme, Marie est à l'antipode de la première Eve, rivée à son ego atomisé et sans Dieu. C'est par son OUI, et dans son OUI, que

Marie a été pour moi, l'icône vivante, qui ne cesse de m'inspirer:

- 1) le Oui de **fidélité** à vie, à mon mari, et aux miens, en famille, pour qu'ensemble nous cheminons vers le Seigneur
- 2) le Oui d'**Amour** maternel dans la gratuite et la patience, pour guider, vers Lui, tous ceux dont je suis responsable
- 3) le Oui d'**engagement** dans les valeurs, pour humaniser la société
- 4) le Oui d'**empathie et d'écoute**, dans le cadre professionnel, pour soulager et réduire les souffrances des autres et améliorer leur Qualité de Vie
- 5) Le Oui du **sens de service**, qui ose, dans la disponibilité, et la fragilité assumée dans l'amour, aider les autres, les soutenir, les affirmer et activer leur promotion humaine-spirituelle

C'est parce que Dieu est notre Père, que nous sommes tous Frères. Marie l'a toujours ainsi cru et a agi en conséquence, comme Co-rédemptrice, pour rassembler, réconcilier et réunir tous les êtres humains, sous tous les cieux. Toute assemblée, réunie en prière, pour vénérer Marie, et glorifier Dieu en elle, en est le signe éclatant...

**Marie, Notre Dame du OUI, garde nous fidèles, ad æternam.**



## Wedding Announcements

*And then they said, "I do..."*

*"I do..."*

**Dr. Esther Ghanem** (Assistant Professor at the FNAS, NDU) and Engr. **Samer Fares** tied the knot on December 27, 2012, at St. Nicholas Church, Ashrafieh.

Father Elie Sfeir and Father Semaan Abou Abdo, Head of the Family Affairs Committee, as well as other Catholic priests, performed the wedding ceremony, which was followed by a lavish reception at the Hilton Habtoor Grand Hotel, Sin el-Fil.

Congratulations to the beautiful couple. May your love for each other be steadfast and strong as you journey through life.



## Birth Announcements

*Congratulations! It's a... Girl!*

- ▶ Loyal Nehme Matar (Public Relations Department) and Mr. Matar are the proud parents of **Maria Matar**.
- ▶ Nisrine Souaid Fahed (Student Housing, SAO) and Mr. Fahed are the proud parents of **Christie Fahed**.
- ▶ Manuella Angelini Kanaan (Admissions) and Mr. Kanaan are the proud parents of **Joya Kanaan**.
- ▶ Nisrine G. el-Turky (Faculty of Engineering, ECCE Department) and Joseph T. Yachoui are the proud parents of **Christie Joseph Yachoui**, who was born on October 15, 2012, at 2:12 p.m.



Christie Joseph Yachoui



## Congratulations!

**Mr. Suhail Matar**, Vice-President for Cultural Affairs and Public Relations at Notre Dame University-Louaize (NDU), was elected a Member of the Maronite League in Lebanon. We wish him every success in his new endeavor.

## Notice of Omission

Due to a production error in the *NDU Spirit* (Dec.2012; issue #56, p.66-67), the author's name, **Dr. Amal Malek**, was omitted in a submission titled "*Rihani Centennial Publication.*" We apologize for this omission.

Dr. Malek wrote a fine review of the 18 articles presented at the "*Ameen Rihani's Arab-American Legacy: From Romanticism to Postmodernism, Proceedings of the Second International Conference on Lebanese-American Literary Figures,*" which was held at Notre Dame University-Louaize (NDU).

We encourage you to revisit the article to better understand one of our most valued national literary treasures.

**The Editorial Team**



## Obituaries

It is with a heavy heart that we announce the sad news of the death of...

The father of Ms. Carla Sfeir (**Michel**).

The father of Mr. Antoine Saber (**William**).

The mother of Mr. Maroun Moubarak (**Alice**).

The mother and brother (Laval) of Mr. John Kortbawi (**Adel**).

The father of Mr. Youssef Antoun (**Elias**).

The mother of Mr. Joseph Bou Nassif (Brother of Fr. Boutros Bou Nassif) (**Marie**).

The mother of Ms. Graziella Daghfal (**Odette**).

The mother of Dr. Nassar Mendalek (**Josephine**).

NDU celebrated Holy Mass for the Repose of the Soul of the following persons:

The father of Dr. Elham el-Hashem (**Sheikh Said**)

The sister of Fr. Elie Sfeir (**Miriam**)

## Words Don't Come Easy

Mario NAJM

The cardinal rule, which should underlie the writing of any person, is clarity. When reading, your audience should never have to ask, "What on earth does that mean?"

It is the writer's duty to convey to the reader plainly and without confusion what he or she is trying to say. Using the right words is the best way to achieve this goal. Unambiguous language is so pivotal in written communication that if it is wrongly or sloppily used, or misunderstood, the entire meaning can be lost. Such a slip-up only serves to baffle and annoy readers.

The best way to circumvent this pitfall is by omitting needless terms. As William Strunk Jr. wrote in the *Elements of Style*:

*Vigorous writing is concise. A sentence should contain no unnecessary words, a paragraph no unnecessary sentences, for the same reason that a drawing should have no unnecessary lines and a machine no unnecessary parts. This requires not that the writer make all his sentences short, or that he avoid all detail and treat his subjects only in outline, but that every word tell.*

The greatest writers and orators in history have relied on the simplicity of words to deliver the most moving messages. Take Winston Churchill, for example, a brilliant writer and the larger-than-life British prime minister whose extraordinary oratory rallied a nation under a ruthless Nazi offensive in World War II.

"Churchill managed to combine the most magnificent use of English — usually *short, clear words*," says Andrew Roberts, author of a history of World War II under the title of *The Storm of War*.

During the war, Churchill delivered a landmark speech to the House of Commons of the Parliament of the United Kingdom, which moved millions. In it, he said:

*We shall fight on the seas and oceans, we shall fight with growing confidence and growing strength in the air, we*



*shall defend our island, whatever the cost may be. We shall fight on the beaches, we shall fight on the landing grounds, we shall fight in the fields and in the streets, we shall fight in the hills; we shall never surrender...*

Reread that passage again, please.

Notice the simplicity and precision of the words used. In this oratory, Churchill was not only able to instill courage in the face of adversity but also to mobilize the English language and send it into battle!

What if instead of those expressions, he had offered an inky cloud of prose as in the following version of the same speech by Richard Mitchell in *Less Than Words Can Say*?

*Consolidated defensive positions and essential preplanned withdrawal facilities are to be provided in order to facilitate maximum potentialization for the repulsion and/or delay of incursive combatants in each of several pre-identified categories of location deemed suitable to the emplacement and/or debarkation of hostile military contingents.*

Would courage wash over you after hearing the above? I think not!

In short, the take-home message here is to remember the following: (1) always write in simple, direct language, which a reader can digest quickly, (2) go straight to the heart of the subject, and (3) marshal your facts in logical sequence, according to their relative importance.

Remember, fuzzy writing, winding sentences, and poor choice of words reflect fuzzy thought; however, lack of clarity is the real killer simply because it *fails to inform!*

Vatican expert, Pope Francis "is very relaxed and behaves in public just like he would in private, very at ease and very natural."

## SPORTS

### 2014 World Cup Preparations Underway or Not?



According to FIFA, the world governing body for soccer, as Brazil prepares to host the 2014 World Cup, nearly half of the construction projects have not even started. Brazilian Soccer champion Romario has raised concerns about the misuse of public funds and overspending, fearing Brazil might not meet the deadline at this rate.

## CULTURE

### Painting Identified as Rembrandt Self-Portrait

A painting donated to Britain's National Trust by the estate of a wealthy supporter has been identified as a Rembrandt self-portrait worth US\$30 million. The portrait of the artist, wearing a cap with a large white feather, was long thought to have been done by one of his pupils. An investigation led by Ernst van de Wetering, the world's leading Rembrandt expert, has determined that Rembrandt himself painted it.



## SCIENCE

### Plastic Waste in Oceans Increasing

Tons of plastic waste that are shoved into the ocean could negatively impact the environment, says a new case study. Plastic waste in the oceans is a concern because, for instance, when fish ingest the plastics, it may degrade their liver functions. Besides, the plastic particles make good homes for bacteria and algae, which are then transported



along with the particles into different regions of the ocean where they may be invasive and cause catastrophic problems.

## TECHNOLOGY

### Europe's Recycling Efforts Gaining Ground

Recycling of household waste has tripled in Europe over the past decade, but some countries are lagging behind, the European Environment Agency (EAA) said in a recent report. The recycling of materials and



composting of organic waste in the 7 nations of the European Union (EU) rose from 13 percent to 39 percent. Leading the pack are Austria (63 percent), Germany (62 percent), Belgium (58 percent), and the Netherlands (51 percent). In contrast, Romania recycled only 1 percent of its waste.

## HEALTH

### Are Diet Drinks Making You Fat?

Contrary to popular marketing, and according to several landmark studies, the short answer is "yes." Study subjects who drank two or more diet sodas a day had waist size increases, which were *six times* (500 percent) greater than people who did not drink diet soda. Does that mean you should switch to regular soda? No. Recent studies have proved beyond the shadow of a reasonable doubt that excessive sugar intake is worse for you than smoking. Stick to black coffee and unsweetened teas and herbal infusions.



OFFBEAT

# Bite-size news from around the world

(Compiled by Mario NAJM from various sources)

## LEBANON

### Lebanon's Cedar Tree Endangered



According to a 2012 study, the Lebanese cedar is now listed on the International Union for Conservation of Nature's "Red List" due to two primary factors: Excessive deforestation and climate change. If immediate action is not taken within the next decade, our national emblem may soon become a memory.

## MIDDLE EAST

### Super-sized Usain Bolt Billboard at Dubai Airport Sets World Record



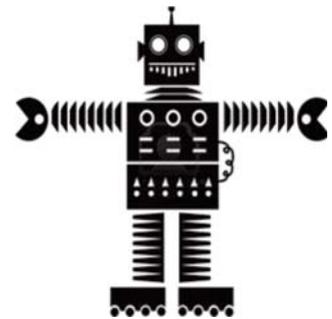
A billboard for carmakers Nissan was recently erected in Terminal 3 of Dubai International Airport. Utilizing 183,024 white LEDs and measuring 28.0 meters in length and 6.2 meters in height, with a surface area of 174-m<sup>2</sup>, the hoarding has set a new world record as the largest illuminated advertising sign (indoors).

## WORLD

### Are Robots Taking Over the World?

An investigation by the *Associated Press* found that most of the millions of jobs lost to the Global Recession of 2009 did not migrate overseas, but simply disappeared — victims of smart robots and improvements to software that

have made many jobs obsolete. According to another story published in *Wired*, 70 percent of the jobs that exist today will vanish by the end of this century.



## BUSINESS

### The Great(er) Recession?

Forbes magazine recently published an article under the title of *The Next Great(er) Recession Now Baked in the Cake?* The article speaks plainly and states, "If these trends continue much longer, we think the next Great(er) Recession is guaranteed."



## ENTERTAINMENT

### Hollywood or Bust

At face value, and as the world sinks deeper and deeper into debt, Hollywood appears to be printing money and splashing it out extravagantly on big-name actors (sometimes to the tune of US\$20 million/movie). But all that is changing as cinema-goers have started cutting back on their spending and cutting out the movies. As a result, Hollywood has started to really tighten its belt. Watch out Tom Cruise!



## OUT OF THE ORDINARY

### New Pope Has Good Sense of Humor

The recently elected 76-year-old Pope Francis always has a smile on his face. After being elected pope, Francis jokingly told cardinals over dinner, "God forgive you for what you've done!" According to Marco Politi, a



## A Student's Perspective on NDU, Ambitions, and Life in General

**Mohammed I. YATIM**



I was named Mohammed Yatim — a name I really do not like much, but that is a different story!

This is my first semester at Notre Dame University-Louaize (NDU), and things are turning out well. I am studying Electrical Engineering, but not because I want to work in the domain, but rather, in my opinion, it is the hardest thing to learn on your own!

I believe that attending university is more than just another of life's experiences, it is more than simply taking a step to complete our studies and then move on, and it is more than being social and having some of the best times of your life as well. To me, university is a place to learn. But not only a boring mathematics or interesting engineering course, it is learning about life!

I mean sure, the excellent courses provided here serve to help you graduate and start a career, but what many of you neglect is the great experience of having to choose certain courses and be faster than others to take one with a good professor, meet new people, and forget about your past to start anew.

I compare university life to a video game (in high school you were in tutorial mode), but now you are able to simply press the reset button and start over again, except this time, you get to choose the difficulty level and how "exciting" and "more involved" you want the experience to be!

My long-term plan is to graduate from NDU with a 4.0 GPA (yes, I have set the difficulty level to "brutal," but I am up to the challenge), then to get my Ph.D. from MIT (Massachusetts Institute of Technology), and then... retire! You might have noticed that I skipped the "finding work and getting promoted" part, but I just hate working on a schedule and having to take orders from anyone.

And no, I won't open my own electronics shop either. Instead, I will work for a couple of months a year building a

few robots and then sell these inventions, or their patents, or whatever pays more, and take the rest of the year off where I can skydive or scuba dive, or possibly work on building my own rocket to fly to the moon! My dreams may be big, but the bigger they are, the more motivated I will be to make them come true. This philosophy applies to everyone.

In addition to studying, I am a volunteer at the Lebanese Red Cross (Emergency Medical Services), I go to the gym regularly, and cook my own food most of the time! Good time management is not the secret of my success, because I do not follow a set schedule. Instead, I avoid wasting my time "Facebooking" or hanging around idly for hours with friends. I try to find something useful to do with my life!

Life's a journey not a destination, as the old saying goes, and so is higher education.

CAMPUS VOICES

**Campus Voices** provides a forum for our administrators, faculty, staff, students, and alumni to communicate about what’s on their minds—their lives, their interests, their viewpoints, their concerns, and their perspectives.

# Make the Cut

Talar DEMIRDJIAN



Talking about breast cancer in the Middle East, let alone candidly asking for support, is somewhat of a taboo subject. Based on this premise, my friend, Loryne Atoui, founded One Wig Stand, an NGO, to help give breast cancer patients and survivors a beacon of hope and support, a safe haven where they can share stories, and shed tears with a non-judgmental environment. It also aims to eradicate the breast cancer taboo in our society.

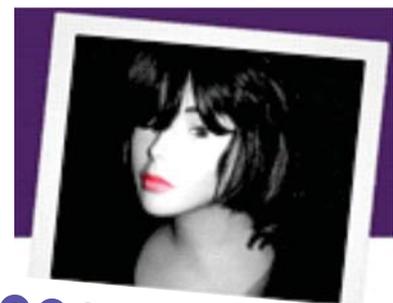
After the success of its first campaign, “Bras for a Cause,” One Wig Stand recently launched its “Make the Cut” campaign in which women and men, yes, you read that right—men, with long hair are asked to donate some of their hair, a minimum of 20 centimeters, to help create wigs for breast cancer patients.

