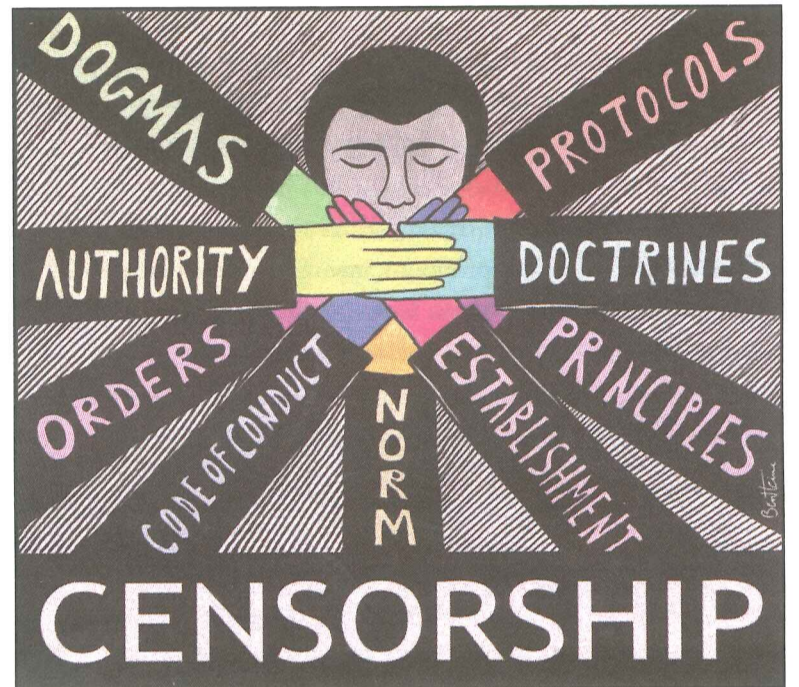


Harvard Exchange Program: A Reality



The Neglected Majority



ELkassri At AUI



Al Akhawayn University in Ifrane is filled with Gnawa music fans. That was actually reflected during Nass Elghiwane's recent performance in late fall 2009

(Continued on Page 4)

SGA Elections



On February 16th to the 18th, AUI students had the opportunity to elect their student representatives in the Student Government Association (SGA).

(Continued on Page 3)

In Memory of Kenza



A minute of silence was held to pay tribute to our beloved friend Kenza Houssaini Squalli on Monday, March 15 around 1pm in front of the restaurant.

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JEMEMARIE

Préparez votre nuit de rêve

Editorial

Enrollment Services recently sent an e-mail that intended to help students fulfill the pre-registration requirements via the online portal Jenzabar. However, the language employed in these emails was not student-friendly. In fact, when reading these emails, students are overwhelmed with thoughts of fines and penalties instead of understanding the steps to follow for pre-registration. While students face challenges much greater than non-inclusive language, the lack of adequate language in these e-mails should have been improved. In order to present accessible information, the e-mails require the use of more user-friendly words to be more appealing and, even, more polite.

The lack of student-friendly language is part of a larger problem. Adjusting pronouns in official documents and making proclamations about inclusion does not change the world, but making little changes strengthens the fight for a more inclusive university as a whole. As in most causes, multi-pronged approaches are necessary and attention to language in communication is critical.

Some students are concerned that anyone would bother to make adjustments to better include "minority" students. But, the fact is that very few students today openly identify with Enrollment Services emails; individuals who may identify with these emails can be rare to find. All students, nor matter if part of the majority or minority, have rights to basic respect and courtesy.

AUI students need more open communication and, therefore, the university requires a language change. This isn't a small issue. Adopting a new language is a necessary addition to the campus initiative of fulfilling the University's commitment to nondiscrimination. Being more open surrounding the student environment is imperative for the university to build trust and credibility.

As a side note, in response to some criticism on the internet usage article, an unusual perspective on the issue has no reflection on one's mental or academic capabilities. The Bridge readers will find the article about internet usage policies interesting to read. The article reflected the general view some students shared at one given moment. More generally, the article attempted to provide a commentary on how the administration neglected the students' right to both take part of campus management and surf the Internet.

