

SGA elections do not go as planned

ABDELHADI MEKOUAR



The elections for the Student Government Association took place in the restaurant on Thursday February 28, two days after the candidates gave their speeches in the lounge.

In their speeches, candidates raised varied issues. Chief among these were the quality of the food at the restaurant, the price increase of some rooms, and the effectiveness of the SGA itself. Most candidates promised better control of the food, tougher negotiation with the administration, and more communication by the SGA.

On the roster of candidates this semester was a notable gap—the lack of an SSE representative.

“There was not a single SSE candidature, even before checking out the requirements,” SGA Vice President Badr Bouarich said.

Because there were not enough candidates overall, a second round has been organized, and the SGA is currently accepting more candidates.

“There will be 3 places for the SHSS, 3 for the SSE, and one for a Master student,” Bouarich said.

After the elections, some students voiced concerns over some irregularities in the election process. First, certain candidates did not answer all the criteria. Bouarich acknowledged the problem.

“Academic criteria were checked by the Enrollment Services, and we have no right to check their student records. Activity criteria concern the Student Activities Office, and there was a clear lack of coordination between us, which we are working on,” Bouarich said.

The students elected from the first round were Abdellah Abouessaid, Adnane Loukane, Soukaina Mahfoud, Mohcine Zouhair for the SBA and Ghassan Essalehi for the SHSS.

Students that received enough votes but did not meet all the criteria can participate in the organization but are not official members until they meet the criteria.

The first actions of the association were to ensure CTM transportation for the break and negotiate the opening of more classes for this summer.

“It was nice to see students get active for the common good; but if the students elected don't do as promised, we'll lose confidence in the organization,” third year SBA student Mohammed Bousmaha said. “They have to get working as soon as possible. Nice speeches are not enough, I want to see results.”

Souiri at AUI: Crowd-pleaser returns Performance to packed audience



AUI's Student Activities Office organized a “chaâbi” night featuring Abderrahim Souiri and Orchestra Berrada on Wednesday 26th March. Souiri and Berrada sang to a full house as students came out to hear them perform in building 17's auditorium.

AUI's Longest-serving Employee

Mr. Hmad Madane is AUI's longest serving employee as he has been 17 years in the university. For many students, Hmad, known as 'Bba Hmad', is an example of the good employee who is helpful, friendly and modest.

“I never spoke to him, but he seems friendly and kind” second year BA student Said Lioustri said.

Bba Hmad is from Zaouiat Ait Sidi Abdesselem, a town about 10 kilometers from AUI. Everyday, Bba Hmad takes a “journey” to come to work and be on time. Even if it is 10 km away, Bba Hmad always walks from his house to AUI, and also walks back home in the afternoon—a total of at least 20 km a day! He arrives at AUI at 6 a.m. in order to start his job which lasts until 4:30 p.m., with a one and a half hour break for lunch. Bba Hmad brings his lunch with him in the morning, and every time eats it in a different place; on the grass, or under the roof of a building. Come rain or snow, Bba Hmad is always on time for work, showing commitment and respect for his service at the University. One can imagine how tired they can get when walking all that distance under such hard weather conditions to be on time for work.

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Inauguration Ceremony for the Center of IT Innovation for Human Development

 SALMA DOUIEB

On February 28th the inauguration of the Center of IT Innovation for Human Development (CITI) was held in Building 4. President Mr. Benmokhtar welcomed the guests and participants and led the inauguration ceremony that was attended by His Excellency the Ambassador of the Republic of South Korea, Mr. Yoo Jung-Hee, the Director of the Regional Academy of Education and Professional Training of Meknès-Tafilalet, Mr. Mohamed Aderdour. Also, a responsible from KOICA, the Wali of the region, and Ifrane Governor.

During the conference that followed the inauguration, the Ambassador of South Korea Republic highlighted the commitment of his country in supporting Morocco in its efforts to build a strong society based on human development values. The conference was about the expansion and growth of the

research center, in the important field of Software Development. CITI offers its services to Moroccan public schools so that they can encourage and support human development. One of CITI's current main projects is improvement of the Moroccan educational level in IT, Information, and Communication Technologies (ICT). The point in teaching these subjects is so students will be able to apply them in Mathematics, Physics, and Natural Sciences.

When the CITI lectures were done, AUI and the University of Sciences Dahr El Mehraz Sidi Mohammed Ben Abdellah in Fez signed an agreement, and vocational certificates were given to the groups' representatives who participated in the initiation of the use of TICs. The conference also included a trip to visit the multimedia room at Al Arz School in Ifrane.



Ernst & Young consultant explains his profession

 ABDELHADI MEKOUAR

Ernest & Young associate Chokry Maghnouj shared his insights on the role of consultants in the business world with around 70 HR and BA students. The presentation, arranged by Dr. Hammad Kassal of the SBA and the Human Resources Club, was held on 28 February in Building 7's auditorium. Maghnouj cited examples from Ernst & Young's role in the Rawaj program for the development of commerce in Morocco.

"A consulting company is not just about consulting. We also do auditing, legal advising and provide fiscal services, since we have a global approach to supporting firms in their development," Maghnouj said.

Ernst & Young Morocco is currently working for several companies that make the top of the Casablanca Stock Exchange, and it is also involved in several big projects. Among them are the Bouregreg valley and the TangerMed industrial area. The company also worked on the redesign of Barid Al-Maghrib and the Tobacco Office.

"One common view of consultants is that they will

become bosses for a period of time and that the management of the company has to listen," Maghnouj said. "This is not what it is about."

Maghnouj elaborated, saying that consulting is not about telling managers what to do, but about finding solutions that solve managers' problems and anticipating all kinds of risks.



"These solutions range from changing organizational design to conducting market studies," Maghnouj said.

Maghnouj insisted the main asset of Ernst & Young is expertise.

"Our market value is

zero," Maghnouj said, "the company is its associates and nothing more."

He explained that to ensure such expertise, a strong focus is made on human resources development. Recruiting and promotion are exclusively based on merit, and the concept of partnership replaces the one of employment. The organizational structure is flat and each

consultant must be his own boss.

"One man, one voice' is the core concept of Ernst & Young's HR strategy," said Maghnouj.

Maghnouj proceeded to explain the importance of the Rawaj program and

Ernst & Young's role in it. Rawaj aims at enhancing the Moroccan distribution and retail network to facilitate trade.

"It is not a matter of supermarkets versus grocery stores. There is room for both," Maghnouj said. "The real problem is that informal activities do not benefit the economy, and this can be solved without killing grocery stores, that are crucial for social stability."

He illustrated by saying that 70% of potatoes do not enter the stream of commerce via wholesale markets, and two thirds of beef does not come from slaughterhouses.

"This poses severe safety issues," Maghnouj said.

Students were interested and asked several questions that went to constitute the bulk of the presentation. "Strategic consulting is new in Morocco, and as such it was interesting to learn more about it. I was quite impressed by Ernst & Young's portfolio of projects and how varied it is," said Mohammed El Hassan, fourth year BA student. "I was very satisfied with the students' questions," said Dr. Kassal.

International Women's Day

 ISMAIL KHEJJOU

The Azrou Center for Local Community Services held its sixth annual "ATLAS TIOUTMIN'S DAY" on March 5. The event was at Al Akhawayn University, and coincided with International Women's day. Marking the importance and consideration given to women, the event brought a number of women from the Middle Atlas to AUI for a discussion on "Women and Training". Members from other Moroccan associations also attended the event, and the discussion was made more lively by their participation.

Among the issues raised in the day's discussion was the social and economic development of women during the past few years. In addition, a discussion of how participants could contribute to improving the living conditions of women focused on socioeducational elements.

Another significant point discussed was women's involvement in the development of community. Participants promoted active and representative participation, further enabling all community members to meaningfully influence the decisions that affect their lives.

Al Akhawayn – Upline Financial Center presentation

MOUNA EL MANSOURI

The Al Akhawayn – Upline Financial Center (School of Business Administration) in collaboration with Bank Al Maghrib organized a presentation on February 28. The conference, entitled "Determining Market Interest Rates", included a presentation by Mohamed Berouayel from the Monetary Operations and Exchange Office.

Berouayel addressed different issues related to market exchange rates and the way they are set. He also tackled the different types of monetary policy and the major concepts related to them.