Think about it this way, no matter what you cut off, your hair will grow back; it is just dead skin after all. Imagine you woke up one day and all your hair started falling out,

how insecure would that make you feel? Would you want people to see you balding? How much of your self-confidence is tied to your hair? Speaking for myself, I would say a lot. That is why I donated 20 centimeters of my hair to support the cause, although in retrospect, I wish I had donated more.

As Atoui said, “Next time you find yourself at the hairdresser’s ready to try a new cut and change your hairstyle, take a second to consider what happens to your unwanted hair. Rather than having it disposed of in a bin, consider the cancer patients who would benefit from its use, during their treatment and feel better about themselves as a result.”

If you are interested in helping with this campaign, you can either contact me on campus or contact One Wig Stand at [makethecut@onewigstand.org](mailto:makethecut@onewigstand.org).



**ONE WIG STAND**



**make***thecut*



### Social Media Trend in Politics

Television has been at the hub of political practice from the beginning. The emergence of the Internet, however, has offered numerous opportunities for both politicians (the brand) and citizens (the consumer). Facebook and Twitter have facilitated the concept of freedom of expression and interaction, which can also help to create democracy. Social media is a big trend now. According to Dr. Bou Zeid, many politicians have started relying on these tools to communicate with the public. Social media will not change people's perceptions largely, but these are important tools, nevertheless. Media consultants to politicians advise them to use emerging tools as well as social media, because people cannot function without them in today's world.

Although it seemed impossible for the U.S.A. to elect a black president as opposed to a rich white man, the tables turned. The strategies employed by the vigorous Obama team were able to successfully sell a black president to the American public. Given these changing trends, electing a female president in 10 or 12 years time it is no longer an alien concept. *(Dr. Joseph Ajami)*

Marketing and not ideology drives most modern political systems around the world, with the focus on 'personality' over 'issues' and 'image' over 'substance.' Candidates are making use of advertising, media coverage, event campaigns, and particularly social networks to convey certain messages and gain voters. Some people are somewhat unacquainted when any electoral campaign is launched; thus, they "learn" during a campaign.

Will the future of voting be through electronic machines at polling stations or even via a computer/mobile phone? Most probably, but the challenge of electoral errors and fraud remain even though this type of technology can speed up the counting of ballots and can provide disabled voters with more accessibility. Due to the likelihood of fraud, the best way out is to combine digital and paper methods. First, election experts will be able to monitor and trace what is going on inside the voting system. In addition, people will be able to vote via electronic voting machines, as paper ballots will be printed out after they have chosen; this will provide verification of their vote. Given new technology and media, people will be able to vote online with the simple click of a mouse without having to leave their homes or offices, thereby, being encouraged to vote for the best candidate.

*Special thanks to Dr. Joseph Ajami, Dr. Maria Bou Zeid, and Dr. Dany Ghsoub.*

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## Political Branding

Hasmig 'Jasmine' BOYADJIAN



Is politics considered an art or a study of science? Even though politics can be related to scientific subjects such as a nation's economic trends and the organization of its financial matters, it also includes many elements of art such as the art of speech, communication, and leadership skills. Politics actually becomes an art when it concerns convincing people to vote through "political campaigning."

"Political branding is all about name recognition, marketing a name, media consultancy and publicity," says Dr. Joseph Ajami, Associate Professor at the Faculty of Humanities, NDU. Dr. Ajami has published many articles on media communications, including an article that won an award as the "Best Political Communication" paper in 2004, at the 16th Annual IABD Conference.

Let us go back into history. The first-ever president to appear on TV was Franklin D. Roosevelt, the 32nd President of the United States of America. He was also the creator of "fireside chats" on the radio where he spoke regularly to the public on the state of the nation.

Regarding the evolution of political campaigning, during an exclusive interview with Dr. Maria Bou Zeid, Assistant Professor at NDU, she says, "If you want to define some major turning points, we can simply recall the famous debate between Kennedy and Nixon, which was broadcast on TV. But, the real idea of campaigning started in the 1980s with Ronald Reagan, who was known as 'the great communicator.' All what Reagan's team did was to communicate."

### Media, Society, and Politics

Media plays a major role in the democratic world since the media promotes political education by offering the public information. The media also acts as a regulator by revealing abuses of power and serves as an apparatus through which democracy occurs (*Politics, 2007, p. 235*).

Branding is about building a positive image and creating a perception in the minds and hearts of the people to buy that brand, in this case, to buy that politician and his political agenda (*Dr. Joseph Ajami*). In 1968, Joe McGinniss, who volunteered to work with Richard Nixon on his presidential campaign, wrote a book on Nixon under the title of *Selling of a President* with pack of cigarettes on the cover. The strategy of selling a president was like selling a

pack of cigarettes or a bar of soap. This implied the following: Nixon was sold to the American public like any other product; although he may not have been the best product.

Concerning political campaigning systems, Dr. Bou Zeid says, "In the United States of America, the political issue itself is a discipline. As for campaign preparations, they have clear standards: they know what they aim for and each candidate has his/her own agenda and team. This team works on a campaign. The aims of the campaign are to raise funds, as well as to persuade the voters that the agenda of a particular candidate is much better than the other; it is in reality a technique used."

### Understanding Political Campaigning

Advertising has become key to winning any political election, particularly presidential campaigns. Colors, props, music, specific words, and symbols all expose different ideas and promote candidates in certain ways. Some of these techniques include:

- The use of complementary colors (red, white, and blue, for instance) to promote a sense of patriotism;
- Props such as desks, podiums, and headlines in newspapers to indicate action, power, and authority;
- Symbols such as children and flags to connote patriotism and caring;
- Music and sound to offer a type of feel and ambience;
- Superimposed words to highlight on the speaker's words;
- Code words to rouse spontaneous viewer reactions.

Dr. Ajami portrays a clearer view, regarding the 2012 U.S. election campaigns in which more money was spent than any other campaign. Almost six million U.S. dollars was spent on political campaigns. Both sides reverted to the use of negative advertising, usually when candidates highlight the negative side of their opponents instead of highlighting the positive points of their own political agenda.

The means employed are many and may include publicizing an opponent's suspicious record, bringing up unflattering personal issues, and even playing downright dirty. Even though Republicans spent more money than President Obama, the latter was able to succeed in winning the elections, because he was surrounded by an efficient group of media and research consultants, and he was smart enough to use social media to communicate with the masses.



❖ Geowinners – Wins it all (Courtesy of NDU SCE).



❖ Poster Presentation (Courtesy of Awaida, Chraim, Rouhana and Succar, 2013).

professional conduct of my students while working on the projects.

I believe that research-like experience is essential for students. Students in the CEN 598 and CEN 599 tackle design and research issues common in Lebanon. Roy Doumet, Roula Fadel, Elie Kfoury, and Jennifer Zein conducted a research study on the development of new sustainable materials that can help reduce storm water runoff and replenish the groundwater. This work will not only produce a new class of sustainable durable materials, but will also recycle a large quantity of industrial waste that is otherwise sent to landfills. The new pervious material has the added bonus of having fewer CO<sub>2</sub> emissions during production as well as being cheaper.

Another senior design group, Hadi Awaida, Jaqueline Chraim, Carel Rouhana, and Kiara Succar conducted a study titled, "Elevated Freeway for Mitigating Traffic Congestion between Jounieh and Wata Nahr Al-Kalb." The study included traffic analysis, structural design, geotechnical design, and cost analysis. The elevated highway is expected to mitigate traffic congestion, improve highway performance, and guarantee drivers' safety.

I strive to integrate a new level of creativity and motivation that helps students in their scholastic endeavors. My students are required to write conference manuscripts based on their senior design projects. This practice gives students technical and research expertise, and helps them recognize the need for research in both their academic and professional careers. For example, in the senior design courses, the CEN 598 and CEN 599, students under my supervision, Roy Doumit, Roula Fadel, Elie Kfoury, and Jennifer Zein,

wrote a paper titled "Engineering Properties and Hydraulic Characteristics of Cement Kiln Dust Modified Pervious Concrete." The paper was accepted for presentation at the 9th International Conference on the Bearing Capacity of Roads, Railways and Airfields, which will be held from June 25-27, 2013, in Trondheim, Norway. The manuscript will be published in the conference proceedings.

Oil and gas exploration is one area that my research group and I are tackling. Ziad Youssif is currently designing and analyzing "Offshore Platforms for Lebanon Oil and Gas Fields." In 2010, the Levant Basin Province, a gigantic natural gas field, was discovered in the maritime border of Lebanon and neighboring countries. The natural gas drilling industry in Lebanon can provide both economic and security benefits by generating job opportunities, meeting our energy demands and reducing our dependence on imported petroleum products. My team is also conducting research related to reservoir engineering and rock and reservoir fluid properties. I am currently collaborating with researchers/scientists at the University of Oklahoma, Oklahoma, U.S.A. and Khalifa University of Science, Technology and Research (KUSTAR), Abu Dhabi, U.A.E., on a study to assess the z-factor of natural gases using mathematical techniques. It is my strong belief that research experience enriches teaching and vice-versa. I, therefore, strive to incorporate exciting research findings and developments in the classroom, using my research laboratory as a teaching aid to enrich classroom learning. I strongly believe that research contributes to growth and excellence in both teaching and professional practice.

# Engineering Their Future: NDU Students Go Beyond Learning from Textbooks

Dr. Naji KHOURY

Students in the Department of Civil and Environmental Engineering learn from more than their textbooks. Engineering faculty members use creativity and motivation to help students in their scholastic endeavors. As an assistant professor at the Department of Civil and Environmental Engineering, Faculty of Engineering, and as a researcher, I incorporate different types of learning experiences in my teaching practice, which are: (1) GeoNDU and EarthNDU – competition-like projects for the classroom, and (2) research-like activities in senior design projects. GeoNDU and EarthNDU are competition-like learning experiences where students are involved in the process of a design cycle (design, build, test, and redesign); thereby, increasing their design experience.

GeoNDU is useful in the Shallow Foundations course where students are required to design mechanically stabilized earth walls from poster board and Kraft paper. The Society of Civil Engineers (SCE) co-organized the GeoNDU competition. Mr. Louis Junior Saad, President of the SCE, said, "This was a good experience for the students as participants and for me as an organizer." He added, "It is a unique experience for NDU student in general and engineering students in particular." Christian Hanna, a Civil Engineering student, said, "The competition was a great group project. I enjoyed it, because it is my first real project where I finally applied what I learned in class." Johnny Latouf, a Civil Engineering student, said, "This project made me use my technical skills and apply what I learned in this and previous classes. It also enriched my teamwork skills; we learned from each other through working together." My pedagogical philosophy is evident in my use of EarthNDU in the Soil Mechanics course. The objective is to design an earthen dam for water storage in remote areas in Lebanon by using advanced software (e.g., Plaxis and GeoStudios) in the design process. The completed project includes a final report and poster presentation. Mr. Alexandre Abi Aad, a Civil Engineering student said:

The teamwork in Engineering is very efficient and beneficial, especially if the target is to have the best project



❖ GeoNDU - Shallow Foundations Students building the Retaining Wall (Courtesy of NDU SCE, 2013).



❖ Poster Presentation –EarthNDU (Courtesy of NDU SCE, 2013).

among all the participants. We actually enjoyed our participation in EARTH NDU. We learned how to model earth-dams using Plaxis2D and Geostudio 2012.

The goal of these projects is to: (1) give juniors another practical engineering experience; (2) incorporate concepts learned during the course and in other courses; (3) emphasize the importance of safety concepts; (4) develop teamwork skills; (5) enhance student design skills by using modern tools such as software; and (6) develop a healthy competitive atmosphere among the design groups. I am pleased with the success of these projects and the pro-

## The Check

Layla BADR, Ph.D.

Let us imagine the following scenario: You have just heard of a restaurant that appeals to your tastes and decide to try it out with a group of friends or relatives (I include relatives, because in Lebanon, it is common to have relatives imposed on us as “friends”).

When you finally make the decision to go to the restaurant, your brain comes into play by sending a series of signals to get you there. A signal originates in the *parietal lobe* of your brain to help you locate the restaurant.

You may pamper yourself by giving your car to the valet before stepping into the restaurant.

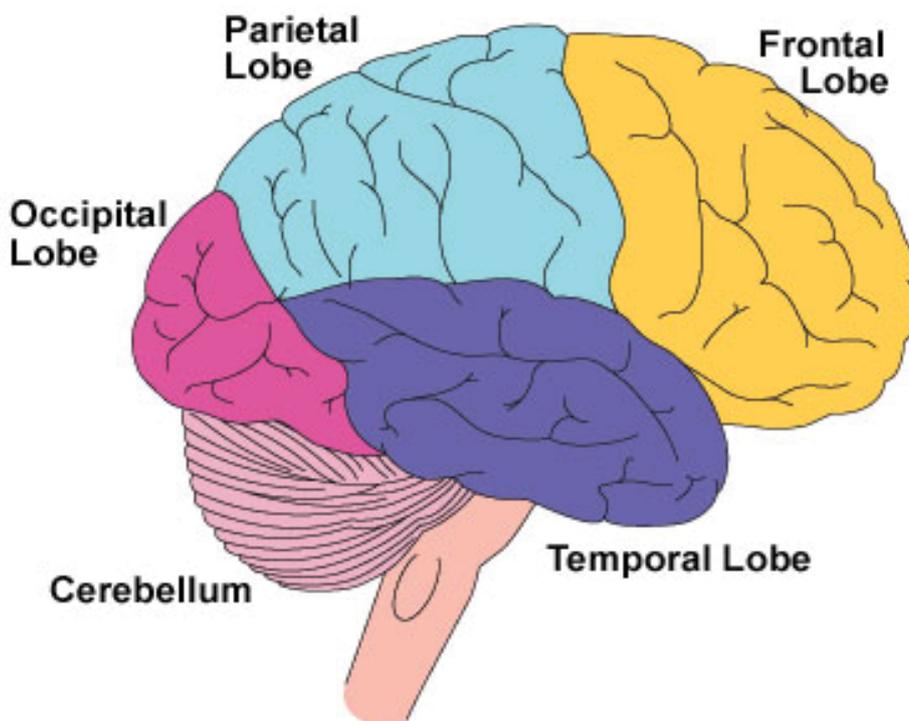
You use the *frontal lobe* of your brain when deciding on where to sit and when evaluating the menu and its prices given that this lobe is responsible for functions such as reasoning, judgment, and memory. This part of the brain is highly evolved and some consider that it contains the highest human abilities since, in addition to the above, it also manages our higher emotions such as empathy and altruism.

Once you complete your meal, the *frontal lobe* participates in the mathematical calculations when rationalizing the

check. The *check* is the common term used for the bill at a restaurant. The etymology of the word *check* arose from the word *chess*, meaning to ensure accuracy, correctness, and fraud security.

It is customary to leave a tip of about 10 percent when paying the check. A conflict, however, arises in the *frontal lobe* between the reasoning that applies to the customary rule of adding 10 percent to the sum and thinking of the welfare of others that suggests giving more than 10 percent. Just as the emotion of love cannot be learned and practiced, using a guide or a manual, tipping adheres to the same rule. Whether perceived or not, how much to tip has to do with many factors such as sociological, economic, or psychological.