Correction about last Issue

"A life at AUI full of Challenges" article was written by Souhail Marghabi whose last name was misspelled. Sorry for the mistake.

-The newspaper apologizes for the above mentioned individuals and hope to avoid such mistakes in future issues.



auIBridge

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Features Editor

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Entertainment Editor

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Mehdi El Youmi

Mohamed Amine Maissour

Thami El Kortbi

Salman Al Humam

Youssef El boukhari

Letters to the Editor

Dear Editor in Chief,

I regularly read your newspaper; I congratulate your team's work and dedication to shedding light on issues of relevance to AUI community. I'm not into critics but I like the way how your last issue's article discussed the question of AUI Policy application at our university. Also, I believe it cleverly introduced an issue which has long been subject to rumours and unspoken critics. For me, however, I believe that AUI's policies should be subject to revision if they don't all seem to be applied by the administration on all of its members, at all times. Good luck for your next issue!

Asmae Bennani

A senior student from the School of Business Administration

Dear Asmae,

Thank you for your commanding comments. The Bridge team definitely appreciates the readers' feedback that can only advance the newspaper mission. For the article mentioned in your writing, it's important to note that the mission of the newspaper is not to criticize but provide a strong ground for assessing university functioning, when this is possible, and collect feedback from members of the community. Regardless of the success the article may have had, it would have definitely attracted the attention of our leadership(s) towards the application of policies in our setting.

Best regards,

Ghassan Essalehi

Editor in Chief

SGA Spring 2010 Elections

NEWS TEAM

On February 16th to the 18th, AUI students had the opportunity to elect their student representatives in the Student Government Association (SGA). With the newly established system of online voting, the number of voters passed 700 students, representing nearly half of the AUI student population. One day before the voting started, all candidates gave a five to eight minute speech to outline his or her aspirations, plans, and promises for the student body.

The elections result came as follows:

- 7 out of 8 SBA candidates were elected: Hamza Boulifa, Kenza Bouzoubaa, Laaziza Dalil, Mohamed Elbey, Yassine Habibi, Yassir Khademallah, and zouhair Mazouz.

- 1 out of 2 SHSS candidates was elected: El

Mehdi Boudra.

- 4 out of 9 SSE candidates were elected: Souhail Marghabi, Nacer Khalil, Ali Elouafiq, and Mohamed Redouane Khriji. The last elected candidate was among three candidates (Mehdi Nassih and Souad Touil) that had to go through a second round to determine the winner after they scored the same number of votes in the first round.



Ali elouafiq, SSE Candidate

Many changes can be looked for in the coming mandate. On Saturday, February 20, Ghassan Essalehi, SGA Acting President reflects on his 2 year SGA experience and says, "I'd be lying if I said otherwise. I find flaws in the SGA system and have strong willingness to fix them collaboratively with the newly elected members."

OIP Reception

NEWS TEAM

On Thursday, February 4th, AUI's Office of International Programs (OIP) organized its spring 2010 reception. The event took place in the Grand Salon of the Downtown Residences. Returning AUI students and current international students were honored at this event. Student Ambassadors and members of the Student Government Association were also invited. From the administration side, the university officers and heads of offices were present to meet with students and restate their willingness to assist the incoming exchange students. The ceremony was also attended by Dr. James Cross, an Associate Provost from Champlain College, U.S.A.

AUI returning students' number amounts to 30, while the number of international visiting students sums to 42. The event was also an opportunity to welcome International Degree seeking students (whose number reached 34) in order to introduce them to a wonderful environment with many opportunities to succeed.

Following the Vice President of Student Affairs Dr. Cherif Belfekih's speech, University President Driss Ouauicha reiterated the university policy concerning its open doors. This latter speech is meant to encourage all members of the student body to maintain contact with staff and faculty members in order to improve student life.