Towards the end of the presentation, Berouayel focused more specifically on Morocco and showed that the major concerns behind determining interest rates were first to ensure growth, and then to control inflation, guarantee stability, and at last reduce the unemployment rate. According to Berouayel, these concerns vary

from country to country; the Federal Reserve Act targets a maximum level of employment as a main goal, while the European Union aims to maintain price stability (cf. article 105 of the Maastricht Treaty).

Attendance was high, demonstrating the interest that students have for such conferences and their important topics.

The Al Akhawayn – Upline Financial Center is the fruit of a convention signed, on December 6th, 2007, by AUI and the Upline Group. The objectives of the Center are promoting research applied to financial markets, creating a communication unit specialized in finance, setting academic programs in finance adapted to the needs of the market, in addition to enhancing job trainings related to market finance and financial analysis.

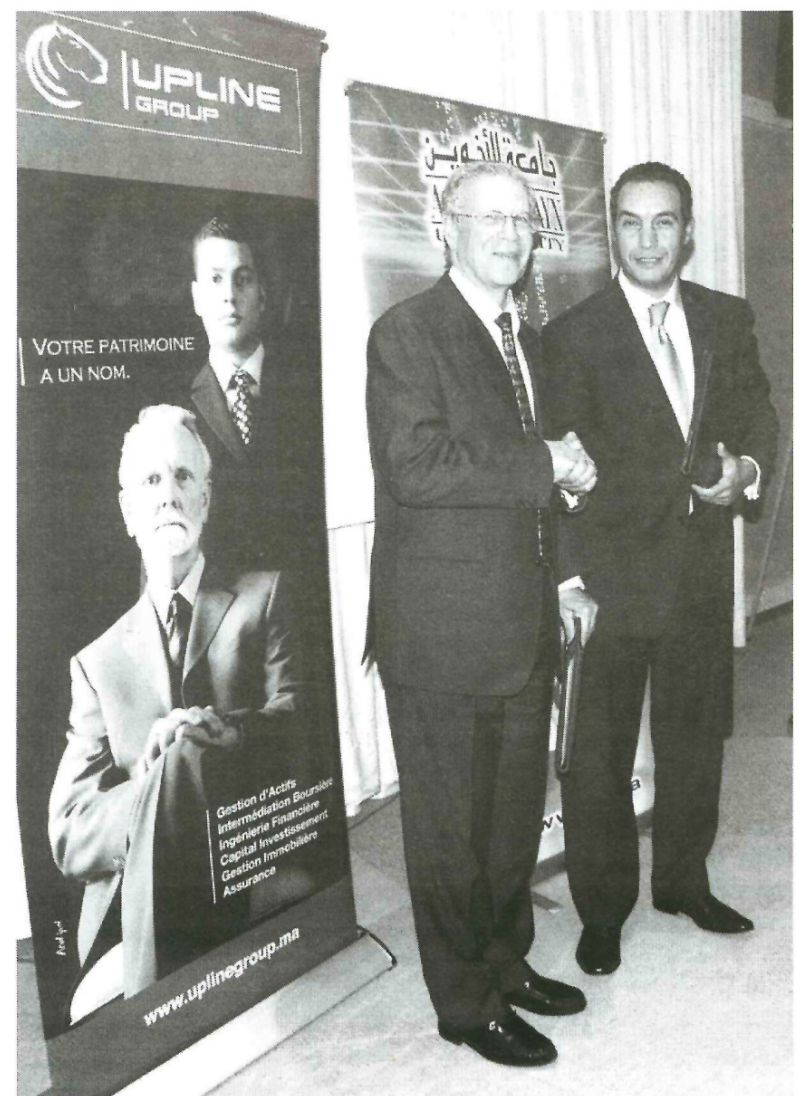
The presentation is the second one organized this semester and reflects the determina-

tion of the Center in promoting research and knowledge exchange, and the necessity of involving students in such a process by giving them access to trainings and conferences related to the finance domain.

"Other presentations will be organized in collaboration with Bank Al-Maghrib for the current semester," Dr. Samir Aguenau, assistant Professor of Finance and Industry Liaison Coordinator (in charge of the Incubator and the Al Akhawayn Upline Financial Center), said.

Another presentations took place on March 27th, and addressed "Managing and Hedging against Interest Risk." The presentation was done by Mr. Younes Issani from the Monetary Operations and Exchange Office.

The other scheduled presentations are respectively "Monetary Policy and Rates Structure", April 10th, "The Banking System in Morocco



(Opportunities and Challenges)", April 24th, "Alternative Products", May 8th, and finally

"The Structure and Independence of Bank Al Maghrib", scheduled for May 9th.

Talk on "Transnational Threats and International Relations"

ISMAL OUGNAOU

International studies professor Dr. Jack Kalpakian gave a talk about major global threats that jeopardize international relations across the world. The talk on 3 March in the Student Lounge, was entitled "Transnational Threats and International Relations". Kalpakian provided a major example of such a threat-diseases and more precisely contagious diseases that can be transmitted through animals.

The bird flu, thus, was the origin of Germany's defeat against the U.S and, therefore, the origin of an upheaval in international relations between the two countries.

Another contagious disease that has an enormous impact on international relations is HIV/AIDS. The first case of HIV/AIDS was discovered back in early 80s. The main origin of the disease was then Africa. It has been pointed out that HIV is transmitted from Chimpanzees to humans.

While countries seek cooperation to find remedies to such threats, some countries choose not to accept collaboration offers with

their foreign peers due to diplomatic conflicts. For instance, the United Arab Emirates refused to work together with Israeli physicians to find remedies for various devastating diseases. Another instance is Taiwan's refusal to participate in an important medical conference in China due to political conflicts.

The last example is one of the epidemic that touched Malaysia in 1990. The epidemic has now been eradicated with the massive help of Chinese physicians to whom the Malaysian government denies nationality. Without those doctors of Chinese origin, Malaysia would not have been capable of overcoming such an epidemic. Those doctors, however, are still denied national status by the Malaysian government.

Kalpakian's final thoughts on the matter were that a virus views a body not a nationality, a disease is everybody's enemy, a virus does not know politics, a doctor is a doctor before being a citizen, and that a doctor should not be eradicated-a virus should.

Tetanus campaign draws low participation

ABDELHADI MEKOUAR

The AUI Health Center launched an on-campus Tetanus campaign for the benefit of adult women on March 5.

The drive took place in the game room and the process went smoothly. Unfortunately, not many students participated. However, of those who participated and received the vaccine, most reported that they now felt more secure about their future health.

This campaign aimed at preventing the bacteria called Tetanus and protecting prospective mothers from attracting it or passing it to their newborn. The Tetanus vaccination is distributed for free by the Ministry of Health, and for the benefit of adult women, who are the most exposed to the bacteria when they are pregnant. When the umbilical cord is cut after the fetus is born, the toxin produced by the bacteria can be released and can spread through the nerves and muscles. It takes eight days for the bacteria to spread and the first symptoms such as headaches, fever, and difficulty chewing and swallowing appear. The Health Center is available for more information for those seeking the vaccination.

Staff Editorial

This month saw many major events and actions across campus.

One of the most notable was the Student Government Association elections held earlier this month.

Representatives from different schools were chosen to serve as a link between students and the administration.

However, the low number of students who stood for elections obliged the existing SGA board to organize a second round of elections.

Moreover, the voter turnout was low. Nothing can be changed and no progress made without the active contribution of students in the decision making process to assure that everyone's rights are respected and protected.

The new board needs to make all efforts necessary to regain the trust of students for the common good.

For this issue, we selected a wide variety of issues to report on. It is very important to note that auiBridge employs balanced reporting to provide the community with the most reliable information and most current news.

With this intent, the editorial team does its best to not promote unduly publicize any association, department or club within the university.

Lastly, also included in this issue is a column by an alumnus in which he travels back to his time at AUI and recalls memories- good and bad!

Enjoy reading!!



Letters to the Editor Academic Affairs

Dear editor:

I think that the pre-registration process has improved because of the online system that was implemented last year. However, I find that this process is still very long and time consuming since we have to run from the offices of our advisors to the enrollment services, etc. Also, the course rotation is very

challenging for students; all courses should be offered both in Fall and Spring sessions.