While adults can rationalize when facing emotional decisions due to a developed *frontal lobe*, youths are simply not yet equipped to think through things in the same way. So, when it is your turn to tip, let your feelings be your guide by allowing you tap into the youth within.



## Sons of the Soil: Paul Anka

**Mario NAJM**

*(compiled from various sources)*

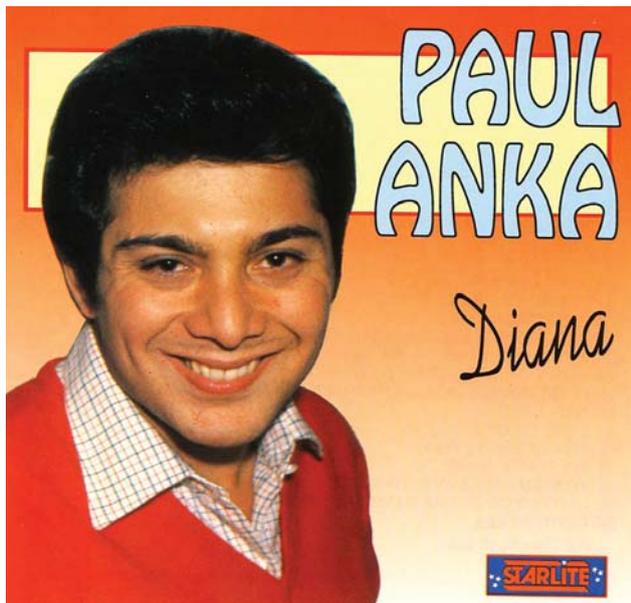
Paul Albert Anka (born July 30, 1941) is a Lebanese-Canadian/American singer, songwriter, and actor. Born to a Syrian father and Lebanese mother (from the town of Kfarmishki in Lebanon), Anka once declared that he was "proud of [his Lebanese] heritage." His mother played a vital role in keeping him connected to his Lebanese roots, promoting him to give two outstanding "one-night-only" performances in Lebanon at the Forum de Beyrouth (1999 and 2009).

Anka — who has a star on the Hollywood Walk of Fame as well as the French title of Chevalier in the Order of Arts and Letters — rose to international stardom in the late 1950s, churning out a wealth of much-loved hits such as *Diana*, *You are My Destiny*, *Papa*, *Lonely Boy*, and *Put Your Head on My Shoulder*.

Anka also went on to compose more than 900 songs, including the theme for *The Tonight Show Starring Johnny Carson*, the Tom Jones megahit *She's a Lady*, and the English lyrics for Frank Sinatra's signature song *My Way* (originally a French song called *Comme d'habitude*).

Elvis Presley, Nina Simone, and Donny Osmond have all performed his compositions. In 1983, he teamed up with Michael Jackson to co-write the song *I Never Heard*, which was re-titled and released in 2009 as *This Is It*. Anka has been appearing on the U.S. Billboard's Top 50 charts for five straight decades.

Now approaching his 72nd birthday, the "bad boy gentleman with a big heart," as he is dubbed in the music industry, is still going strong.



❖ Anka in the 1950s.



❖ Anka Today.

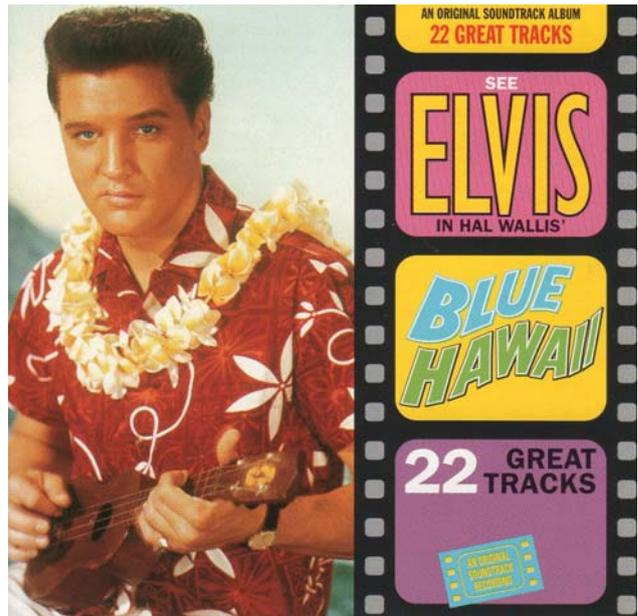
day. Shaheen proceeded by hiring and training designers to produce unique Aloha wear. The “Shaheen Designs,” as they are called, had become high fashion clothing lines. Even the King of Rock ‘n’ Roll, Elvis Presley, wore one of the most recognizable Shaheen shirts on the cover of the 1961 soundtrack album for *Blue Hawaii*. The Shaheen exhibit hall at the Bishop Museum looks like a big clothing store focused on Aloha wear, except that there are no changing rooms in sight. While a big clothing store is not my natural habitat, I enjoyed parading through the beautiful stands of Aloha shirts, confident each would fit me perfectly. Shaheen was well aware of the need to provide beautiful and interesting designs. He believed this would capture the public’s attention and would in turn drive demand higher. His motto was, “What Hawaii Makes, Makes Hawaii.” A firm that stands to deliver great products manufactured locally is admirable, and we can always turn to Shaheen’s garment business for ideas and inspiration.

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 Damon, A (July 6, 1952). New Island Industry Is Now In Full Operation, *The Honolulu Advertiser*, section IV 10:6  
 Damon, A (July 13, 1952). *The Honolulu Advertiser*, The Hawaii Weekly, 6:1



❖ Shaheen creating designs.



❖ Elvis Presley on the cover of the *Blue Hawaii* soundtrack album, wearing the most recognizable of Shaheen’s shirts.

❖ Waikiki, Hawaii, U.S.A.



OPINION AND CULTURE

# The Aloha Shirt: Shaheen and the Textile Industry in Hawaii

Charles HOURANI

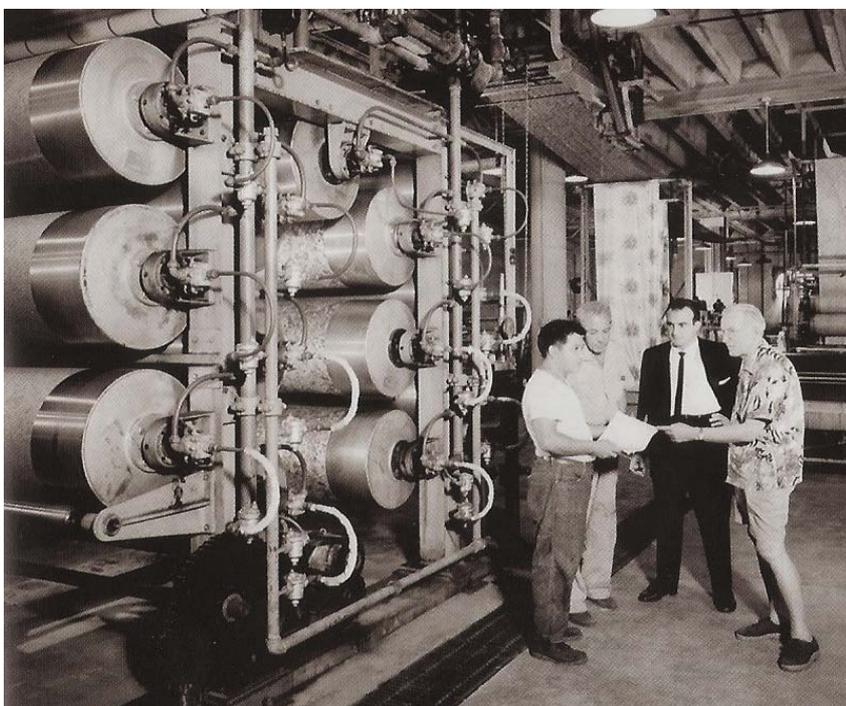
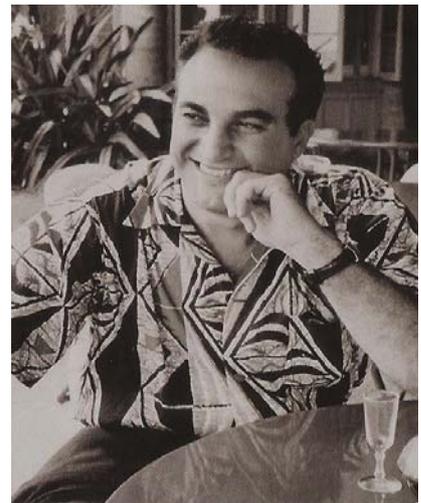


While visiting the Bishop Museum on the Hawaiian Islands in the U.S.A, I was taken aback when I read the name of a rather large exhibit on Hawaiian fashion: *“HI Fashion: The Legacy of Alfred Shaheen.”* Even though fashion, in general, is not my thing, the surname Shaheen is bound to draw the attention of any Lebanese.

Alfred Shaheen (January 31, 1922 – December 22, 2008) was the son of Lebanese immigrants who came to the U.S. at the beginning of the 20<sup>th</sup> century. Like many of his fellow citizens, Shaheen participated in World War II, flying 85 missions as an enlisted fighter pilot. He began his career in the garment industry soon after the war ended.

His parents, who in 1938 settled in Honolulu, Hawaii, were already working in the custom-made fashion business. Shaheen wanted to consolidate all the textiles produced in Hawaii.

While designs were typically shipped to plants on the mainland, Shaheen wanted to own the process locally, benefitting the islands by keeping money in the territory and providing local job opportunities. His engineering background helped him solve challenging chemical and mechanical problems in the textile printing process. After four years of trial and error, the new plant became functional in 1952, employing 120 people and producing 1,700 garments per



❖ Alfred Shaheen wearing one of his creations (top).  
A Shaheen outlet (bottom).

❖ The Shaheen textile factory.

## NDU-NLC Organizes *Zajal* Conference

Under the patronage of the Lebanese Ministry of Culture, represented by Mr. Faisal Taleb, Director General for Culture, and in cooperation with the United Nations program for the Mediterranean Living Heritage Project (MedLiHer), NDU-NLC organized on Friday, April 5, 2013, a seminar on the history and importance of Lebanese *Zajal* (a traditional form of oral strophic poetry declaimed in a vernacular dialect).

Dr. Dorine Haddad, Assistant Branch Director for Academic Affair, welcomed the public and gave the floor to Fr. Samir Ghsoub, NLC Director, who stressed on the importance of *Zajal* historically as a means of communication across all social classes in Lebanon.

Mr. Taleb then took the podium and delivered a detailed speech on the subject, highlighting the richness of Leba-



❖ The Audience.

nese culture and the history of the ministry since its inception in 1993.

Mr. Edgar Merheb-Harb, Head of the Public Relations Office at NLC, moderated the first session. The speakers were Mr. Hanna el-Amil, Mr. Gerard Tohmeh, and Dr. Marleine Najjar (responsible for MedLiHer program in Lebanon).

Mr. Michael Hajj, FH coordinator at NLC, moderated the second session. The speakers were Dr. Jean Touma and Dr. Jamil el-Douaihy.

Following the seminar, students of the Secondary Orthodox School of Akkar performed an engaging play based on *Zajal*. In addition, artist and composer Mr. Nasser Nakhoul demonstrated the various musical instruments used in Lebanon across the ages.



❖ Students of the Secondary Orthodox School of Akkar performing a *Zajal* play.



❖ Mr. Nasser Nakhoul demonstrating a Lebanese musical instrument.



❖ Various Lebanese musical instruments used in Lebanon across the ages.

## NDU-NLC Organizes Solid Waste Management Seminar

NDU—NLC organized a seminar in February, 2013, titled “Solid Waste Management,” which was held under the patronage of the Ministry of Environment (MOE) and represented by Eng. Bassam Sabbagh.

In his welcome speech, Mr. Edgar Merheb-Harb, Head of the Public Relations Department at NDU—NLC, reflected on the importance of solid waste management before turning the podium over to NLC Director Fr. Samir Gh-soub. Fr. Walid Moussa, NDU President, then delivered his speech in which he stressed the reasons behind putting into effect solid waste management in the modern era.

Mr. Mohamad Majzoub, President of Rotary Club of Tripoli (founded in 1950), joined forces with NDU to organize this event. Majzoub highlighted the efforts made by Rotary clubs around the world, concerning this problem.

Dr. Elie Menassa moderated the first session. The speakers were Dr. Layla Khalaf Kairouz (NDU), Mrs Zeina Yaacoub (MOE), and Dr. Nader el-Ghazzal (Municipality of Tripoli).

Dr. Mervat el-Hoz moderated the second session. The speakers were Dr. Jalal Halawani (Lebanese University), Dr. Paul Abi Rached (NGO), and Mr. Bassam Sabbagh (MOE).

The event took an hour longer than planned given the lively Q&A that followed.



❖ From left: Dr. Elie Menassa, Mr. Mohamad Majzoub, Mr. Bassam Sabbagh, Fr. Walid Moussa, Fr. Samir Gh-soub, and Dr. Nader el-Ghazzal.



❖ Fr. Samir Gh-soub, NLC Director.



❖ The audience.



❖ Poster for the event.

# Open Doors at NDU-NLC

NDU continues its annual tradition by sharing its educational and engaging nature with all secondary school students from every district in North Lebanon. This year, NDU-NLC organized a successful on-campus Open Doors event on March 22, 2013. Students, staff, and faculty members of NLC all participated.

More than 400 secondary school students from 17 different schools attended. Some of the schools represented included: North Lebanon College; Collège des Frères (Deddeh-Koura); Deddeh Official Secondary School; Ecole



des Pères Antonins (Hasroun); Bcharre Official School; Andree Nahas Official School; Dar-en-Nour École Des Filles De La Charité; and Ecole Sainte Famille de l'Assomption (Miziara).

This productive event featured many academic activities from six Faculties as well as many non-academic activities to engage and entertain all visiting students such as inflatable kickboxing and IQ quizzes. In addition, the secondary students were encouraged to visit the various NLC Clubs and Faculties stands to meet our students and learn more about the University, its facilities, and academic programs.



NORTH CAMPUS

# NDU—NLC Hosts Spiritual Retreat for Five Districts in North Lebanon

On Sunday, March 10, 2013, Mgr. Georges Abou Jaoudeh, Archbishop of Tripoli, summoned around 400 students (aged 18–25) from all five districts in North Lebanon — Akkar, Tripoli, Zgharta, Koura, and Dannieh — to attend a spiritual retreat at NDU-NLC themed *“You Are Forbidden to Stop...Go Forth to Evangelize the World.”*

In his sermon, Mgr. Abou Jaoudeh urged those present “to abide by your faith and strengthen your belief in Christianity given that your belief is the true pillar of a stable and happy life.” He added that the Vatican had dedicated 2013 “as a ‘Year of Faith’ and Evangelization where people should put their faith into practice in their daily lives.”