Dr. Azeddine Laraki, AUI's First Chancellor, Passes Away

NEWS TEAM

Dr. Azeddine Laraki (1929 – 2010)

The entire Al Akhawayn University community is mourning the passing of Dr. Azeddine Laraki on February 1, 2010. Laraki served as the first Chancellor of Al Akhawayn University from 1995 to 1998.

The former Minister of Education, former Prime Minister of Morocco (1986-1992), and former Secretary General of the Organisation of the Islamic Conference (1997-2000), Dr. Laraki made significant contributions to Al Akhawayn University during its founding and formative years.

Laraki was born in Fez in 1929 and later enrolled at the Faculty of Medicine in Paris where he obtained his PhD in 1957. He was widely accomplished in the field of medicine and education, published a number of scholarly

writings, and was a high-ranking member in many national and international bodies.

May his soul rest in peace and may Allah grant his family patience and endurance.

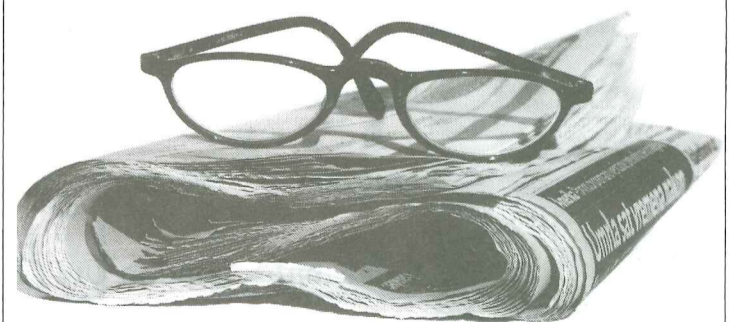


The Late Azeddine Laraki in front of GA of UN

News About The Bridge

In the Bridge's efforts to maintain the flow of communication between its Editorial body and its readership, we are glad to share the following information about its members.

- Ghassan Essalehi, the newspaper Editor-in-Chief (2009) was re-appointed as the Bridge Editor in Chief for 2010.
- Yassine Majdi who has been a reporter for three semesters has recently been appointed to be the News Desk Editor.
- Hatim Ksissou, the Bridge's Production Editor, is now back from his U.S. exchange program and returned to his position as the Production Editor.
- Kate Curley, an American visiting exchange student, was selected to be the spring 2010 Copy Editor.



Hamid Elkassri at AUI

NEWS TEAM

Al Akhawayn University in Ifrane is filled with Gnawa music fans. That was actually reflected during Nass Elghiwane's recent performance in late fall 2009. In order to please those fans again, the Grand Auditorium hosted one of the masters of Gnawa music, Maalem Hamid Elkassri, on February 17th.

Born in Ksar ELkbir in northern Morocco, Hamid started playing the Sintir, also known as the Guembri, under the supervision of his step-grandfather. The Maalem's strong voice and artistic knowledge enable him to fuse different Gnawi genres together with other Western music such as Jazz. "Gnawa music is the spirit or soul of Jazz", says Hamid.

Perhaps because of this, many people from different cultures enjoy the fusion of the two spiritual music genres, Jazz and Gnawa.

Hamid is well-known locally and internationally; he



El Kassri with two AUI students

performed all around the world in the most popular festivals including the Montreux Jazz Festival in Switzerland. His music entranced people in India,

Pakistan, Chili, and many other countries. In Morocco, Hamid played eleven consecutive years in the Essaouira Festival, sang with Cheb Khaled several times, and will be performing for the first time in Mawazin this upcoming May armed with a band of 17 musicians and performers.

Hamid was delighted with his first visit to Al Akhawayn University and promised to lead his audience into a "Jedba," or trance. Nono, the group's bassist, was also pleased with his first visit to AUI and looked forward to meet the university Gnawa fans.

When asked about the group's anticipation before show, Ait Fath Said, the trombone player says, "We expect the audience to have a great time tonight and enjoy our music," Maalem Hamid's promise to arouse the crowd was kept. People like Mehdi Lazrek, an SHSS junior student, enjoyed the show because he knew the group and simply adores Gnawa music.