Kaoutar Kaddouri

Dear editor:

As a senior student in Communication Studies, I think

that the School of Humanities and Social Sciences should think of reducing the number of common courses and increasing the number of major courses. This will certainly enable students to feel that they are sufficiently specialized in their fields and therefore ready to enter the job market.

Sofia Hasnaoui

Letters to the Editor Policy

NEXT ISSUE'S TOPIC
Student Activities Office

Have something to say?
Get it off your chest!
Write us a letter!

The AUI Bridge wants to hear from you!

Contact:
bridge@au.ma

AUI BRIDGE welcomes letters to the editor. Letters should not exceed 200 words and must include writers name. Editors have the right to edit letters for length, grammar and spelling. Letters may be delivered to the newsroom in the Student Activities Office or emailed to bridge@au.ma. For more information, stop by the newsroom or contact the editor-in-chief.

Corrections

The mission of the Convivencia Club is to promote the understanding of the Islamic civilization and encourage dialogue between civilizations, not only to increase understanding between religions as stated in the previous issue of the AUI Bridge.

AUI Bridge would like to apologize for a technical problem that prevented the articles "The Amazing Rif Cultural Day" by Ghassan Essalehi, and "You know you're a college student when..." by Wissam Khaouid from being printed in their integrity.

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AUI Exchange Column

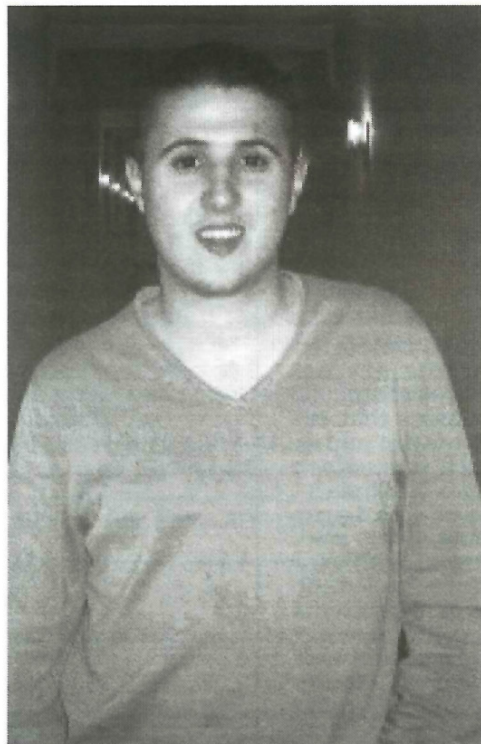
A look back

 OTHMANE BENLEMLIH

I will always remember a quote from Mr. Abdessamad Fatmi "Al Akhawayn is a stamp on your face that will last forever" I think that he is right, it is difficult for an AUI student to hide the AUI face. For me, even my blood has the AUI spirit in it. This place where I experienced friendship, love, fun, hard work, team spirit, tears, lies, professionalism, cohabitation, etc. Al Akhawayn forged my personality, and my future is tightly linked with my five years spent in Ifrane.

Concerning my professional life, I think it was at AUI that I made the choice to be a marketer. It was in Building 11 that I learnt of the 4 P's and so many key marketing strategies. I spent long nights with friends working on case studies and assignments in Building 4 or in the library, and taking breaks to go to the shop or the cafeteria. I think that the most important criterion in the business place is to be able to work in group and to find solutions to problems. I learnt to work under stress because I was one of those who prefer to let things until the last night or the last week to have some increase of adrenaline and this help in the professional life

On a social scope, I would say that AUI was where I discovered my best friends. I believe that at AUI, you have the opportunity to make an objective judgment on your friends because you live with them over a long period of time. Also, your friends have the chance to show you their friendship during the bad days and good. I will always remember the help of my friend (let's say my brother) Ilyas when my father died, when I was sick, or when I was stressed about a midterm or a final. Also, you should be aware that once you get out of the university, it is better to have friends from AUI community because you share the same point of views and you talk the same language which is a mixture of Arabic, French and English. It is for the same reason that I meet on a regular basis with my AUI friends to share ideas, to have fun and to extend the life of our friendship.



As a recent alumnus, I would advise new students to get into clubs and to participate in activities. When I was a student, I always participated in extra-curricular activities. There were clubs which had only a 4,000 Dh budget, but we gained tons of experience from them. Managing a club, making decisions under stress in a short period of time, and brainstorming ideas are some skills we learnt from participating. We had also the opportunity to get to know different people, cultures and professions. I would also advise students to take part in professional events that take part on campus such as professional and academic lectures, job fairs, and volunteer activities. Those opportunities will add to your experience and provide memories for life long.

I cannot conclude my short column without talking about fun. While spending 5 years of fun is not the best strategy, you should allocate some time to have fun and to make memories. I think that when we are students, we have more time to have fun. Everyone of us has our own way to have fun, but don't go too far. Celebrate the moment with friends because now is the time to do it.

Exchange Column

Halfway through...

 KATE WILLIAMSON

My anxiety-ridden plane flight landed without a hitch. The four-day process of orienting myself to the Al-Akhawayn University campus is now all but a blur, and the first week of classes seems like a distant memory. Meanwhile, the stress of midterms has long since passed and taken spring break along with it, regrettably. Now that I've hit the halfway mark in my time spent here at AUI, I'm looking back on these past two months in Ifrane, my newfound home-away-from-home. Here's what I see:

City versus country

I traveled from a college located right in the middle of the hustle and bustle of DC city streets; morning-class commutes alongside State Department officials in fancy suits, ambulances buzzing past and interrupting my sleep, streetlights that never cease to burn. For a semester abroad, I thought a change of scenery could be nice. AUI has provided me with just that—a beautiful, silent and serene refuge. After weekend travels to impressive imperial cities, I like nothing more than to reach the gates of this peaceful community, collapse into my bed, and sleep. Uninterrupted.

Sky view

As a gal from the East Coast, night skies, to me, are a purplish haze fading into a horizon of white city lights; on a clear night, I'd consider myself lucky to pinpoint Orion amidst the few stars still visible. But in Ifrane—holy cow!—there are, perhaps, the most clear-blue skies I have ever seen. Come nighttime, the moon is so bright and the stars so plentiful that there is really no need for street lamps on-campus. It's a phenomenon unknown to much of the Western world.

Food!

The food here is spoiling me rotten. There are the regional delicacies of tajine, malwi and Moroccan whiskey, of course; but on top of that, I've tasted the freshest of fruits and the flakiest of croissants throughout. Jus d'orange has no equal in the States,

and, if paired alongside buttered and honeyed harsha, equates to breakfast perfection. For AUI students, these are about as abundant as Starbucks joints and glazed doughnuts are in America; unfortunately, the U.S. version is just not the same. (Not to mention, Couscous Friday is now a living, breathing staple of my week. How will I adjust to Fridays sans couscous when I return stateside?)

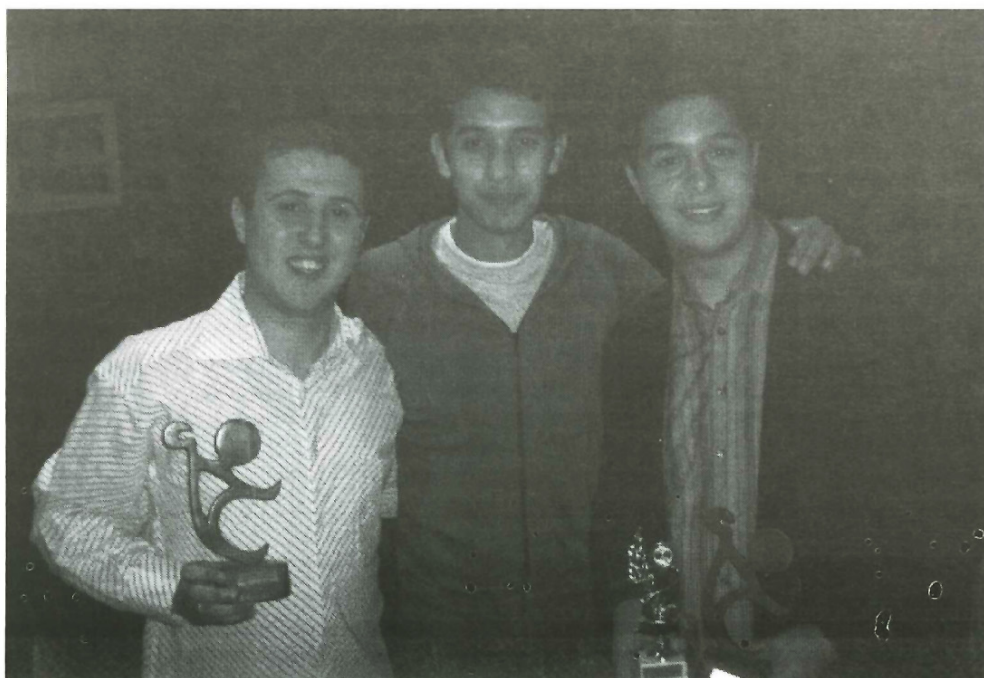
Classes and travels as one

From Islamic Art & Architecture to History and Culture of the Berbers, never have such a wide variety of course topics been addressed in the classroom only for me to walk outside and experience them first-hand. My classes at AUI have done well to