Also present were all the priests of the Parochial, including Fr. Joseph Khalil, NDU—NLC Chaplain, who spent the entire day working with different groups and discussing the meaning of “faith.”

Fr. Fadi Jabbour stressed on the role of the Annunciation in the understanding of our faith and said that such meetings must continue in order to stay on the right track and develop our Christian beliefs.

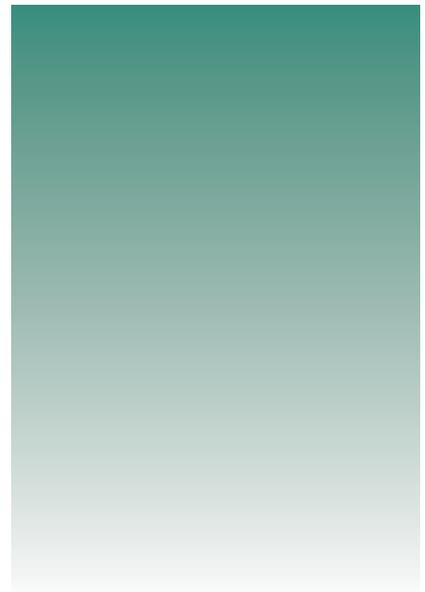
Ms. Lami Makhoul from the Deir el-Mokhfi group gave an emotional example of her life as a paraplegic, and went on to explain how our Lord Jesus Christ has helped her surmount life’s challenges.



❖ Students from all five districts in North Lebanon gathering at the NLC spiritual retreat.



❖ Students discussing issues foremost in their minds.



❖ Students singing hymns at the event.

## Tony Abou Jaoudeh Meets With Students of Public Relations at NDU-SC

On December 11, 2012, the Public Relations course students at Notre Dame University Louaize- (NDU) Shouf Campus (SC) welcomed Lebanese celebrity Tony Abou Jaoudeh to discuss his numerous talents as a comedian, actor, singer, painter, and cartoonist.

During the event, Abou Jaoudeh talked about his early beginnings — the opportunities that helped him and the obstacles he faced. He told the excited audience how he started his artistic career while still a sophomore, majoring in Advertising at ALBA University. He first acted in a play with Sami Khayyat called *Jnuna Park*. Abou Jaoudeh confessed that although he worked for five years in the field of advertising, he found himself more as an actor, impersonator, and singer. Abou Jaoudeh, however, lamented the disadvantages of this domain in Lebanon, which he said still lacked the professional base needed to guide new talents along the right path. This, he believed, was the main drawback of aiming to become a professional entertainer.

When Abou Joudeh was asked whether his life had changed after becoming a star, he replied that he tries to maintain his usual down-to-earth personality the whole time.

Abou Joudeh was dissatisfied with the fact that he had given less priority to “drawing” although he was good at it and used to draw logos for several products. Abou Joudeh, however, assured everyone that, even with his busy schedule, his daughter, Lea, is his first priority.

When asked about his opinion on the style of Lebanese comedy shows, which mostly rely on sexual innuendo, politics, and women to create a laugh, he said that the Lebanese public prefers this type of comedy. He is planning, however, on creating his own standup comedy, which will make the public laugh without resorting to such topics; he added that his wife is no longer performing in his plays, because of the negative ways female actors are viewed in these shows.

Abou Jaoudeh advised students to work in fields they loved in order to be successful. He said that presenting plays on stage was much easier than doing a comedy program on TV from both the financial perspective and the pressure of having to create new ideas for each episode;



❖ Tony Abou Jaoudeh performing.



❖ Tony Abou Jaoudeh during the Q & A.



❖ Tony Abou Jaoudeh with students.

yet, he believes that television was extremely important for all comedians if they want to become household names.

The event, which started with the Lebanese National Anthem, was followed by a poem that was written and presented by one of the student organizers, which featured a video summarizing Abou Jaoudeh's main career milestones. Of course, the session did not end before Abou Jaoudeh took the stage to sing for the students and give his audience a taste of a few sketches he is performing in *Comedy Night*.

## Ziad Bourji Visits NDU-SC

The members of NDU-SC's X-Club invited the Lebanese celebrity Ziad Bourji to join them on campus on March 5, 2013, for a heart-to-heart discussion on his latest singing and acting activities and future projects. Noura Sareiddine, an active member of the X-Club and an Advertising and Marketing student hosted the event, which was organized from start to finish by Haisam Mahmoud, X-Club President, and Eyad Kansa and Ayoub Bou Ezzidine, both members of the Club's Executive Committee.

Amid a shower of flashlights and smiling faces, Bourji sat discussing issues about his life and his future activities. He was very happy and surprised when the students brought in a birthday cake to celebrate his birthday with him. Finally, he wrote classified information (a secret) on a note and put it in a sealed envelope, which he entrusted to the X-Club to be revealed only after he spoke about it on TV!

Reviews on this event appeared in three different Lebanese magazines and one online; moreover, Bourji posted pictures and comments of the event on Twitter and Facebook, expressing his joy and appreciation at having been invited to NDU-SC and welcomed in such an incredible way.



❖ Ziad Bourji during the Q & A.



❖ Ziad Bourji with members of the X-Club, cutting his birthday cake.

## Dalida Khalil: Guest of Public Relations Class at NDU-SC

In partial fulfillment of the requirements for the Public Relations course, Advertising and Marketing students at the Notre Dame University-Louaize (NDU) Shouf Campus (SC) organized on Tuesday, January 22, 2013, an on-campus gathering for students, faculty members, and staff to meet with the young Lebanese actress Dalida Khalil.

Fr. Francois Akl, Director of NDU-SC, cordially welcomed Khalil on campus before she was led to the Conference Room where an audience of eager admirers waited. The customary rendition of the Lebanese National Anthem kick-started the gathering and was immediately followed by a film montage, screening milestones in Khalil's career. Khalil shared some of her personal and professional experiences, and discussed her journey from aspiring actress to household name.

Khalil plays opposite famous Lebanese singer Ziad Burji, her male lead in the hit Lebanese television series *Helwe w Kezzebe (A Beautiful Liar)*, and both celebrities are slated to appear together in other programs given their on-screen chemistry.

Throughout her university studies, Khalil dreamed that one day she would be performing in Hollywood, and that is where she sees herself in 10 years time. That, of course, is in addition to having a family of her own, which, she believes, she will be able to support despite a busy schedule.



❖ Dalida Khalil with students



❖ Dalida Khalil during the Q & A session

Khalil also shared information about her charity work with orphans. "We are living in harsh economic times, and many people have lost their homes or their jobs; therefore, we need to extend a helping hand to improve our society."

Khalil's message to NDU-SC students was to focus on their majors and ultimately become successful in the fields of their choice; she wished everyone present the best of luck in all their endeavors. She also encouraged anyone with a talent to take up acting either as a career or as a hobby. "It is not true what some people say that acting is not a profitable career."

When the gathering ended, students presented Khalil with a bouquet of roses and a beautiful portrait of herself, which a NDU-SC student drew.

SHOUF CAMPUS

# "How the Lebanese Language Looks Like"

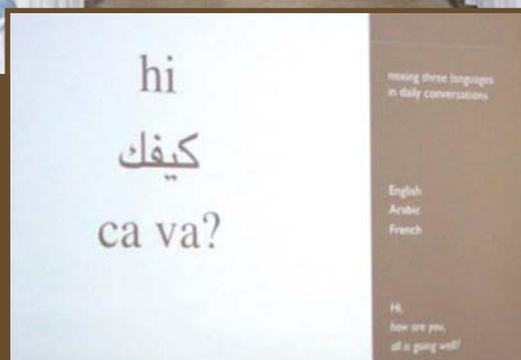
Antoine Abi AAD

Since Phoenician times, the inhabitants of Lebanon have been mixing languages. Today, the Lebanese still mix two or three languages in their daily life: Arabic, French, and English. This fact has become so ingrained in Lebanese culture that, to a point, it has become difficult for them to speak just one language without mixing one or two with another.

The lecture, held at the Notre Dame University-Louaize (NDU) Shouf Campus (SC), was organized to briefly and visually show *"How Lebanese Language Looks Like."* This is achieved by communicating the verbal situation in the context of the verbal mix of languages through an alphabet mixture i.e., writing Arabic using the Arabic alphabet and writing English and French using the Latin alphabet.

In this case, Arabic text is written from right to left while Latin-based languages are written in the opposite direction, from left to right. Accordingly, problems of legibility and readability occur. The solution is in the connection of letters: it forces the reader to read both scripts and imposes a reading direction. Based on the results of various workshops (conducted since 2005), visual solutions were presented during the lecture.

Drawing a parallel between calligraphy and typography, and between art and design, the connection between Arabic and Latin letters offer the potential of a unique Lebanese visual communication: People already mix languages verbally; consequently, now they can mix their scripts visually.



## Saint Péregrin: Patron Saint of the Cancer-stricken

Fadia el-HAGE



I have a very dear relative who is a cancer victim. I wanted to help him through my prayers, but I never knew that a patron saint for such a nasty disease existed. A while back, I was at the Paulist Bookshop in Jounieh, browsing some book titles, and my gaze fell on a small book titled *St. Péregrin, The Patron Saint of Cancer*, which chronicled the Saint's life, his tribulations, his pain-filled battle with cancer (diagnosed at the age of 60), and how Jesus Christ cured him of the dreaded disease.

Saint Péregrin Laziosi was born in 1260, in Forli, Italy. The only son of an affluent family, Péregrin was raised as a pious child. At an early age, he volunteered to help the poor and later joined the Servite Order (Friar Order Servants of Mary) where he followed in the footsteps of Saint Philip Penezi, embracing the virtues of modesty, humbleness, and enthusiasm toward serving others. He was ordained priest in 1295.

In 1325, at the age of 60, he was diagnosed with a painful type of cancer in his left leg. His physician advised that an amputation of the leg was necessary to stop the spread of the disease.

Péregrin did not sleep that night. Plagued with excruciating pain and worry that he could no longer serve others with one leg, he dragged himself down the stairs and made for the church. There, he knelt at the foot of the same fresco of the Crucifixion where he frequented in the past to pray for the poor, the sick, and the sinners. This time, he prayed for himself with all humility and emotion, asking Christ to cure him, so that he could continue his earthly mission of helping others. After hours of prayer, he drifted off to sleep in exhaustion at the foot of the crucifix.

Christ appeared to him in a dream and touched his leg. At that moment, the pain disappeared and he woke up abruptly, finding himself miraculously cured. He again knelt in prayer and thanked the Lord. The next morning, the physician came calling to schedule a date for the operation. Péregrin informed the physician that the "King of Doctors" had cured his leg and showed the bewildered doctor his healed leg.

The much-loved and humble saint, who dedicated his life toward helping others, passed away in 1345. His parish and everyone else who knew him received the sad news amid tears and utter disbelief.

Many miracles were attributed to him after his death, and people from all over the world with different types of cancer were cured without medication. In 1609, Pope Paul V declared him blessed, and Pope Benedict XIII canonized him in 1726. In 1956, 700 years after his death, his corpse, although dried, remained inexplicably preserved. His legacy is a shining beacon and teaches us many values such as dealing with pain; living in hope; asking through prayer; placing unconditional trust in Christ; living in peace; and revering the Virgin Mary.

A short prayer to Saint Péregrin reads, "O Jesus Christ! You were Saint Péregrin's physician, and cured his cancerous leg; grant us your grace to cure our sick souls. Protect us from this disease, through your saint, Péregrin, the patron saint of the cancer-stricken; grant patients recovery from this disease; O Virgin Mary, Our Compassionate Mother, protect us from cancer, which is destroying our Christian way of life."

The liturgical feast of Saint Péregrin is celebrated annually on May 4.



❖ Illustration of Christ curing a cancer-stricken Saint Péregrin.

## SPIRITUAL

## Mubarak the XVI

Fr. Boulos WEHBE



The abdication of Pope *Mubarak* (meaning *blessed* in Arabic) the XVI will be the subject of heated debates and interpretations for years to come. My intention is not to delve into this debate, but to offer another way of looking at it in order to extract meaning for the Church as a whole and for individual believers (or non-believers for that matter).

It is not easy for anyone to give up fame or position; this man did. He did not give up just any type of fame or position, however, but the highest position in the Catholic Church, nay the highest position — by any standard — on the planet. Regarded as doctrinally infallible by the adherents of his Church and regarded as having special authority over the largest belief cluster in the world (in addition to being a head of a state, whose influence is inversely proportional to its size), his act of renouncing all the above should be viewed in the following context: An act not to be interpreted but to be learned from.

I draw several lessons from the decision/action of Pope *Mubarak* the XVI. The first is humility, not just personal but saintly — as only a person of the highest moral, spiritual, and intellectual fiber can undertake. Were he acting due to a moral consideration, this action might be construed as based on impulse. Were it to have been an act based on spiritual grounds, it might be interpreted as an action of devoutness. And were it an act of intellectual rationale, it might be interpreted as a calculated act. The greatness of this act is the fact that it is simultaneously based on the tripod.

The second lesson is that the Pope took this decision to infuse human frailty with the dignity of courage, to say that one's meek knowledge of his frailty is not a sign of weakness but a sign of assessment unto what should follow, a sign of changing direction for optimal fruition, in the case of the Pope, devotion to prayer and writing. Are we not reminded of the answer our Lord gave to St. Paul when he said, "My power is made perfect in weakness" (2Co 12:9?). It is this strength in weakness that the Church and the world at large needs to learn! The Pope is bowing down to the Church.

The third lesson is that Pope *Mubarak* the XVI is giving collegiality its rightful interpretation in the Church, which was instituted by our Lord through the 12 disciples and the primacy of St. Peter, a collegiality that was evident in the Acts of the Apostles and is still practiced in the Patriarchal mode of administration in Eastern Churches.

I am confident that Pope *Mubarak* the XVI remain a pillar in the Church after his abdication through the legacy that he has established, and also by the power of prayer for the Church, in addition to his future (and past) writings, which will be the fruit of all the factors that I have mentioned above. Writings that will be a landmark, not because of what he is — the Pope (a title that will always be fitting for him) — but because he is *Mubarak* (*blessed*), and he will continue to bless us with his prayer, writings, and continue to act as a shining example.



❖ Summer-autumn wild mushrooms growing on deciduous tree.

Guellouz, 2011). Sparse pre-steppic Mediterranean vegetation occupies the ecosystem of the Bekaa Valley. It shelters wild relative species of domesticated fruit trees such as *Pyrus syriaca* Boiss., *Prunus amygdalus* Stokes, *Prunus mahaleb* L., *Amygdalus korschinskii* (Hd-Mz) Bornm, etc. (Chehade et al., 2001; Abi Saleh et al., 1996).

More than 50 wild mushroom species were collected from the Bekaa, identified, and are awaiting confirmation. Local communities consume more than 20 species from these 50 types. Villagers from agricultural and pre-steppic Mediterranean region in the Bekaa Valley pick these species in large quantities. Mushroom picking for the locals constitutes a source of food and income, which helps support families in meeting their primary needs.