meld these studies and the day-to-day into one, thus bringing this vibrant country to life. Throughout my travels, what I've learned in my courses has made me increasingly aware of the physical monuments, political structures, and diverse peoples that comprise Morocco—the very things that initially drew me to Ifrane.

I came to improve my French speaking abilities in a francophone country that, in my opinion, seemed more exciting than France (an all-too-popular study-abroad location for

American students). I've been getting so much more in return. Living the traditions and customs of another, in my life at AUI and outside of it, provides me with the kind of awareness and the understanding that, in the future, will translate into a life filled with tolerance and acceptance. The university's exceptional combination of location, curriculum, and culture has fit perfectly into my educational ambitions and my personal desire to expose myself to non-Western tradition and perspective. But more than this, due to its charming character and its friendly and welcoming staff and student body, AUI has become my home.



Problem with Learning in the Context of Large Classes at AUI

A warning over class sizes is a serious issue that needs to be addressed in order to ensure that the learning process of AUI students is efficient and that knowledge is well delivered

GHASSAN ESSALEHI

Al Akhawayn University in Ifrane is an academic institution based on the American higher education model. This means that the class instruction is entirely in English and that the academic methods used are based on the US educational system and this is conducted in small sized classes, usually 17 students. At least, this is supposed to be the case.

Unfortunately, many students have noticed the growing size of classes at AUI. Many students say that this causes many problems.

"There should be no more than eighteen or twenty students in classes; however, I took courses in which I was among more than thirty students" first year BA student Yacine Tsouli said.

AUI has always encouraged students to think creatively and analyze subject matters in a critical way. Thanks to good professors and small sized classes, this could have been achieved. Obviously, the actual situation of many classes shows that it is not the case any longer. A student, member of administration, or an observer can see that many AUI classes have significantly grown in size. On one hand, this shows the increasing number of students that AUI attracts. On the other hand, more students need more classes which in turn creates the need for more professors and sections. In the "About

AUI" fast facts on the AUI website, it says that there is a small average class size for students to have "ample opportunity to question, respond, and interact with the professor and classmates." The average class size is listed as 17 students. However, this no longer seems to be the case in real life.

Class size is only one variable that stands out in the complex culture of academic and educational life. A research conducted by The School of Education in The City College of New York has proved that class size has an important impact on students' life.

"I find that there are too many students in some classes. This does not help me in working and concentrating," second year BA student Othmane El Moujahid said.

Students' motivation to learn, understanding of course material, and productivity can be dramatically improved in average class sizes that do not exceed twenty students.

Furthermore, a student's capability to interact with the instructor increases in small class size. In addition, students with low academic performance get an opportunity to improve. Consequently, studying in large classes has a negative impact on students' productivity as it clusters them. This happens because students are not provided with the opportunity to talk and discuss their opinions. This was

observed in research conducted by the Wisconsin Education Association Council (WEAC).

"In general, classes that exceed thirty students are important courses. Such courses are usually difficult to understand in large class sizes," third year IS student, Monia Fdail said. "As an SHSS student with very basic knowledge in scientific courses, I found real problems in understanding the lessons. This has actually made it harder for me because the classes were very large, and so I could not interact well."

Large class sizes can also have a negative impact on the instructor's ability to effectively communicate. Because a large class means having many students clustered in a limited space, an instructor can find it difficult to maintain order, provide good explanations and treat every student equally. As a matter of fact, a direct effect of large class size is to lower the morality of the instructor and increase their stress, as WEAC found in its research. Consequently, the learning process is slowed down and lessons tend not to be well explained, and so not as well understood by students.

In some cases where a course does not require interaction of students with the instructor, class size may be regarded as an unimportant component of education. Because there are some courses that are mainly



lecture-based, the number of students enrolled in such classes does not matter for everyone to listen and understand the lecture. In such cases, the number of students does not matter. In fact, there are many lectures which students can attend in large numbers in auditoriums because they only consist of listening and understanding what is being said. Moreover, a class that requires a lot of outside work and involves doing exercises and homework can also include as many students as possible. This is because students would be obliged, in either way, to do effort outside class and return the assigned work on a due date. As long as the student accomplishes these two duties, they would not actually worry about their class size. Generally, the quality of instruction seems to constitute a main worry for students in

such classes rather than class size because they worry about how the message is delivered instead of where they get it. Proponents of small class sizes say that an instructor who has efficient methods in delivering the course material can efficiently deal with large class size problems. For these instructors, focusing on the knowledge itself rather than the context where it is taught is what is important.

An efficient learning process depends on what is being taught, in part, and the optimal size of the class where this is being taught. AUI acknowledges the importance of providing students with small average class sizes to ensure a better quality of learning and understanding of course materials. Yet, many classes are clustered with students who find major problems in doing good work to succeed.

AUI's Longest-Serving Employee

Having worked 17 years for AUI, Bba Hmad remains AUI's longest serving employee who is known for his smile, kindness and serious work

GHASSAN ESSALEHI

(continued from page 1)

"To recognize his valuable contribution in AUI, Bba Hmad was rewarded as the best employee for the year of 2007 by the Human Resources club" Fourth year HR student and the vice-president of HR club Amine Lamsili said. "Bba Hmad deserved that prize and the fact that he got around 60% of the students' votes means a lot of things".

Bba Hmad and his wife have five children, all of whom live away from them. He spends the majority of the day working, and relaxes and enjoys some peace of mind whenever he gets free time.

"When I get home, usually around 6 p.m., I try to get some rest from a long and tiring day before spending time with

my wife," Bba Hmad said. "It is true that work takes a lot of my time, but I still have to enjoy a private life with the only person who shares the roof with me."

Bba Hmad is a hospitable person who always meets others with a cheerful smile and a kind invitation to visit his home.

Before working for AUI, Bba Hmad was an agricultural worker, which is the main profession in his region. When he heard of a project to set up a university in Ifrane, he met with the people in charge.

"One day, I heard of a project to build a university nearby my region, so I thought of trying my chance to get work," Bba Hmad said.

Fortunately, he got a job watching construction

tools at night. After construction at AUI started, Bba Hmad worked in many positions.

Bba Hmad is very attached to students at AUI. He perceives them as the "flowers" of a garden, without which a garden can never inspire people with its charm and beauty.