These results present part of the outcomes that surfaced from a first research study, aiming at investigating the nutritive value and the socio-economic values of wild mushrooms, shedding light on the importance of ecosystem services, and developing guidelines for best practices in wild mushroom picking, and other NTFPS collection in arid and semi-arid ecosystems.

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❖ *Crocus cancellatus* var. *cilicius* (J. Gay ex Tchich.) Maw.



## Wild Mushroom Specimens Collected from the Bekaa Region Now Preserved at NDU's Newly-established Herbarium

Elsa SATTOUT, Ph.D.

The newly-established Herbarium at the Faculty of Natural and Applied Sciences put on display a collection of wild mushroom specimens collected from the Bekaa region. A webpage is currently under construction to host photographs of all plants collected from Lebanon's natural and built environments.

Herbaria plant collections are important given that these collections host records of plant biodiversity in various countries around the world. Herbaria plant collections are recognized as an important platform, providing data and evidence that support the assessment of the distribution, ethnobotanical uses, and conservation status



❖ Mix of agricultural terraces and marginal lands in Tamnin, Bekaa Valley.



❖ Wild mushroom growing on soil

of plant species and draw on the ecological profiles and ecological mapping of plants thriving in different ecosystems. In addition, these collections constitute valuable databases for the analysis of the effects of climate change on plant (phenology, physiology, etc.). The drastic degradation of the environment — evident throughout the world — has shown how little we know about plant diversity, which is fundamental to human survival and existence. In principle, the knowledge and information provided by herbaria on plant biodiversity is essential in the present struggle to reclaim deserts and degraded ecosystems and landscapes, breed pest resistance into our crops, and find new sources of energy, food, medicines, and useful materials (Bridson and Forman, 1998).

A first initiative to start building up the Herbarium Collection at the University was launched under a research program, targeting Non-Timber Forest Products (NTFPS) outside protected areas, in arid and semi-arid ecosystems. Arid and semi-arid ecosystems, characterized by low rainfall and high aridity index, dominate the Near East region. These are susceptible to environmental deterioration as well as loss of wildlife and biodiversity. This aspect highlights the importance of documenting plants and records from these areas. In Lebanon, semi-arid ecosystem occupies more than 50 percent of the country (Hadri and

## Research Activities

### Department of Mathematics and Statistics (FNAS)

**Dr. Bassem GHALAYINI**

The Department of Mathematics and Statistics at Notre Dame University-Louaize (NDU) is one of the largest Departments in our University. It is home to 16 full-time faculty members and numerous part-timers whose fields of interests include, but are not limited to, the following:

- Algebra;
- Analysis;
- Differential Equations;
- Differential Geometry;
- Information Theory;
- Number Theory;
- Topology;
- Fundamental Mathematics;
- Operations Research;
- Time Series Analysis;
- Statistics;

- Financial Mathematics; and
- Actuarial Sciences.

In Fall 2012, the Department of Mathematics and Statistics began to host monthly seminars.

#### Goals of the Monthly Seminars

These monthly seminars are intended to keep faculty members updated on the latest developments in Mathematics, as well as to encourage research among faculty members.

#### Time, Date, and Place

During Fall 2012, the mathematics seminars were scheduled on Wednesdays at 10 a.m. in the Science Conference Room at the Faculty of Natural and Applied Sciences (FNAS). In Spring 2013, the seminars will take place on Wednesdays at noon at the same venue.

#### Seminars Schedule for Fall 2012 and Spring 2013:

In Fall 2012, the schedule was the following:

Date	Speaker	University Affiliation	Title
November 28	Dr. Roger Nakad	NDU, Lebanon	<i>"The Restriction of Spinors to Surfaces and Geometric Applications"</i>
December 19	Dr. Rémi Hage	NDU, Lebanon	<i>"Traffic Theory for Travel Time Estimation"</i>
January 16	Dr. Chadi Nour	LAU-Byblos, Lebanon	<i>"No Smooth Analysis and Optimal Control"</i>

For Spring 2013, the schedule is as follows:

Date	Speaker	University Affiliation	Title
March 26	Dr. Safaa el-Sayed	University of Tours, France	<i>"Yamabe Operator and Geometric Applications"</i>
April 17	Dr. Carole Bacha	Lebanese University	<i>"Algebraic Methods for Solving Matrix Differential Equations of Arbitrary Order"</i>
May 8	Dr. Nader el-Khatib	LAU-Byblos, Lebanon	<i>"TBA"</i>

#### Website, News, and Events

In Fall 2012, a "News and Events" tab was added to the Mathematics and Statistics webpage. All previous and upcoming seminars, conferences, etc. are announced there. From NDU website: Academics > FNAS > Dept. of Mathematics and Statistics > News and Events or simply <http://www.ndu.edu.lb/academics/fnas/dms/news.htm>

ANNOUNCEMENTS

# NDU Libraries Now On Facebook



Maroun el-RAYESS

Social networking is the way the 21st century communicates. In today’s world, people spend most of their time online. Social networking platforms, and particularly Facebook, are not only dramatically changing the way we live but also radically changing human communication as we know it. In the past few years, Facebook has grown and flourished unexpectedly, inspiring many businesses, and even libraries, to create Facebook pages in order to increase their visibility and better communicate with their clientele.

The Facebook and social analytics platform Socialbakers (<http://www.socialbakers.com/facebook-statistics/lebanon>) revealed that Lebanon has more than 1, 552, 080 Facebook users, and this figure grew by more than 163, 700 in the past six months. This means that more than 38 percent of the Lebanese population use Facebook. The largest age group of Facebook users in Lebanon is 18-24 year olds, followed by 25-34 year olds.

The Notre Dame University-Louaize (NDU) Libraries focus on meeting the diverse needs of its users. To achieve this goal, members of our staff have created a user-friendly and multi-featured Facebook page in order to help the NDU community navigate services without having to go to the Library website. Our users can now enjoy access to many Library services while socializing on Facebook. These services include the following:



Library Catalog

Searching the Library Catalog by clicking on the “Library Catalog” tab. The results will be displayed in the Facebook platform.



Latest Acquisitions

Viewing the latest Library acquisitions by simply clicking on the “Latest Acquisitions” tab.



Find @your Libr...

Using the Summon™ web-scale discovery service, which enables a familiar web-searching experience of the full breadth of content found in the NDU Libraries. You can search Summon by clicking the “Find @ Your Library” tab.



ebrary eBooks

Accessing the ebrary Academic Complete Collection. This is a database of books, offering online access to full-text for over 36,000 authoritative titles. You can access all these books by clicking the “ebrary eBooks” tab. [N.B.: Access is restricted to authenticated NDU users.]



EBSCO research...

Benefiting from the “EBSCO Research Databases” tab. You can search a variety of e-books and audio books, in addition to searching the databases of the Middle Eastern and Central Asian Studies, and the Mental Measurements Yearbook.



Staff Picks

Viewing the “Staff Picks” books of interest. Every month, Library staff members choose a topic of interest and select useful books for display on the “Staff Picks” shelves next to the Circulation Desk at the Mariam and Youssef (Main) Library. Through Facebook, you can now view the selected topic and the books selected for the current month.

## Waste Stories

**Dr. Elsy IBRAHIM**

Notre Dame University-Louaize (NDU) explored the world of solid waste management in Lebanon. More than 80 students of the North Lebanon Campus (NLC) and NDU Main Campus enrolled in the Environmental Engineering course at the Civil and Environmental Engineering Department were we carried out our waste management related activities throughout Fall 2012.

On December 1, 2012, these students visited the Sukomi solid waste sorting and composting facilities in Karantina, Beirut. They examined the fate of municipal solid waste in

their hometowns, which included the financial and social aspects of waste collection and disposal processes. In each town, students spent a week training three households to sort waste and evaluated the readiness of the residents to include such activities in their lifestyle.

Posters of their stories were exhibited in January, 2013, for several days at the NLC and on the ground floor of the Faculty of Engineering at the Main Campus. The stories covered towns from North Lebanon, Mount Lebanon, Beirut, and Nabatieh.



Poster exhibition held on January 24, 2013, at NDU Main Campus (ground floor of the Faculty of Engineering).

# The First Inter-school NDU Human Rights Trivia Competition

**Mary-Joe ALAVALAS, Human Rights Club**

The Department of Political Science and the Human Rights Club at Notre Dame University-Louaize (NDU) organized the first "Human Rights Trivia Competition," which took place on the December 11, 2012, coinciding with the International Day for Human Rights.

The competition targets High School students in order to raise their awareness and increase their knowledge on basic human rights. It consists of two phases: the preparatory phase and the Trivia Competition. The preparatory phase precedes the competition. During this phase, teachers and coaches use the set material to prepare students for the tests they will have to sit in the competition.

This first-time event exposed High School students to the topic of human rights in a university setting. The participating schools included the following:

- Adma International School;
- Broummana High School;
- College Centrale;
- College Notre Dame de Louaize;
- Monsif National School;
- Saint Joseph School; and
- Valley International School.

The classmates of the High School students, who also attended the event, cheered the school delegates on.

The competition judges were the following: Dr. Elie el-Hindy the Chairperson of the Political Science Department at NDU; Dr. Karim el-Mufti, Professor of Human Rights and Humanitarian Law at BAU and Sagesse; Mr. Jean-Pierre Katrib from the Foundation of Human and Humanitarian Rights; and Ms. Joulia Abou Karroum from Amnesty International MENA Office.

The competition comprised two rounds: The first was judged according to the students' written answers on five previously studied and researched topics such as the "Evolution of Human Rights," "International Humanitarian Law," "Follow up Mechanisms," "International Courts," and "Lebanon and Human Rights." The teams were short-listed after first round evaluations, and only three schools participated in the second round.

The schools, which made it to the third round, were the following: Notre Dame de Louaize, Monsif National School, and Saint Joseph School. Round two included oral questions that eventually ranked the teams in the top three positions as follows:

- Monsif National School in First Place;



❖ The Human Rights Club Committee: (from left) Francisca Ankrah, Mary-Joe Alavalas, and Annie Abou Aziz.



❖ The Setting: Seven competing schools gather around the "Human Rights Council."



❖ The Judges: Dr. Elie el-Hindy, Dr. Karim el-Mufti, Ms. Jouman bou Karroum, and Mr. Jean-Pierre Katrib, with Fr. Ziad Antoun and Dr. Chahine Ghais (Dean of FPSPAD).



❖ Teams, coaches, school administrators, sponsors, judges, and the organizing committee.

- Saint Joseph School in Second Place; and
- Notre Dame de Louaize in Third Place.

Byblos Bank, and the Arab Human Rights Fund sponsored the event. The department of political science at NDU intends to make the competition an annual event by involving more schools every year.

## Negotiation Skills, Protocol Training

Dr. Elie EI-HINDY



For the second consecutive year, the department of International Affairs at Notre Dame University-Louaize (NDU) has organized training for students as a part of the practical application of the course "Diplomacy: Theory and Practice (IAF321)." The students of the class, as well as other willing students from the Faculty, were engaged in a series of on-campus training held on topics, covering negotiation skills and protocol.

Ms. Georgina Ibrahim CEO of the BESST training institute provided students with professional training in the areas of: Protocol, Self-Promotion, and Business Etiquette. The training included a large number of exercises and practical tips on how to handle professional meetings from writing a CV and designing a business card to dress codes, voice tones, intercultural sensitivity, choice of vocabulary, etc.

Dr. Mohsen Makari, an expert and trainer on negotiation and mediation skills, and a graduate of the Harvard POND program on negotiation, provided students with training on "*Getting to YES: Basic Negotiation Concepts and Skills*." The training provided the participants with active examples, exercises, as well as engaging activities. A mock-negotiation situation among the different parties in the Syrian crisis concluded the training. In this scenario, every student took on a "title" to represent the current regime, the opposition, and mediating agencies, and tried to apply the skills and various negotiation techniques they acquired throughout the training.

The memorable and beneficial training allowed students to assess their weaknesses and strengths, as they seek to be more involved "hands-on" in every course they take, in addition to the standard theoretical knowledge obtained.

International Affairs  
 International Affairs  
 Training for students  
 Training for students

# CCCL Invites NDU Graphic Design Students to Submit Design for "Donors' Recognition Wall"

Rachid ABI AAD

*"All of us are born for a reason, but all of us don't discover why. Success in life has nothing to do with what you gain in life or accomplish for yourself. It's what you do for others."* - **Danny Thomas (born Amos Muzyad Yakhoob Kairouz)**

Environmental Graphic Design students (IDP 321) at Notre Dame University-Louaize (NDU) were invited to submit creative designs for a "Donors' Recognition Wall" in the lobby of the Children's Cancer Center of Lebanon (CCCL - St. Jude) in Beirut. The design guidelines stipulate that the wall should reflect the CCCL's mission and honor the names of those who have made dedicated efforts to help children with cancer.

As an architect, I strongly believe that university education comprises a theoretical component taught in the classroom in addition to field-based education, involving the integration of the academic aspect and practice. This project offered both. My students were invited to visit the CCCL to present their designs to Mrs. Hana Choueib, the General Manager of the CCCL, and to interact with the children in their environment.

Our students' creative designs impressed Choueib, and as a result, the management of the CCCL kept copies in their archive and shared their interest in executing one of the designs.

## Children's Cancer Center of Lebanon- Beirut-September 2012



From left: Hana Char Choueib (CCCL General Manager), Roger Zalloum, Rita Gogonian, Caroline Nahas, Nathalie Aoun, Rachid Abi Aad (FAAD's teacher).



From left: Joanna Haddad, Hana Char Choueib (CCCL General Manager).

From left: Nathalie Aoun, Lea Habbouche, Caroline Nahas, Rita Gogonian, Joanna Haddad, Roger Zalloum, Noha Eid, Hana Char Choueib (CCCL General Manager), Rachid Abi Aad (FAAD's teacher), Georgette Aoude.

## NDU Praised at IAA Lebanon Chapter Event

### Honoring Faris Abou Hamad: The New IAA World President

**Kamal DAROUNI**

Under the auspices of the Minister of Information His Excellency Mr. Walid Daouk, the International Advertising Association (IAA) Lebanon Chapter held a lunch at Le Mailon Restaurant in Achrafieh, Beirut, on January 18, 2013, to honor Faris Abou Hamad, the fifth Lebanese national to head the IAA worldwide.

Delivering a speech to more than 180 advertising executives in attendance, Daouk saluted the efforts of the Chapter in putting Lebanon back on the regional and international advertising map.

Abou Hamad presented the main directions of his two-year action plan.

Current President of the Lebanon Chapter Naji Boulos stressed on the importance of the Lebanese government's role in retaining young professionals within the industry.

Former IAA World President Mustapha Assad presented a retrospective of achievements in the Lebanon Chapter, in the past 50 years and delivered a speech (reprinted in full below), praising Abou Hamad on his achievement. In his speech, Assad also praised NDU for having acquired the IAA World Accreditation in 1993.

"Ladies and Gentlemen,

I am delighted to be with you here today to celebrate the accession of a fellow countryman and renowned name in our industry, Faris Abou Hamad, to the World Presidency of the IAA.

By assuming this prominent role, Faris Abou Hamad re-asserts time and time again the extent to which we, the Lebanese, have contributed to the IAA in the past few decades — a dedication which continues to date and will extend beyond.

As members of, and executives at various levels at the IAA, we fought hard for its causes and for nurturing its mission statement, even during periods when we had enough on our plate, having to deal with the chaos and business hardships generated by the civil war in Lebanon.

We also struggled to be accepted, and to eventually get into what used to be 'an old boys' club'. Not only that, with our other Arab brothers, we managed to form impressive delegations — 100, even 150-strong — from the region to the IAA World Congresses where our contribution proved to be immense in both quality and quantity.

Faris Abou Hamad is the new addition to a string of Lebanese advertising professionals who went on to lead the IAA at various stops, and who left milestones of achievements of their own in the annals of its history.

Beginning with the late Samir Fares, it was in the Sydney Congress of 1988 where we succeeded in getting him elected as World President, but it had to wait for another two years. Unfortunately, his premature and sad demise prevented him from assuming the new role.



❖ From left: Naji Boulos, H.E. Walid Daouk, and Faris Abou Hamad

Subsequently, the privilege of becoming the first Lebanese, and by extension the first Arab, to be at the helm of the IAA was bestowed upon me at the Hamburg World Congress in 1990 and at the Barcelona World Congress in 1992 where I took over.

I made it a point in my acceptance speech to present the philosophy that would mark my term — that philosophy being 'T.E.A.M IAA,' which stood for 'Together Everyone Achieves More.' Crisscrossing five continents for two years, I made it my mission to tirelessly advocate the IAA's mission centered on three axes, which are:

- 1) Promoting the value of advertising and its critical and vital role and benefits.
- 2) Advancing the freedom of commercial speech and consumer choice.
- 3) Encouraging the greater practice and acceptance of advertising self-regulation.

*In addition, I made it the hallmark of my presidency to push, worldwide, the case for advertising in education under the IAA's auspices. The recognition of the IAA Advertising Diploma goes a long way to testify to the success of those endeavors.*

*Orchestrated by our friend and colleague, Kamal Darouni, I had the privilege to award the first recognition of the IAA Advertising Diploma to Notre Dame University-Louaize (NDU) on January twenty-third in 1993.*

In the year 2000, our community of practitioners got the additional honor of having the late JCB, Jean-Claude Boulos, 'Le Doyen' [The Dean], as the IAA's World President; then Joseph Ghossoub years later.

It is a phenomenal feat that we managed to achieve so much in practically two decades. We not only showed the entire planet that we are serious, committed, and citizens-of-the-world but also managed to showcase the fruits of our creativity and how — combined with strategic thinking, business acumen, and TEAM SPIRIT — it helped build brands in our region, be these local, regional, or multinational.

Today, with Faris Abou Hamad taking over as IAA World President, we continue on that path of success that we traced, and we pursue our effective role in the IAA. We know presently that the IAA has to weather some storms. In the same way we struggled in the past despite wars and political unrest in Lebanon and the region, and succeeded in playing a leading role, we will need to lend Faris all the assistance he needs at this juncture in order for him to succeed and prevail.

Ladies and Gentlemen, I call upon you to support Fares' two-year mandate with the full might of your contributions and influence, so that he, too, may leave another shining record by a Lebanese at the IAA.

All the Best, Faris."

# Traditional Dishes From Around the World

Dr. Jessy el-HAYEK

On December 5, 2012, students that enrolled in the NTR 215 course Food and Nutrition of World Cultures participated in a project under the title of "Christmas Around the World," which was held in the Exhibition Hall (Main Campus) of Notre Dame University-Louaize (NDU).

Students were asked to choose a country from a predetermined list and prepare a traditional dish that is traditionally eaten at or associated with the Christmas season. Students were also asked to simulate the Christmas spirit of the particular country they chose, using appropriate decoration, music, costumes, table settings, etc. Throughout the project, students were expected to learn the role food plays in traditional and contemporary cultures, and to gain an understanding of food in different parts of the world. In addition, students introduced different cuisines and food cultures to the NDU community.

Eighty-Five students, divided into 18 groups implemented the project, which was a public event for all NDU members (faculty, staff, and students). A jury evaluated the competing groups. The jury comprised the following individuals:

- Mr. Ghassan Beyrouthi (Chair, Department of Hospitality and Tourism Management);
- Mrs. Maya Abou Jaoudeh (Coordinator of Dietetic Internship, Faculty of Nursing and Health Sciences);
- Dr. Jocelyne Bou Mosleh (Assistant Professor, Faculty of Nursing and Health Sciences);
- Miss Jocelyne Issa (Sponsorship Office); and
- Mrs. Joyce Eid (Bank of Beirut).

The Egypt Group (Chantal Adaimy, Rita Yahchouchi, Natasha Nachabe, and Arine Kishian) took first place and won a US\$200 prize, and the Finland Group (Theodore Chidiac, Stephanie Dagher, Diala Antonios, Christelle Abdallah, and Marc Daou) took second place, winning a US\$100 prize.

The course explores the interrelationship of food and culture, economic factors, ingredient availability, taste preferences, environmental conditions, social determinants, and religious considerations, among others.

This course is a new general education requirement offered by the Faculty of Nursing and Health Sciences. The instructors of the course are Dr. Elie Bou Yazbeck, Mrs. Zeina Karam, and Dr. Jessy el-Hayek.



From right:  
Aline Aouad,  
Christiane Aouad,  
Nisrine Maalouf,  
and Elias Ibrahim



Egypt Group (from left): Chantal Adaimy,  
Rita Yahchouchi, Natasha Nachabe,  
and Arine Kishian.



Finland Group (from left): Theodore Chidiac,  
Stephanie Dagher, Diala Antonios,  
Christelle Abdallah, and Marc Daou.

From left: Suheil Matar, Ali Jaber, Fr. Walid Moussa



**Other Award Recipients**

- **David Hani Habchy** – graduated with a degree in Computer Graphics and Animation (FNAS). He is known for his work in illustration and animation. Today, he works as a freelancer in these fields from the attic of an old Lebanese house. He also eats vegetables when he has the time. He has been the recipient of several national and international awards. *“David is fun to work with. His originality is rare to find these days. An award well-deserved,”* said Hussein, a good friend of David, who also attended the Alumni Award event.  
**Award Presenter:** Ms. Tania Saleh, Lebanese singer/songwriter, who has been paving her own path in the Arabic underground music scene since 1990.
- **Emile Roger Moukarze** – graduated with a degree in Business Administration in 2001 (FBAE) and was able to climb up the ladder, in a short time span, to become the Senior Branch Manager at Credit Libanais. For an employee to reach such a position, he needs at least 15 years of work experience in the banking sector in addition to an extensive portfolio. *“Emile’s grasp, determination, and professionalism helped him earn this achievement.”*  
**Award Presenter:** Mr. Georges Hajj, Regional Manager, Credit Libanais, one of the top five banks in Lebanon.
- **Amal Moustafa al-Lowzi** – graduated with a degree in Marketing in 1995. After a successful career in real estate and communication, Amal established her own fashion house and fashion line “Amal Azhari” in 2005, and her brand has become internationally recognized, from Dubai and London to Madrid and Los Angeles. Amal presents her collection, during the Paris Fashion Week. Her brand receives regular editorial coverage from different national and international magazines. *“Amal knows when to say ‘yes’ to opportunities that grow her business, and when to say ‘no’ to the ones that do not,”* said Amani, her Assistant, who has been working with Amal for the past five years.  
**Award Presenter:** Ms. Carla Younes, TV Presenter, *LBCI*.
- **Fadi Chedid Hanna** - graduated with a B.E. degree in Civil Engineering in 2001 (FE). He currently owns the largest Geotechnical Engineering Company in Lebanon. Fadi has earned a solid spot in the field of engineering in Lebanon. His company is widely sought after in the public and private construction sector. *“His professionalism is almost a life,”* said Ghassan Bou Chehade, one of his Assistants, and a graduate of NDU.

- **Award Presenter:** Mr. Abdo Daccache, General Manager of French Quali-Consult, and CEO of Flat Construction Company.
- **Wissam Suheil Matar** - graduated with a degree in Graphic Design (FAAD). He received a number of prestigious international awards for work done on Alfa, Bank Audi, Exotica, and Johnny Walker, Warde, and Byblos Bank. He moved from LEO Burnett to head the creative department as Creative Director at FP7. *“With his marvelous wit, sharp-smart ideas, and infectious humor, Wissam creates miracles in the creative department. Make no mistake, this guy is seriously creative,”* said Ramzi Haddad, Wissam’s former colleague.  
**Award Presenter:** His wife Nathalie Masri (NDU Graphic Design) was supposed to present him with the award; however, she was unable to do so due their son’s sudden illness. Ms. Tania Saleh, a close friend of the family, very willingly replaced her in presenting the award.
- **Betty Elias Hindi** – graduated with a B.A. and M.A. degrees in International Affairs and Diplomacy (FPSPAD). After a flourishing career in different industries, even working at NDU, Betty founded the “World House of Lebanon” in 2009, which is an NGO that encourages non-resident Lebanese to participate in Lebanon’s political, economic, and cultural life, particularly in the upcoming parliamentary elections. *“Betty has found her passion in life, contributing to a better world and a better mission,”* said Michele Fenianos, and graduate of NDU in International Affairs and Diplomacy, who worked with Betty, during the launch.  
**Award Presenter:** Mr. Nehmat Frem, CEO and General Manager INDEVCO, and Chairman of the Lebanese Industrial Association.
- **Jad Jean Kahwaji** – graduated with a B.B.A. degree in B.K.N. & F.N. and a M.B.A. in Management & Strategy. He currently heads the Roaming Unit at ALFA. Jad is the President of the Champville Basketball Club — the youngest president in the history of the Lebanese Basketball League and was able to lead the Champville team to victory in the 2012 National Games. *“His commitment and dedication to the team leave a lasting impression in the minds of the players,”* said Samer Naoum, a close friend of Jad and Basketball Senior Agent.  
**Award Presenter:** General Brigadier Jean Kahwaji, his Father, Commander-in-Chief of the Lebanese Army since 2008.



Alumni Awards Recipients

Ali Jaber

**Alumni Award Recipients 2012:**

**The Khabbaz Family**

1. **George Khabbaz** - the multi-talented Lebanese actor took home the “the “Alumni-By-Choice Award 2012.” Although he is not a graduate of NDU, he has been instrumental in a number of NDU activities such as the NDU Film Festival. His debut was in 1991, and since then he has written and starred in nine theatrical plays, 12 TV series, and five motion pictures. He has been the recipient of several national and international awards.  
**Award Presenter:** Mr. Suheil Matar, Vice-President for Cultural Affairs & Public Relations.
2. **Nicolas Khabba** - graduated with a B.A. in Radio/TV and M.A. in Media Studies and currently completing his dissertation on “*Lebanese Film and Cultural Identity*” – NDU Alumni In-house, as he was recently promoted

to Head of Audio Visual Arts at NDU. “*Surround yourself with people who are going to take you onwards and upwards.*” (Nicolas Khabbaz).

**Award Presenter:** Mr. Emile Chahine, NDU Professor and film critic.

3. **Laura Khabbaz** – graduated in graphic design, however, her debut as a promising and rising actress was in 2004. Since then, she starred in nine theatrical plays, and seven TV series. “*Success is not measured by the quantity of work you do but by the quality of what you discover at work.*” (Laura Khabbaz).

**Award Presenter:** Mr. Carlos Azar, Lebanese actor and performer.

## NDU ALUMNI AWARDS 2012: Dreaming Big...

**Simon ABOU JAOUDE**

The 5th Alumni Awards Ceremony: *"The NDU Alumni Awards 2012: Dreaming Big..."* opened in style on Friday, January 25, 2013, at 7:00 p.m., under the auspices of Fr. Walid Moussa, President, as Notre Dame University-Louaize (NDU) Alumni descended toward Issam Fares Hall (Main Campus).

Forget the Oscars! Forget the Cannes Film Festival! The Alumni Awards annual event possesses a unique glamour of its own, attracting different generations of NDU Alumni. "There are countless singular events held at NDU, and I have attended the majority; however, the Alumni Awards ceremony offers plenty of Oscar-like lure," said Elie Hasrouly, a graduate of NDU.

As the Alumni Awards aired on the big screen, NDU community members were given another opportunity to watch the award recipients chosen. The Alumni Awards ceremony serves to demonstrate the achievements of our graduates. NDU considers it imperative to acknowledge one of its most important stakeholders: its Alumni — those who have distinguished themselves through outstanding achievements and made significant contributions to the NDU community and to society.

"The NDU Alumni Awards event is one of the most prominent on our graduates' agenda," said Nicole Tohme, a former NDU Alumni Award recipient. This year, 10 NDU graduates received the "NDU Alumni Recognition Award." The program line-up included a creative showreel of 10 documentaries. It sounds lofty, but as these short documentaries prove, it takes only three minutes to highlight the achievements of an individual.

Smiles abounded when the audience was asked about this year's Guest of Honor, Mr. Ali Jaber, a Lebanese journalist, media consultant, and television personality, most popularly known for his role as a celebrity judge on the hit Arab TV talent show *Arabs Got Talent*. He is also the current General Director of MBC Group TV, having been appointed to this position in 2011. Jaber serves on the Board of Directors of two Non-governmental Organizations (NGOs), which are: Young Arab Leaders and The Initiative. He is also the current Dean and Assistant Professor of Communication and Information Studies at the Mohammad Bin Rashid School of Communications (MBRSC) at the American University in Dubai.

What can one say? Having Jaber as our guest was a privilege. He is both brilliant and skilled, and having him here



❖ Prof. Mohamad Sawan, Ecole Polytechnique, Montreal, Canada.

meant many good things," said Sally Moussa Hajjar, a media consultant and a graduate of NDU in International Affairs and Diplomacy.

NDU honored Jaber at the event with the "Distinguished Alumni Award 2012," in the presence of the University's top administration, faculty, staff, and NDU graduates. Past recipients of this award include Minister Ziad Baroud, General Jean Kahwaji, First Lady of the Lebanese Republic Mrs. Wafa'a Michel Sleiman, and media guru Mr. Joseph Ghos-soub.

Lebanese actor Georges Khabbaz may well have been the perfect opening-night award recipient for such an event, which takes great pride in honoring the multi-talented and personal vision of this performer. He was presented with the "Alumni-By-Choice Award 2012." This honor is awarded annually to a Lebanese personality, who is not a graduate of the University, but who has been instrumental in many programs and activities at NDU. "And he knows how to sing, too. He looked sharp during his well-rehearsed performance. Simon Abou Jaoude definitely did it his way," said Zeina Houry, (NDU' 05, BKN & FN) who flies in every year from Dubai to attend the NDU Alumni Awards event.

Wait! What are we talking about? The highlight of this year's Alumni Award was the Director of Alumni Affairs Office, the talented NDU graduate Paola Ibrahim who performed the Frank Sinatra classic *My Way*. "The audience kept cheering throughout the rendition, from the moment he stepped on stage until the last chorus," said Karla Sfeir, a close friend, a colleague, and an NDU graduate.