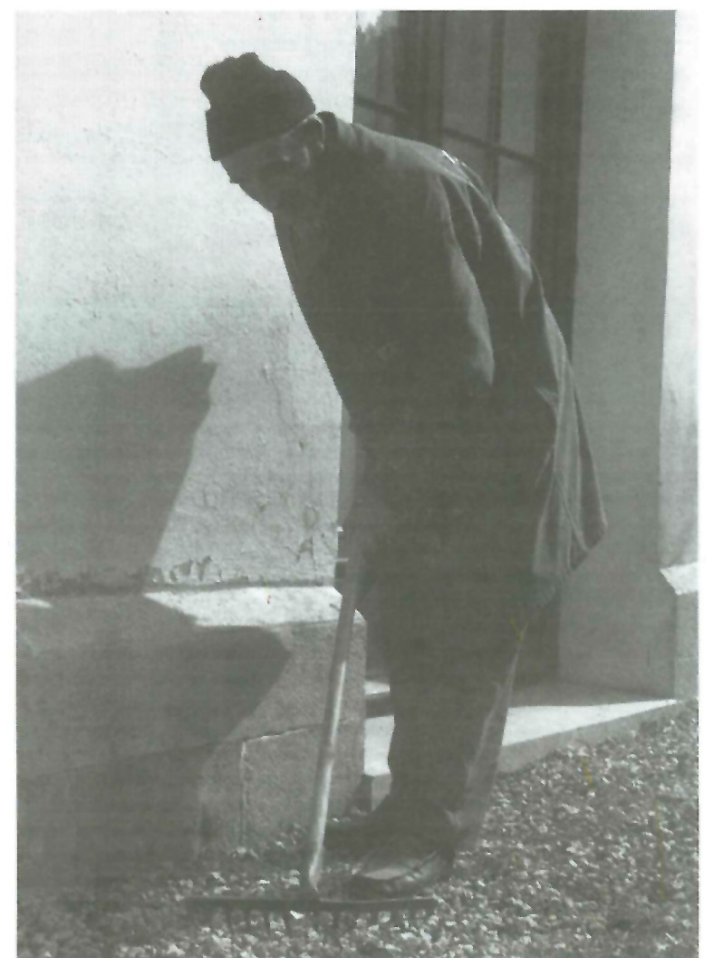
"Every students of AUI students' community is like a son or daughter for me," Bba Hmad said. "I enjoy my work here because I know it serves you to study well and build on your future."

Bba Hmad has always had a good relationship with administration members as well as students and faculty and staff, all of whom respect him. On their side, AUI students also like the hard work-

ing spirit that Bba Hmad has.

"I always see him working hard. I regard him as the hard worker who devotes himself for others" second year BA student Basma Lahmine said. "Bba Hmad works very well and is very pleasant; whenever I pass next to him, he greets me. I wish him all the happiness because he deserves it, and I speak in the name of every student as a recognition to Bba Hmad's work and contributions to AUI work life."

Thanks to his hard work, long years of experience at AUI and his cheerful and kind spirit, Bba Hmad will be always remembered by students, staff and administration members.



Sports at AUI: An issue that does not concern people...

YASSINE MAJDI

Sports are very present in the AUI environment. Al-Akhawayn students have the opportunity to participate in many athletic activities, including football, volleyball, and basketball. Even those that chose not to get involved with team sports have access to the work-out facilities, swimming pool and classes, such as yoga and Pilates, offered at the athletic center. And others that don't want get involved in physical activities can still

as representing AUI at international tournaments in Dubai or Paris.

"Once in a while we go one day to Meknes, to play in a tournament. But that's all," boys basketball player Alex Mantrach said.

The volleyball team is also limited in its travel.

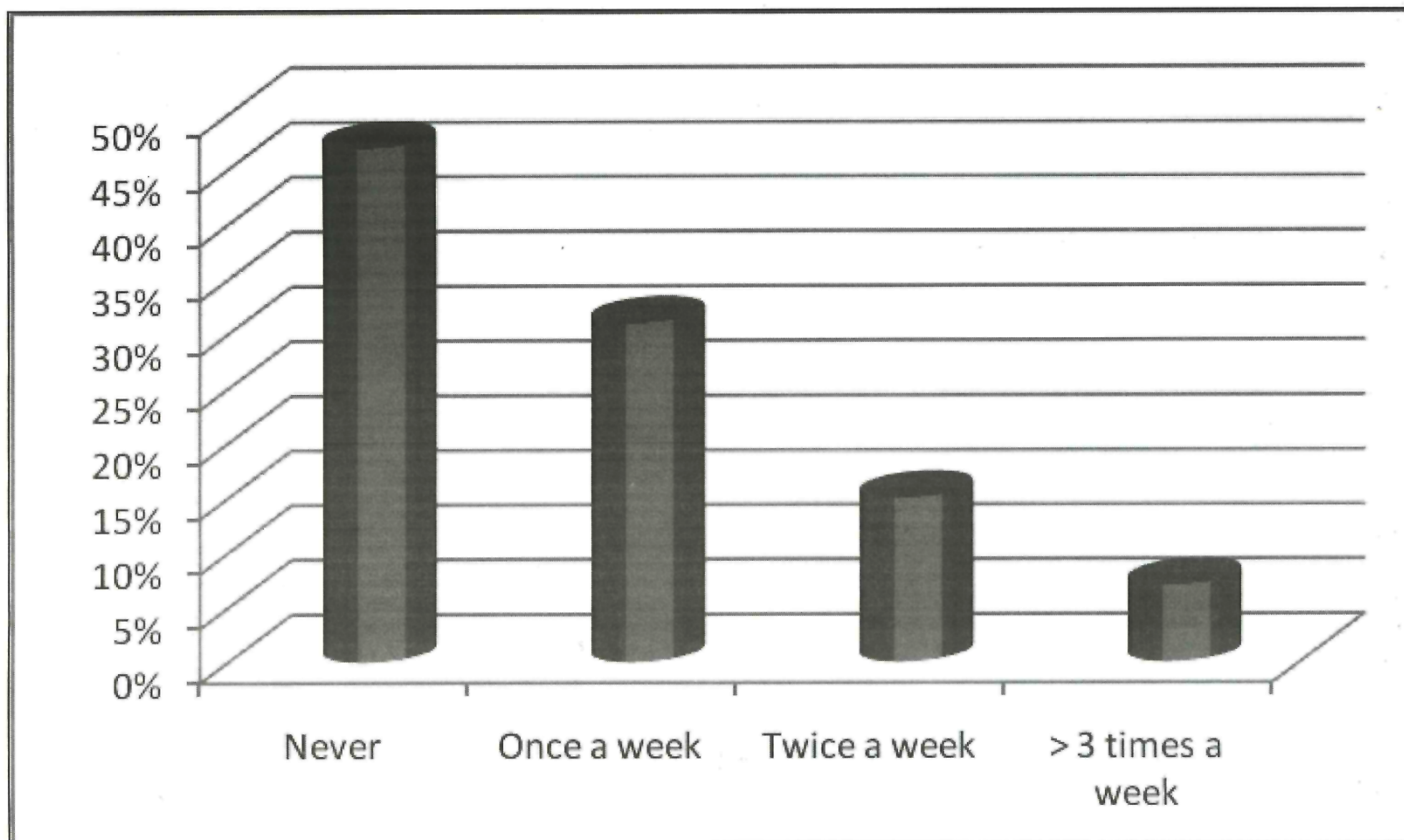
"The last tournament we participated in was last semester when we went to Meknes. The only time that we moved far from Ifrane was five

twice but after three or four times they just get bored and they never come back".

In a survey conducted to gauge the level of interest that AUI students in athletics, 47% of students declared that they do not practice any kind of physical activity.

"I have a lot of work and I prefer to spend the few free time that I have to relax" fourth year SBA Maryam Khelifi Hassani said.

in action, knowing that in the US some American football matches gather thousands of people together in order to encourage their teams? One major reason is the scheduling: most matches are scheduled during weekdays. Knowing that AUI has high standards for education, it is hard for people to set aside their studies and attend a match. A solution may be to copy the US model and schedule matches on the week-



attend games and matches of any of the AUI athletic teams.

"In reality, things do not happen like that. Sports are neglected by students and all we can notice is the absence of a cheering crowd" boys football player Abdelmalik Bekkari said.

So let's take a look at the relation between AUI students and athletics.

Are Al-Akhawayn students interested in joining any of the official AUI athletic teams? A majority of students would say yes, but only for the football team. So what makes the football team so popular?

"First, football is the favorite sport in Morocco," boys football team captain Mhamed Guessous said. "Compared to the other teams we have an advantage- once a year we go abroad for a university tournament."

So while other athletic teams have tournaments, it's not the same

semesters ago when we took part in a tournament that was organized in Oujda," boys volleyball team player Yassine Legrouri said. "Participating in famous tournaments as the football team does would be an opportunity for us to improve our level of game."

But it is not only about team sports, individuals also tend to not practice any kind of physical activities on campus. This can be witnessed at one place: the athletic center. In this sanctum dedicated to the health of the body, third year SSE student Mhamed Chahir Hathout is a well known figure as he regularly comes to practice weightlifting:

"Well, they are a few people coming here. I think we are a group of fifty people who come regularly. By regularly I mean at least twice a week," Hathout said. "But I've seen a lot of people coming here once or

The following table illustrates the level of interest of students about Sports

We can guess now, that AUI students are not into sports, but do they support their teams?