Success, leadership, achievement, great expectation, talent, service, and recognition are not new terms to NDU graduates. These terms simply lead the way for others to follow. The Alumni Awards 2012 event was organized under its unique and spectacular codes: The setting was sublime, the award recipients were inspirational, the guest of honor was brilliant, the documentaries were outstanding, the ad-hoc committee was lively, and the bloggers blogged in real-time. Until next year, we remain faithful to both our mission and NDU.



❖ Prof. Corrado Schenon, University of Genoa, Italy.



Dr. Mohamed el-Hadidy, CST Middle East General Manager.



❖ NDU's Silver Jubilee celebration.



❖ "Best Paper Award" winner from the American University of Beirut (AUB).



❖ "Best Paper Award" winner from the Silesian University of Technology, Poland.

brain activity, to recover sight to blind patients, and to assist physically challenged individuals in their movement.

The second keynote speaker, Prof. Corrado Schenon, Faculty of Engineering at the University of Genoa, Italy, presented current research in the area of environmental energy and techniques used to reduce noise pollution.

Finally, Dr. Mohamed el-Hadidy, General Manager of CST Middle East, a leading company in the area of simulation tools, presented the latest tools used for modeling and simulation radio wave propagation for wireless communications.

Based on reviewer recommendations and the comments of the session chair, the two papers that received the "Best Paper Awards" were:

***A Compact Quad-band Metamaterial-based Antenna for Wireless Applications***

Ferhad Kasem (American University of Beirut, Lebanon); Mohammed Al-Husseini (American University of Beirut, Lebanon); Ali Ramadan (American University of Beirut, Lebanon); Abdullah Haskou (American University of Beirut (AUB), Lebanon); Karim Youssef Kabalan (American University of Beirut, Lebanon); Ali el-Hajj (American University of Beirut, Lebanon)

***A Novel Approach to Eye Movement Analysis Using a High Speed Camera***

Krystian Radlak (Silesian University of Technology, Poland); Bogdan Smolka (Silesian University of Technology, Poland)

The IEEE Lebanon Section, the IEEE Computer Society, the IEEE Power/Circuits and Systems Society, the IEEE Antennas and Propagation Society technically co-sponsored the conference. Byblos Bank and Mideast Power Systems provided financial support.

The proceedings of the conference are available through the IEEE Online Digital Library: IEEEXplore

*For more information on the conference organizing committees and program, as well as a photo gallery, kindly visit [www.ndu.edu.lb/actea12](http://www.ndu.edu.lb/actea12).*

## The ACTEA 2012 International Conference

**Dr. Elias M. NASSAR**

Following the success of the Advances in Computational Tools for Engineering Applications (ACTEA) Conference in 2009, the Faculty of Engineering at Notre Dame University-Louaize (NDU) organized the Second International Conference on the ACTEA in 2012. The IEEE Region 8, which covers Europe, the Middle East, and Africa technically co-sponsored the conference. The aim of the ACTEA 2012 was to advance the state of knowledge in engineering computational tools by bringing together researchers and industry, and to provide a common platform for researchers and engineers involved in computational tools to share research results and pioneering views about recent trends and developments.

The well-attended conference was held from December 12-15, 2012, at the NDU Main Campus. From among the 130 submitted abstracts, 71 papers in the technical program were selected and presented in 18 parallel technical sessions. Three distinguished keynote speakers delivered presentations on the latest developments in computational tools, covering the various areas of engineering research. Conference participants represented 20 different countries and more than 50 universities and research centers worldwide. In total, 120 participants registered for the conference with many attendees arriving from abroad.

The opening ceremony included speeches delivered by Dr. Elias Nassar, General Chair, Fr. Walid Moussa, President, and Dr. Sobhi Abou Chahine, representing His Excellency the Minister of Education and Higher Education Prof. Hassan Diab.

An excellent social program provided attendees with a unique opportunity to visit some of Lebanon's most outstanding natural and historical sites, including the Jeita Grotto, the city of Byblos, Our Lady of Lebanon (Lebanon's Marian shrine and pilgrimage site), and Downtown Beirut. The conference dinner took place on December, 13. During the dinner, the conference organizing committee and attendees held a cake-cutting ceremony to celebrate NDU's Silver Jubilee.

The first keynote speaker was Prof. Mohamad Sawan, Canada Research Chair in Smart Medical Devices at the Ecole Polytechnique, Montreal. He addressed the latest research developments in medical devices that can be used to study



❖ Dr. Sobhi Abou Chahine, Advisor to the Minister of Education and Higher Education



❖ Conference Opening Ceremony.



❖ Dr. Abdallah Kassem, Chair of the Technical Program Committee.



❖ Prof. Mohamad Sawan, Ecole Polytechnique, Montreal, Canada.

of Energy and Water (MEW), and allowing civil society to participate in the implementation and supervision of such a plan.

- 7- Putting into effect a National Information Center within the MEW. This center would serve as a foundation for sustainable development, which all parties concerned seek, as well as to fill the information gap, and improve access to information in accordance with the recommendations of U.N. Agenda 21.
- 8 Launching awareness campaigns and organizing seminars and workshops aimed at educating citizens in general and students in particular about the environment and health related issues.
- 9- Adopting a decentralized system to find environmental solutions that facilitate the surveying of Lebanese regions (coastline, mountains, rural areas, etc.).
- 10- Establishing a nationwide communication network that links the various environmental associations and recommending the establishment of an Environmental Center at NDU.
- 11- Reactivating the proceedings of Rio 20+ in order to build an inclusive green economy in the context of sustainable development.
- 12- Encouraging initiatives aimed at developing rural areas to prevent inhabitants from leaving their towns and villages.
- 13- Supporting the creation of a Higher Council for Natural Reserves; thereby, empowering Reserve Administration Bodies to efficiently and continually develop their centers.
- 14- Creating bodies specialized in fighting environmental crimes, which will be liable to prosecution.
- 15- Conducting in situ and in vitro research to treat diseases that could affect forests.

- 16- Ensuring that younger generations protect the environment and invest in its resources by preserving its beauty and traditional character.
- 17- Launching a campaign for sustainable renewable energy and alternative energy policies in order to reduce green gas emissions, which are harmful to the environment, in addition to supporting the creation of an anaerobic digestion solid waste treatment plant, and the use of geothermal energy.
- 18- Introducing new environmental courses in the university curricula.
- 19- Optimizing the role of the media in spreading awareness and educating citizens on how to respect and preserve the environment.

Following the conference, the Minister of Environment and representatives of the NDU Administration jointly signed a Memorandum of Understanding (MOU), which includes all the recommendations cited herein in order to encourage cooperation between the public and private sectors.



## WEERC Conference

### Bridging with Civil Society for a Better Environment

Translated from Arabic by: **Christine RAYESS ATALLAH**

The Water, Energy and Environment Research Center (WEERC) at Notre Dame University-Louaize (NDU) held a conference on Monday, January 14, 2013, at Abu Khater Hall (Main Campus), under the title of *"Bridging with Civil Society for a Better Environment."*

The conference was held under the patronage and in the presence of H.E. Mr. Nazem el-Khoury, Lebanese Minister of Environment, Dr. George Tohmé, Director of the Board of the National Council for Scientific Research, and Fr. Walid Moussa, President of NDU,

The conference hosted approximately 30 civic, scientific, humanitarian, and political associations as well as more than 50 experts in sustainable development, representing international organizations. These experts included former Minister Dr. Adel Kortas, representing the Food and Agriculture Organization (FAO), and Ms. Reem Nejdawi, representing the United Nations Economic and Social Commission for Western Asia (ESCWA).

Through a targeted initiative taken by the Minister of Environment (MOE), the Forum Francophone des Affaires (Francophone Business Forum), and Mediterranean Network of Basin Organizations (MENBO), the conference aimed at restarting talks in order to launch the Sustainable Development Atlas for Lebanon.

Six sessions were held, covering various topics, and were rich in discussion and brimming with innovative ideas. The

experts who partook in the conference put forward the following recommendations:

- 1- Inviting all public and private institutions, including civil society organizations, to coordinate with the MOE and draft a comprehensive environmental strategy.
- 2- Activating the work of the Higher Council for Environment, ensuring that all ministries concerned are represented, and appointing the MEO as general secretariat.
- 3- Establishing a Union for Lebanese Environmental Associations in order to facilitate communication among the various associations and to coordinate with the public sector.
- 4- Presenting a recommendation to the Lebanese government, requesting that a protocol be passed, which stipulates the mandatory exchange of information among the various official administrations, public institutions, and associations on issues relating to:
  - a- Making available all data released by the different administrations and institutions; and
  - b- Making available all water-related studies conducted by these entities, including making available all relevant documents.
- 5- Promulgating legislation, which permits citizens to participate in water management institutions and grants citizens access to work progress in water basins.
- 6- Establishing a Higher Council for Water aimed at putting into effect the National Plan devised by the Ministry



as Valedictorian of the College of Engineering, in Spring 2010. In 2009, he founded the Student District Operating Board (SDOB) of the American Society of Mechanical Engineers (ASME) for the Middle East- Africa Region. Haddad also served as the ASME Chair of District J. and the first Middle East-North American Student Professional Development Conference. The remarkable success of this conference led to his election as President of the ASME SDOB worldwide. After receiving the J. B. Dicks Fellowship in Fall 2010, Haddad joined Dr. Majdalani's group at the University of Tennessee. In the scope of 16 months, he completed a major research project and published two journal and four conference papers. Schlumberger recruited him in 2012 as part of its Tech and Field program.

In conjunction with the best paper award in astronautics, the AIAA Foundation bestows the Abe M. Zarem Educator Award in order to recognize faculty members who display a remarkable degree of effectiveness in their mentorship and guidance efforts toward advising graduate students. This year's award went to Prof. J. Majdalani, Haddad's supervisor as well as the H. H. Arnold Chair of Excellence at the University of Tennessee. In the past three years, Dr. Majdalani has advised five graduate students who became recipients of six best paper awards.

Four of the award winners are former graduates of NDU, and Dr. Michel Hayek, Dean and former Department Chairperson of Mechanical Engineering, supervised all four. The winning papers originating from NDU students include:

1. Haddad, Charles T. and Majdalani, Joseph, "*On the Sidewall Boundary Layer of Transverse Waves in Simulated Liquid Rocket Engines*," 63rd AIAA Southeastern Regional Student Conference, Paper Awarded SECOND PLACE in the MASTERS Division, Cape Canaveral, FL, April 2-3, 2012. (Winner of the Abe M Zarem Award for Distinguished Achievement in Astronautics.)
2. Akiki, Georges and Majdalani, Joseph, "*New Framework for Modeling the Bidirectional Vortex Engine with Arbitrary Injection*," 62<sup>nd</sup> AIAA Southeastern Regional Student Conference, Paper Awarded FIRST PLACE in the MASTERS Division, Tuscaloosa, AL, April 4-5, 2011.
3. Zgheib, Nadim and Majdalani, Joseph, "*Asymptotic Solutions for Longitudinal Waves in Solid Rocket Motors*," 61<sup>st</sup> AIAA Southeastern Regional Student Conference, Paper Awarded SECOND PLACE in the MASTERS Division, Destin, FL, April 8-9, 2010.
4. Akiki, Michel and Majdalani, Joseph, "*Compressible Integral Formulation of the Two-Dimensional Porous Channel Flow*," 61<sup>st</sup> AIAA Southeastern Regional Student Conference, Paper Awarded THIRD PLACE in the MASTERS Division, Destin, FL, April 8-9, 2010.

In addition to these awards, Michel Akiki received the Lloyd Crawford Fellowship, the "Outstanding Graduate Research Assistant of the Year Award," the "Resident Assistant Service Award," and the "President of Student Government Association Service Award;" both Haddad and Georges Akiki have received the J. B. Dicks Fellowships.

## NDU Graduate Honored at the University of Tennessee

**Joseph MAJDALANI**, University of Tennessee, Tullahoma, TN 37388-9700, USA  
**Michel HAYEK**, Notre Dame University-Louaize (NDU), Zouk-Mosbeh, Lebanon

Charles T. Haddad, a graduate of Notre Dame University-Louaize (NDU), was honored at the 51st Aerospace Sciences Meeting, which was held from January 7-10, 2013, in Grapevine, Texas, U.S.A. Haddad received the "Abe M. Zarem Award for Distinguished Achievement in Astronautics." Paul D. Nielson, former President of the American Institute of Aeronautics and Astronautics (AIAA), presented Haddad with the Zarem Medallion at the general banquet ceremony, which took place on Tuesday, January 8, 2013. With over 2,300 participants, the ASM'13 remains the most heavily attended conference of the AIAA.

The Zarem Award in the field of astronautics is selected from the collection of graduate student papers originating from seven AIAA Regions. These include the Northeast, Southeast, Central, Southcentral, Midwest, Western, and International Regions. In order to qualify, Haddad had to first compete and rank in the Masters Division of the 63rd AIAA Southeastern Regional Student Conference, which took place at Cape Canaveral, FL, April 2-3, 2012. Stephen J. Brock, Student Programs Manager, said, "The judges found your paper 'On the Sidewall Boundary Layer of Transverse Waves in Simulated Liquid Rocket Engines' to be of outstanding quality." Comments made by the five judges who reviewed this paper echoed similar sentiments, regarding the originality of this work and its scholarly value. The paper in question has since undergone an independent review process, which led to its acceptance for publication "as is" in the flagship journal of the AIAA.

Dr. Joseph Majdalani, Professor and Arnold Chair of Excellence in Advanced Propulsion at the University of Tennessee, co-authored Haddad's award-winning paper. Their work introduces a groundbreaking framework for modeling transverse waves in liquid rocket engines. When combined with the preceding publications of Haddad and Majdalani, the newly devised corrections give rise to a more complete model for describing oscillatory motions in cylindrically-shaped rocket chambers. It may also be viewed as an important step-forward in understanding acoustic instability, a phenomenon that has repeatedly plagued large combustors. The work pursued by Haddad was partly funded by the National Science Foundation and is part of his M.S. thesis in Aerospace Engineering at the University of Tennessee.

Haddad completed his M.S. degree in Aerospace Engineering in December, 2011, with a 4.0 GPA. He also holds a B.E. degree in Mechanical Engineering from NDU, Lebanon, where he graduated with the Highest Distinction,



From left: Paul D. Nielson, former AIAA President, presenting Charles T. Haddad, an NDU graduate, with the "Abe M. Zarem Award for Distinguished Achievement in Astronautics."

Photo Credits: **Mark A. Nelson** (January 8, 2013, Grapevine, Texas, U.S.A.).

## Academic and Student Activities

### NDU at ACCU

*Courtesy of the Office of Sponsored Research and Development*

In what has become an annual tradition, Notre Dame University-Louaize (NDU) attended the Annual Meeting of the Association of Catholic Colleges and Universities (ACCU) 2013 in Washington, D.C., U.S.A., from February 2-4. Fr. Walid Moussa, President, and Dr. Assad Eid, Vice-President for Sponsored Research and Development (VPSRD), represented NDU.