"Few people come to attend the matches and support us. For important matches we ask our friends to come and support us," boys football player Omar Soufi said. "But even when we ask our friends to come we reach no more than ten people during good days."

Players from other teams echo the same sentiment.

"In the important matches we ask our friends to come, as it would be depressing to play in an empty place, but no more than five supporters are there" boys volley ball player Youssef Drissi said.

In a university that follows the American system, how could students not come to see their athletes

end, a time when people tend to relax. What would be better than an athletic event, to fill in this empty time?

AUI does have great infrastructure concerning athletics. But the organization of the AUI teams may be unbalanced as some are more likely to attract players than others. Also, students do not see sports as a component of their everyday life, and they are not engaged enough to cheer for their teams.

"The solution may be to make sports more interesting by organizing special things around these events. A perfect example would be to better promote sport events which does not attract enough attention AUI students" first year BA student Yacine Tsouli said.

Eye Game: Hide and Seek

WISSAM KHAOUID

A lot of people wear sunglasses—or shades, if you want—for practical reasons: to avoid eyes heavy exposition to UV rays, to have comfortable vision despite the Sun's bright interference, to balance their indoor light level eye adaptation, etc. Many wear them for pure fashion—because their frame goes great with a certain outfit, or because Leo DeCaprio or Matt Damon wore the same style in that particular film.

Others are notorious for keeping their eyes behind dark eyewear. It cultivates an air of distinction and mystery around them. It's like a predatory ability. I don't know why, but the analogy of a sniper comes to my mind. With dark glasses on, you can see others without being seen. It is often considered impolite and even provocative to engage in a conversation with your eyes hidden. The fact of the matter is that in this situation, an essential building block of the social interaction not only has been taken off—it's taken off in the phone for example, and it's still fine—, but because it is available for one person only. It is like talking to somebody who's watching you on surveillance camera.

Along with that intimidating perspective, people who fear contact are huge fans of sun-

glasses, especially very dark ones. They wear them whenever they can. By doing so, they

stimulate admiration for succeeding in keeping their composure in uncomfortable settings.

A lot of guys wear specs to check girls out without having them knowing that. Some girls do that, too. Others don't want to show their embarrassment by being checked out. Here's the funny part: the majority still break eye-contact by submission even if they have their sunglasses on!

In the movies, characters who wish to seem secretive such as spies often appear in shades. Those are not used to hide. Instead, it is a cinematographic technique to make their secrecy stand out. Body guards appear in dark sunglasses to look menacing. Sunglasses make you stand out. Since many pairs are mad pricey, wearing those can point out the concept of conspicuous consumption, not to say showing off. Why not? It's anybody's right to identify with a movie star or to be proud of a newly bought, authentically designed pair of sunglasses. It should not, however, exclude the basic courtesies of human communication. So fellows, next time you talk to somebody from behind your dark shields, remember one thing: eye contact can make the difference!



You Got Style

Microsoft Surface

MOHAMMED AMINE MAISSOUR

The world of technology is nowadays at the peak of its expansion. Lately, companies like Apple have become major players in innovative competition as their items produced have been repeatedly known for their originality and uniqueness. This has continuously bothered Microsoft, which was focused more on the practical aspect of its products at the cost of innovation. But it seems that Microsoft found the miraculous recipe, a product that is very practical and incredibly innovative. The name of this jewel is Microsoft Surface, a Multi-Touch product which is a combination of software and hardware that allows a user or multiple users at the same time, to manipulate digital content by the use of natural hand motions or physical objects. More precisely, it is a desk that has a tactile surface and allows you to perform actions with numeric data using only your hand gestures, since it can recognize external objects whether digital or not.

Microsoft notes four main components in Surface's interface: direct interaction, multi-touch contact, a multi-user experience, and object recognition.

Direct interaction refers to the user's ability to simply reach out and touch the interface of an application in order to interact with it, without the need for a mouse or keyboard. Multi-touch contact is being able to have multiple contact

points with an interface, unlike with a mouse, where there is only one cursor. Multi-user is a benefit of multi-touch—several people can orient themselves on different sides of the surface to interact

with an application simultaneously. Object recognition refers to the device's capacity to sense the presence and orienta-

tion of tagged objects placed on top of it. The technology allows non-digital objects to be used as input devices. In one example, a normal paint brush was used to create digital painting in the software.



tion of tagged objects placed on top of it. The technology allows non-digital objects to be used as input devices. In one example, a normal paint brush was used to create digital painting in the software.

This is made possible by the fact that, in using cameras for input, the system does not rely on restrictive properties

required of conventional touchscreen or touchpad devices such as the capacitance, electrical resistance, or temperature of the tool used.

Surface will ship with basic applications, including photos, music, virtual concierge, and customizable games for the customers.

It seems that the future is no more far from us, since in 2002 a similar concept was used in a science fiction film, the well-known "Minority Report" and in 2005 this concept was used in another science fiction movie "The Island" after consultation with Microsoft during the making of the movie. This "Future" is expected to be available by next spring, the same time that Microsoft announced for the launch of its magic desk. The price is expected to be between \$5000 and \$10000, but as Microsoft says, the price may drop to make customer versions feasible in about 3 years. The first customers interested in this product are famous hotels and restaurants that have already developed partnerships with Microsoft to produce specialized customized applications, given the facility of services that it offers. You can view videos of the Surface on Youtube for a more concrete idea of its features.

"Computers are known to be desktops, but with Microsoft Surface the computer is the desk." (Bill Gates, modified).

Spotlight

Sleeper Cell, or 'Jihad Reviewed'