This year's meeting witnessed the largest gathering of the Catholic higher education community in North America, attracting members from Latin America, Africa, Australia, Europe, and the Middle East.

The meeting was held under the title of *"Finding Our Place in the New Global Commons."*

During the three-day gathering, participants explored strategies, methods, and techniques by which Catholic higher education may confront the new global realities. They contributed on the following topics:

- Engaging Partners for Globalizing Campus;
- Attracting International Students: Best Practices for Recruitment, Admission, and Integration;

- Forming Students to Lead in the New Global Commons (a Catholic Worldview);
- Forming International Partnerships;
- Engaging Faculty in Advancing Global Catholic Mission Initiatives; and
- Finding Wisdom Amid the Global Chatter (Borderless Communication).

NDU's attendance served to underscore the University's Commitment to strong ties with Catholic colleges and universities worldwide. It also provided opportunities to continue building NDU's international Campus through founding new partnerships with the ACCU members.

On Feb. 4, Dr. Eid flew to Montreal, Canada, to hold a series of meetings with Fr. Fadi Helwanji, Mr. Fadi Ziadeh, Lebanon Council General, and Friends of NDU. Possibilities of cooperation between NDU and the Lebanese-Canadian community were discussed, and an action plan was drafted. As a follow-up, Dr. Eid will be visiting Montreal and Ottawa in June, 2013, to meet Friends of NDU and to participate in the Lebanese Festival, which will be held in Montreal in mid-June, 2013.



❖ The ACCU Conference

process. A sub-committee was formed for each of the 11 Standards in order to discuss and write the part related to each Standard, including the Description, Appraisal, and Projection. On February 25, 2013, the final draft of the Self-study was sent to members of the visiting team who visited NDU from April 14-17, 2013. Parallel to the Self-study, essential documents were prepared in order to include the comprehensive literature of the University as it functions at present. Examples of such documents are: the Mission Statements of Faculties and Departments; the Learning Outcomes for each course and degree program; the *University Fact Book*; Publications by faculty members (Departments and Faculties); the electronic results of the students' feedback on courses offered; the results of the students feedback on the advisors effectiveness; etc.

**Next Phase**

Once NDU receives the candidacy for accreditation — hopefully sometime during summer 2013 — the last phase will be to work on a Strategic Plan for the next five years.

This plan should be worked out in five to six months (hopefully before the end of 2013) before it is ready for review and evaluation. It is possible to complete the implementation of the strategic plan within a couple of years. Once this is completed, we hope that NDU will obtain NEASC accreditation.

It is only then that the question raised 16 years ago in the garden in Freike will be answered, and it is only then that NDU will officially appear on the international map of higher education. I hope that I have been able to lend a helping hand in making this dream come true, and I look forward to the day when NDU is declared "accredited." In all earnest, I look forward to hearing this fantastic news soon.

I genuinely thank the efforts of Fr. Moussa who reactivated this titanic project; members of the Executive Accreditation Committee (Chaired by Dr. Kamal Abouchedid); Vice Presidents and Deans; all faculty members, specifically those who worked in sub-committees; and students and staff members who devoted countless hours of their time in the pursuit of a dream.

## NEASC Team Visit to NDU

The Commission on Institutions of Higher Education (CIHE) of the New England Association of Schools and Colleges (NEASC) team visited Notre Dame University-Louaize (NDU) from April 14-17, 2013, as part of its accreditation decision-making process.

Rev. Fr. Dennis Holtchneider, President of DePaul University, Chicago, Illinois, U.S.A., chaired the team. The team comprised the following members:

- Ms. Rebecca H. Brodigan, Vice-President for Institutional Planning and Assessment at Bowdoin College, Main, U.S.A.;
- Mr. Neil G. Buckley, former Executive Vice-President at Emmanuel College, Boston, U.S.A.;

- Dr. J. Joseph Burns, Associate Vice Provost, Boston College, U.S.A.;
- Dr. David A. Fedo, former Executive Director for International Education, Leadership and Innovation, Singapore;
- Mr. Robert E. Fitzpatrick, Professor and Emerging Technologies Librarian at Plymouth State University, U.S.A.;
- Dr. Jill N. Reich, Professor of Psychology at Bates College, Main, U.S.A.; and
- Dr. Elizabeth H. Tobin, Vice-President for Academic Affairs at Illinois College, Jacksonville, Illinois, U.S.A.

The intricate three-day itinerary consisted of visits to all three NDU campuses, as well as a series of scheduled meetings with University administrators, faculty, staff, and student representatives.

❖ Group portrait: Visiting NEASC team members with key members of staff at NDU.



## Accreditation News



# The NDU Accreditation Story

Dr. Ameen A. RIHANI

On a midsummer afternoon in 1997, two monks and a layman were sitting in a home garden in Freike, discussing their concerns about Notre Dame University-Louaize (NDU), its short history, its present status, and its future aspirations. The three people were: Bishop (Fr. at the time) Francois Eid, President of the University, Fr. Pierre Ghus-soub, Vice-President for Finance and Administration, and me.

Our discussion covered several topics, including our understanding of the liberal arts, the American standards of higher education, and the effect of such a system in serving the intellectual development of the new generations in Lebanon and the Middle East. We considered all these factors in the context of a mission that combines spiritual values with the principles of effective reasoning, modern science, profound faith, and successful scholarship.

When our discussion ended, the two monks rose to take their leave. At that point, I asked an abrupt question, "Is NDU accredited?"

Bishop (Fr.) Francois Eid answered almost immediately. He said, "That is one of the reasons we want you to join us at NDU."

His answer became an indirect guide and a direct inspiration for my work at NDU.

### Short History

During the tenure of President F. Eid, I immersed myself in work, preparing the basic educational needs for the future such as expanding the very small Library; upgrading the minimally equipped Engineering and Science Labs; and modernizing the existing and obsolete Computer services. In addition, the infrastructure needed to be regularly developed, renovated, and updated. Our desire for accreditation triggered our concern to discuss our eligibility as a University, and to ask whether we were indeed ready to embark on a project of such magnitude.

When Abbot (Fr.) Boutros Tarabay took office, he showed great enthusiasm for the accreditation project, and he was convinced that this endeavor would eventually succeed. He was also convinced that NDU had to perform certain exercises in order to gain official recognition from one of the accreditation bodies in the U.S.A.

Academically, it was the right time to start reviewing the following academic concerns: the programs, specifically the GER, the credit hours per program, the pre-requisites, the average number of Ph. D. holders listed as full-time faculty members, and the overall curriculum. This is where

Prof. George Eid, the new Vice-President for Academic Affairs at the time, played a major role.

### Embarking on Research

Research at the University, until that time, was still in dire need of development. In my capacity as VPSRD, I worked to establish research centers in areas that could better serve the needs of our growing community and attract the interest of our scholars. The newly established centers were: the Center for Applied Research in Education (CARE); the Lebanese Emigration Research Center (LERC); the Digitization and Preservation Center (DPC); the Water, Energy and Environment Research Center (WEERC); the Lebanese Center for Societal Research (LCSR); and the Marian Studies Center (MSC).

We started from scratch in the belief that these centers would in time build their own record of research and publications. Now, each one of these centers has built a short but significant young history of scholarly work, including research projects, conference proceedings, books, and other publications. Thanks to Prof. Assad Eid, the current VPSRD, all these centers today enjoy policies that serve to organize and regulate their work.

### Launching the accreditation Exercises

As soon as Fr. Walid Moussa became the President of NDU, he prioritized the accreditation project. The choice of the New England Association of Schools and Colleges (NEASC) was based on two reasons, which are:

- (1) The NEASC has a rich history of accrediting leading universities that implement the American standards of higher education such as Harvard, MIT, Yale, Boston College etc.
- (2) The NEASC demonstrates a keen interest in working with universities in the Middle East, adopting the American module and standards.

The first visit of the Commission on Institutions of Higher Education (CIHE) to NDU took place from June 14-19, 2010. Fr. Moussa chaired the Accreditation Steering Committee (ASC), and Dr. Kamal Abou Chedid, Assistant VP/AA, chaired the Executive Accreditation Committee (EAC). The work was launched in a well-organized and scheduled plan of action. On March 2, 2012, NDU was declared eligible for accreditation as a result of the submitted Eligibility Report.

The next phase was working on the Self-study, which is the most adamant and peculiar part of the accreditation

## Toward Institutional Accreditation



On April 14, 2013, members of the New England Association of Schools and Colleges (NEASC) visited Notre Dame University - Louaize (NDU) for the second time. Without a doubt, the NEASC candidacy visit has set a new benchmark in the process toward enhancing the existing quality standard of education at NDU.

For more than 25 years, NDU's strength has derived from being a university of values that *fosters excellence in scholarship, lifelong learning, enlightened citizenship, human solidarity, moral integrity, and belief in God.*

Thus far, we have avoided dependence on others to recognize our efforts or to support our endeavors. Instead, we have relied heavily on ourselves to fulfill our Mission and to achieve our goals, plans, and policy initiatives.

Since its inception, NDU has had a history of opening its doors to the world and of exchanging ideas with partner institutions, scholars, and associations from other countries. NDU has continued to thrive with ever-widening international links.

Today, NDU is called upon to answer a greater challenge. As outlined in its Strategic Plan, the University aims to identify creative solutions that provide for the needs of a diverse student population. NDU's vision and hope is to prepare students for global citizenship by creating global citizens who have the ability to transcend cultures and ultimately appreciate and understand global issues; citizens who can deal with the complexities of a future society, which is fluid and elusive. Such a challenge demands imagination, confidence, and commitment to quality education so that we can offer the best we have in a strategically coherent manner.

From this perspective, we welcomed the idea of accreditation, which has set standards for international quality education. Some of us were hesitant; others were enthusiastic and supportive. Yet, despite these differences in opinion, we all agreed in the end that this was the path to follow.

The decision has been made, and the journey has begun.

From this point onward, this endeavor is the concern of one and all at NDU. As President of NDU, I seek continuous support and active involvement in the process. The Self-study in which we engaged has provided a trajectory for improvement by offering us a truly unique opportunity to reflect collectively on the past and present, and to look to the road ahead.

Is this a challenge?

NDU prides itself on its distinguished record of accomplishment, and today the Self-study offers an exciting challenge to all who wish to be part of its academic community.

April 14 is but a stepping-stone in a longer process; and the best is yet to come.

May the Catholic spirit of love give us the strength and determination to sustain our Mission in today's world.

**Fr. Walid Moussa, O.M.M.**

President

Notre Dame University-Louaize

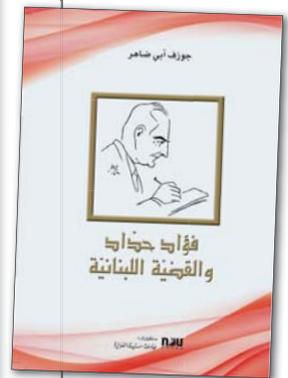


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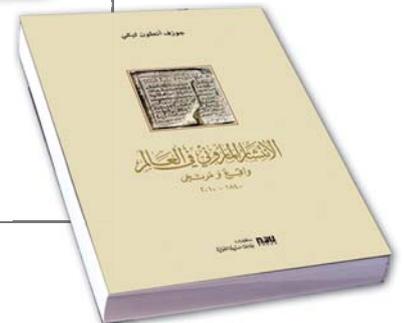


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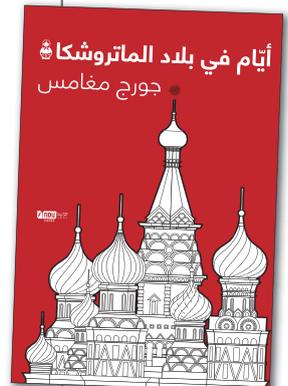


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# NDU SPIRIT

Lebanese trade unions recently fought back against the government with a new vigor by organizing mass demonstrations and by announcing an open-ended strike across the country. Public and private sector employees and teachers, comprising different social classes, opposing political factions, and religious communities of all faiths, took to the streets and made their voices heard in solidarity.

According to the sages, this vigor is likened to the dove carrying an olive branch in its beak, signifying that the Great Flood is receding ... and the mythological phoenix, obtaining new life by arising from the ashes of its predecessor.

It has been forty years or so since we witnessed anything approaching this scale on our streets. In the past, political leaders used various forms of coercion to silence those who dared speak out in defense of human rights, or dared to reject violence, or dared to point a finger at the root cause of the problem.

Today, the "Trade Union Spring" is back! But in reality? It is, however, utterly shocking that our political leaders are as pitiless and intransigent as ever and as lackadaisical and deplorable as ever in light of a nation and its people, plummeting toward cataclysm and bankruptcy.

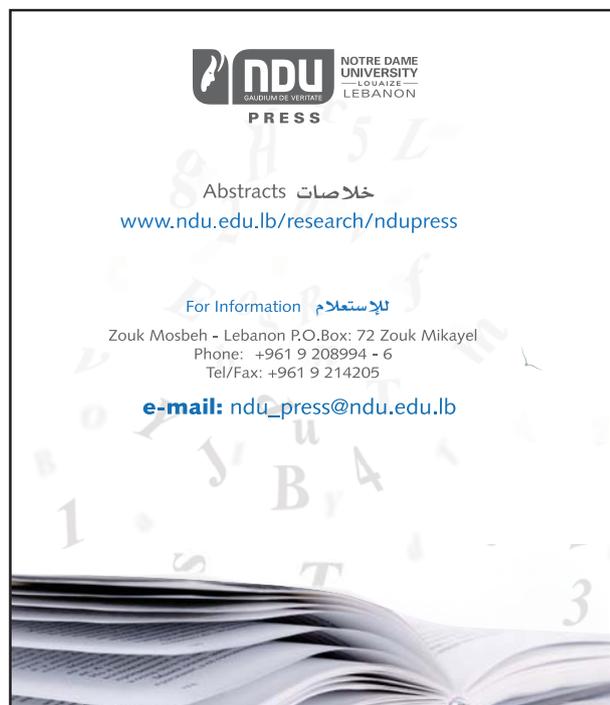
Do our leaders understand the consequences of their actions? History is brimming with fine examples of successful popular uprisings fueled by striking workers, peasants, and the oppressed, demanding better living conditions. These popular revolts across the ages have toppled dictatorships, feudalities, and even capitalist blocs from France and Russia to Latin America and around the world.

As for us, have we forgotten the Antelias Ammiyahs?<sup>(1)</sup> No, we have not. We remember it well in the wake of newly-emerging solidarities.

Yet, we are still waiting for another Lech Wałęsa<sup>(2)</sup>... (!?)

1- The Ammiyahs were peasant leaders who abandoned their former disputes and united in solidarity against the oppression of Emir Bachir II.

2- Lech Wałęsa (born September 29, 1943) is a charismatic Polish politician, trade union organizer, and human rights activist. He co-founded "Solidarity", the Soviet bloc's first independent trade union, won the Nobel Peace Prize in 1983, and served as President of Poland (1990-1995).



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