ZOUHAIR MAZOUZ

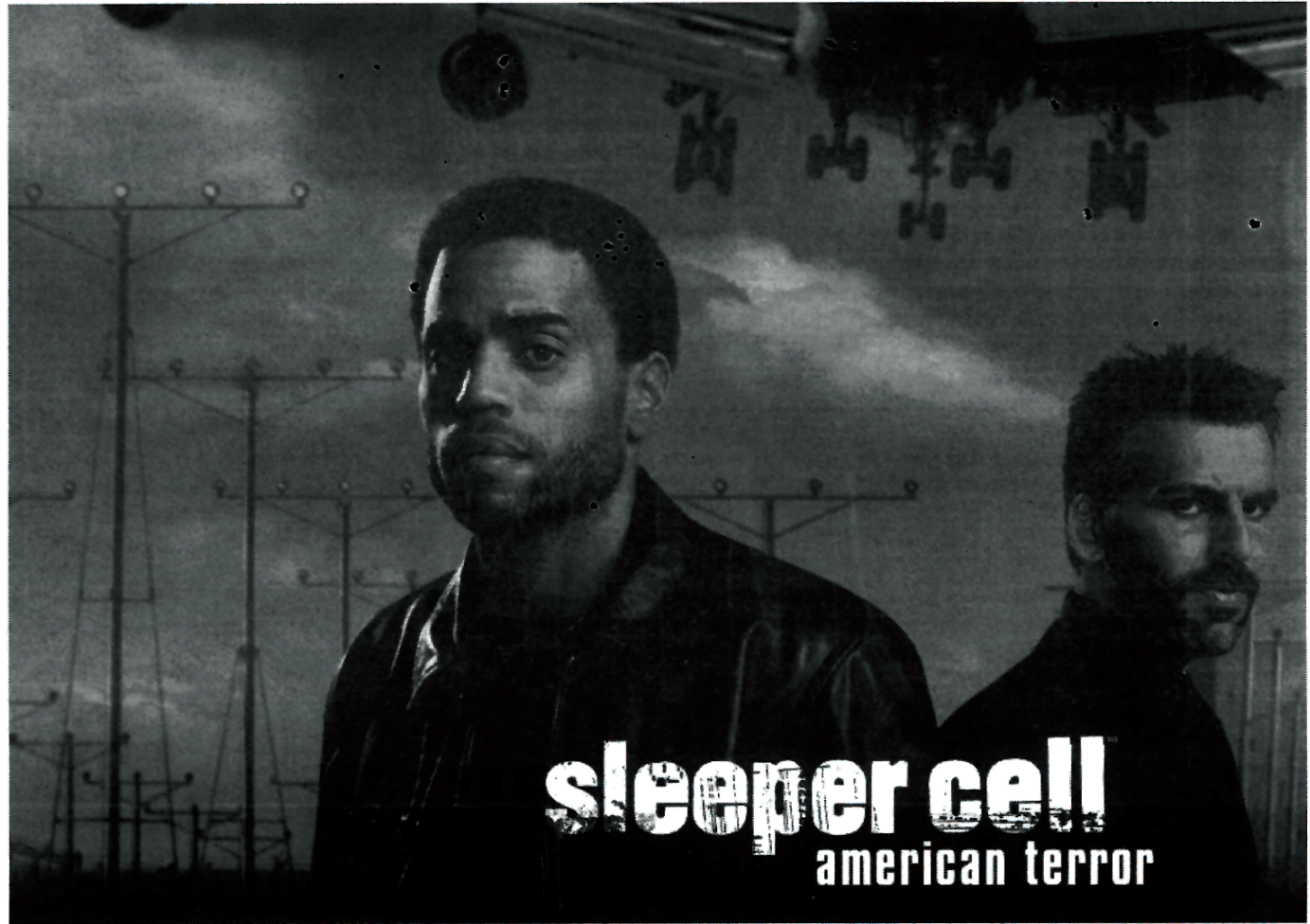
Blame it on September 11th, the war on Iraq, or on the increasingly negative image of America among Arab and Muslim societies, the so-called "war on terror" has gone beyond bombs, fighter jets and Marines to reach another more sophisticated form. To witness it, you just need to watch one of FOX's numerous drama channels. News editions broadcast terror alert levels, introduce Afghans, Iraqis, Syrians or Iranians as threats to humanity and directly link terrorism to Islam. TV Shows follow the same tendency and usually feature the adventures of a Jack Bauer-like, blue-eyed and blond American federal agent, chasing schizophrenic Muslim suicide bombers. I have to admit that the action is there! You just stay stuck in front of your screen, waiting for the suspense to end! But what about the content? Let's just say that you need a great deal of critical thinking to differentiate between the quality of the casting and the relevance of the message. Accept it or not, more and more figures of the American media are undertaking the topic of terrorism from a dangerously unilateral perspective. Within this perspective, you quickly discern the "Us and Them" message. It goes without saying that the effects of such media propaganda can have nothing but negative effects. Of course (and fortunately), this very distinguishable category of TV Shows is not representative of the American public opinion and the overall panel of American TV Shows. Many of the latter are beginning to evolve toward a more comprehensive, sensitive, objective and cautious method whenever dealing with terrorism as a subject. Showtime's *Sleeper Cell* is a sample of the category, and has encountered widespread success and beaten viewership records in the United States. The perspective from which it analyzes terrorism explains to a large extent

why.

Directed by Leslie Libman and Ziad Doueiri, *Sleeper Cell* contains all of the components necessary to describe the proliferation of terrorist cells in the most realistic and contemporary way. The pilot episode begins in Guantanamo Bay's prison, when Darwin Al-Hakim (Michael Ealy) is about to get out of jail. He is approached by the prison's Imam who assigns him his first mission inside the US. Darwin is directed to a synagogue whose Rabbi, a seemingly devoted and peaceful American Jew citizen, is actually Faris Al Farik, the undercover head of a terrorist cell, plotting to perpetrate a massive attack on downtown Los Angeles. Faris welcomes Darwin in his cell by a code message: "Jannat Allah

fi Khayali Souyouf" (Allah's paradise is behind the shadows of the sword). The statement, frightening and terrifying in its very nature, summarizes the whole "logic" followed by terrorists when reasoning the world surrounding them; they just believe they are doing the "right thing". As Darwin begins to rebuild his life after jail, the audience notices that his behavior has nothing to do with terrorism. This is later made clear when he meets with his FBI case agent, supposedly parole officer, who tracks the progress of his investigation. You got it, Darwin is actually a federal agent disguised as a potential "jihadi". One thing that gets your attention in *Sleeper Cell* is secrecy: every character is required to have two lives, two behaviors in

order to be able to fulfill his mission with minimum discrepancies between the objectives and the events. Characters are also original in their features. Darwin is not the typical American agent (blond or Caucasian); he is rather a black, Muslim American who joined law enforcement because he believes violence is harmful and destructive for humanity. After meeting with an Imam who condemns terrorism, he reports to his superior that "This guy is the real thing." The message is clear, unambiguous and not subject to any other interpretation: Islam is not violent, Islam is against terrorism. It is important to point out that *Sleeper Cell* is not only about tactics, strategies and intelligence; each of the characters has a life that is, one way or another, affected by his or her activities. Some of them are in love, some have a whole family and many care about their entourage. So much for the philosophy... what about action? One word is sufficient: terrific!!! If you like suspense, gun shots, explosions, car races, man-to-man combat or even romance, you will be greatly served. Overall, *Sleeper Cell* combines the adrenaline dosage of Jack Bauer's 24 and the appropriate content of cautiously conducted field analysis. Unfortunately, Showtime is not available on our Campus Network and none of the available channels is planning to broadcast *Sleeper Cell* anytime soon. However, you can always download it from one of the flourishing torrent websites or acquire the DVD (God Bless Derb Ghallef!).



AUI Lions Back on Track

ZOUHAIR MAZOUZ

After winning HRH Lalla Khadija's Cup and then being kicked out of the national collegiate championship, Al Akhawayn University's football team is now trying to regain confidence by preparing for and playing other tournaments. The last game played by the team on March 27th was against Moulay Ismail university's football team, and ended by a victory of the AUI Lions 4-0. The match was actually part of the regional collegiate contest that is taking place between Ifrane, Fes and Meknes.

During the second week of March, the process of preparation was a little bit slowed down due to midterm exams. "The training, which is usually held three times a week (2 training games + 1 physical preparation) had to be postponed more than once because attendance of the team members was poor. This can be frustrating sometimes" says captain Mhammed Guessous, a Junior Business Administration student. In case the training was not postponed, the team had to prepare with fewer members than expected. Added to the problem of attendance is the fact that the team is now in a restructuring phase. Among all of the team mem-

bers, only 7 continuing old students; new members (including an exchange student) need some time to adapt psychologically to the chemistry of the team. The team is training on regular basis, but needs more motivation and encouragement before anything else. Whether they are training or playing a scheduled game, they usually find themselves alone in the stadium, with no one around to watch and support them. Folks, you got the message; Lions needs some active endorsement!

The game against Moulay Ismail University of Meknes noticed the distinction of Omar Soufi, who scored the second and the third goal. Mouad Benameur scored the first one, and the last was scored by Mohammed Bouchaab. The first half ended 2-0 for AUI Lions; the rest of the score was reached in the second half. The team is now awaiting confirmation for participating in a soccer tournament in Paris, which means that more preparation is needed for the players to be up to the challenge. High expectations are put on top scorers like Omar Soufi, Oussama Lakhdar Ghazal and on the whole team to leave a good impression. All we can do is wish them good luck!



Volleyball Team Sifu Taguisti back for more Still in Low Profile

ABDELHADI MEKOUAR

Sifu Mohamed Targuisti came back to AUI on March 25th with two assistants, Hicham Hakam and Younes Bahou, for a two-day seminar on self-defense technique for women. The training was held in the

gymnasium, and a third session was added for boys.

"It was fun and relaxing, but most of all, it was practical. I learned some easy techniques that really make a big difference," third year SBA student

Fatima-Zahra Elrhaz said. one the two dozen participants.

The first course, on Tuesday, focused on standing-up defensive techniques and reflex training. Several methods were taught, each for specific circumstances depending on the position of the aggressor. For example, third year SBA student Zineb El Mahjoubi explained that one should aim for the eyes, with fingers pointed straight when there is enough time to see the aggressor coming. El Mahjoubi described herself as a fan and attended Targuisti's seminar for the second time. Another technique taught was to push the thumb into the aggressor's throat, which does not require great strength yet can inflict great pain. The focus of the next lesson was ground defensive techniques.

"It is not about being stronger, but smarter," Elrhaz said. "We learned the major challenge is to maintain self-control, to stay focused and reactive"

Insisting that self-defense training is first and foremost an exercise against fear, Targuisti said that the first benefit is a boost in self-confidence.

Targuisti learned martial arts all around the globe – in Denmark, China, the USA and Brazil – and teaches them at the Nutri Gym center in Casablanca. In his self-defense courses, he uses a mix of moves from several schools of martial arts, selected on the basis of effectiveness. He expressed his strong interest for female self-defense.

"I wish more people will come next time," Targuisti said. "It is fun every time to teach here, so we'll come back."

ZOUHAIR MAZOUZ

In an attempt to improve its level, AUI's Men Volleyball team is organizing a series of trainings and matches, the least of which was scheduled for Wednesday, March 27th. The Volleyball team was supposed to play a preparatory game against the veterans of the CODM Volleyball Club of Meknes. Unfortunately, the training was cancelled. The job fair organization had in fact higher priority over the remaining events and activities. As a result, the gymnasium had been reserved exclusively for the event. For a team looking forward to enhance its performance, this is only one of the problems.

"A month ago, we organized an inside tournament of mini-Volleyball. The number of members was so small that we had to borrow 3 members from the football team to get three competing teams. The two remaining three member teams were from AUI's men Volleyball team" says Youssef Ztot, a team member and Junior Business Administration student. "Surprisingly, the final game was between the football team and one of the two Volleyball teams; one Volleyball team was

kicked out by the football team before the final game. This may explain why we still need more training" he adds. Training is held twice a week, and it is mainly technical, due to the serious lack of members. The number of students applying to get in the Volleyball team is decreasing as well, as if Volleyball at AUI was not a popular sport anymore. Despite the presence of remarkable players like Drissi Youssef and Mehdi Bekhti, the overall performance is weakened by the lack of members.

To attract more members and increase the commitment to the game, some of the team members, backed by the coach, have brainstormed a good solution. They are actually thinking about bringing all of the business and engineering schools of Morocco together in a single Moroccan collegiate tournament. This initiative would hopefully be helpful in finding any hidden talents inside AUI. The tournament is still an idea, though. It will surely need the approval of other schools and coordination between them and AUI in order to come to reality.



Sudoku

Each Sudoku has a unique solution that can be reached logically without guessing. Enter digits from 1 to 9 into the blank spaces. Every row must contain one of each digit. So must every column, as must every 3x3 square.

9	3			2		7	6	
		7	3		4			5
	5				9			
				9	7	6		4
	9	6				5	2	
8		2	6	4				
			4					5
6			1		3	2		
	2	5		8			4	3

Level: Easy

			8	1	5	7		2
				2		6		5
					7			1
				8	4		1	3
8				6				4
2	4		1	3				
3			2					
1		6		4				
4		5	3	7	1			

Level: Medium

8							9	
2		5				7		
		9			5		6	
				7		4	1	
5			4	2	8			6
		3	4		1			
			3		4			8
				9			3	7
		2						4

Level: Difficult

Last issue's Sudoku solutions

2	3	5	7	1	8	6	9	4	9	7	8	6	4	5	3	2	1	8	5	4	3	7	9	2	6	1
1	8	6	4	5	9	2	7	3	5	3	2	7	1	8	9	4	6	3	6	1	2	4	8	9	5	7
9	7	4	3	2	6	5	1	8	6	1	4	2	9	3	5	7	8	9	7	2	1	5	6	4	8	3
7	1	2	6	9	4	3	8	5	3	4	9	1	5	7	8	6	2	1	3	5	6	9	4	7	2	8
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8	9	3	5	6	1	4	2	7	4	2	6	5	8	9	7	1	3	4	8	9	5	6	7	1	3	2
5	2	1	8	4	7	9	3	6	1	9	5	3	7	6	2	8	4	5	1	6	4	2	3	8	7	9
4	6	7	9	3	2	8	5	1	7	8	3	4	2	1	6	9	5	7	2	3	9	8	1	6	4	5

Level: Easy

Level: Medium

Level: Difficult

Crosswords

- ACROSS**
- 1. Touch in passing
 - 6. Stand behind
 - 10. Loot: slang
 - 14. "Take it easy!"
 - 15. Land measure
 - 16. Cleveland's state
 - 17. "Never!": 4 wds. (slang)
 - 19. Go by bus
 - 20. Tabby or Fido
 - 21. Dove into base
 - 22. Group of young
 - 24. Make more enticing
 - 26. Not as good
 - 27. TV room, often
 - 28. Variable star
 - 29. Mr. Costello
 - 32. Firm
 - 35. Retaliator's action
 - 37. Military division
 - 38. Provide food for
 - 40. Stagger
 - 41. Street vendor's need
 - 43. Impudent
 - 44. Fast jet: abbr.
 - 45. Comply with
 - 46. French pronoun
 - 47. Mamas' mates
 - 49. Authoritative or- der
 - 53. Where streets meet
 - 55. Spanish artist
 - 56. Flapper's do
 - 57. Pass over
 - 58. High places
 - 61. Swung weapon
 - 62. Vocal sound
 - 63. Very serious
 - 64. Mineral combos
 - 65. Exceeded the posted limit
 - 66. Attack: 2 wds.

- DOWN**
- 1. Some suitcases
 - 2. Establish (contact) again
 - 3. Having wings
 - 4. Microwave (popcorn): slang
 - 5. Had life
 - 6. Big Easy street
 - 7. Served without return
 - 8. Shed tears
 - 9. Upset: 2 wds.
 - 10. Classifies
 - 11. Harmless fibs: 2 wds.
 - 12. Assistant
 - 13. One leaving
 - 18. Singer Campbell
 - 23. Mideast nation
 - 25. Mrs. Bunker
 - 26. Used a loom
 - 28. Smart
 - 30. Singles
 - 31. "The — Duckling," story
 - 32. Dines (on)
 - 33. Burden
 - 34. Retail cost: 2 wds.
 - 36. — Canyon, tourist stop
 - 38. Spots for revues
 - 39. God of war
 - 42. Deal (with)
 - 43. Piano pieces
 - 46. Yucatan Indian
 - 48. Poker stakes
 - 49. Relocated
 - 50. "There's no two ways — it!"
 - 51. The Lone

1	2	3	4	5		6	7	8	9		10	11	12	13	
14						15						16			
17						18						19			
20					21					22	23				
24			25					26							
			27				28					29	30	31	
32	33	34					35					36			
37						38	39					40			
41					42						43				
44					45					46					
				47	48				49				50	51	52
53	54							55					56		
57						58	59					60			
61						62					63				
64						65					66				

- Ranger's pal
- 52. Buddy of TV
- 53. Crooner Perry
- 54. Actor Sharif
- 55. DNA strand
- 59. Cut (off)

- completely
- 60. Diamonds: slang

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Last issue's Crosswords solutions

S	H	A	R	E		S	H	A	M		C	A	L	F		
T	A	L	O	N		C	A	R	E		A	R	I	A		
E	L	I	T	E		O	V	E	N		R	E	A	D		
P	O	T				M	O	R	E		F	E	A	R	S	
						T	I	D	E		M	E	R	E		
S	C	A	R	E	D		D	I	V	E	R	T	E	D		
T	A	L	E	S		C	A	D	E	T		S	H	E	R	
A	N	T	E			M	O	L	A	R		S	O	R	E	
R	O	E				F	I	R	E	S		B	A	S	I	S
S	E	R	V	I	C	E	S			L	E	V	E	E	S	
						O	N	E	S		L	A	N	E		
S	T	A	T	E				W	A	D	E		D	I	M	
L	A	M	E			W	A	I	T		A	D	O	R	E	
A	P	E	R			E	L	S	E		T	I	N	E	S	
P	E	N	S			D	E	E	R		H	E	E	D	S	



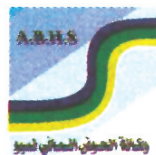
FUN RUN

12 April '08

Ensemble maintenons l'espoir



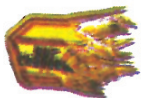
Partenaire Media



Secrétariat d'Etat
chargé de l'Eau et de
l'Environnement



L'ECONOMISTE



Atlas-blue



TAKASUN

ONHYM



ANRT



التجاري بنك
Attijari bank



Lufthansa



LES EAUX
MINÉRALES
BOULEMS



La Compagnie Nawal
Benabdellah



Compucom

Société Belyatex

MARBAR