Even exchange students such as Kelsey Synder from the United States enjoyed the event. "I like the fusion of Jazz and Gnawa, it's a great experience too bad I can't understand the lyrics" says Snyder.

Spring 2010 Full-time New Faculty

NEWS TEAM



Full Name: Sofija KOCERGIN

Nationality: French

Degree: Ph.D. in Communication,

From Paris 13 Uni (2004)

School: SHSS



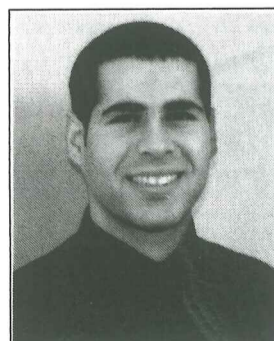
Full Name: Nizar MESSARI

Nationality: Moroccan

Degree: Ph.D. in International

Relations, From Miami Uni (1989)

School: SHSS



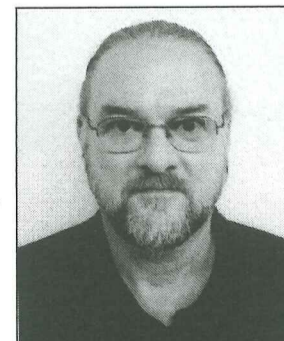
Full Name: Mohamed EL MARzOUKI

Nationality: Moroccan

Degree: Master in Media & Communication

Goldsmiths, London Uni (2009)

School: SHSS



Full Name: Patrick Kevin O'ROURKE

Nationality: American

Degree: Master in Public Affairs &

Communication, From Indiana Uni (2007)

School: SHSS

It's about You and Her (Part I)

FATIMA ZAHRA BENNOUNA

You see a strong woman, well dressed, who talks objectively and confidently to a big audience. She is able to keep her audience interested and can convey a strong message. She stands like a man on that stage but is wearing high heels with a tailor suit that shows her curves and a long golden necklace that lies on her breasts like an ornament. She is tall and fit, her face is clean, and her hair is pulled back in a way that you cannot tell how long it is or how it is tied to her head. It looks very neat, though.

You seem to get lost in the topic, but in fact you are only thinking about her. How can she be so feminine and masculine at the same time? She talks with a manly confidence in a soft, but convincing voice! Her eyes must be really pretty, but she is hiding them behind these thick dark glasses that have tiny little shiny stones on the sides. She keeps her glasses on to cover a treacherous beauty that may confuse the male

audience. She moves only briefly around the stage while explaining... her moves could be sexy, but you do not let your imagination go too far because you want to keep it real.

The poor woman is striving for equality... she wants to be seen as a person and not as a woman. She manages an IT company and she is trying to implement a new technology in other companies so she gets the decision makers together and presents to them a full explanation of her products. Throughout her career, she had faced many challenges being a woman, but she has succeeded in making it this far already. What you do not know and probably what you do not want to think about is that there is another person behind that nice expensive suit and those glasses.

There is a woman, a mother, a housewife. That black suit hides a lifetime of scars from age and motherhood.

Her legs have been strengthened by the harshness of time; that is why she stands tall in those heels.

She doesn't seem to lose her breath after one hour of sustained speech because she has learned to shout at the misfortunes of life. Her voice is strong. When she finishes her speech, she takes time to answer all questions and meet with each and every one of the people in the room. She is so patient, kind, and seems to love her job. You get to discuss with her over a cup of tea and see that she is also very clever and successful in her work. Still, you find it hard to admit because she is just a woman! You go home thinking about a genius idea that can boost your profits. Will you buy that product from that woman or would you rather wait till you get the same offer from a man?

While thinking, you eat your already prepared dinner, leave the table and go to your bedroom.



HTTP://WF360.TYPEPAD.COM

You quickly take off your clothes, hop in the clean shower, put your clean pajamas on and go to bed where your wife joins you after she makes sure that the mess you made in the house is cleaned out.

While you sleep deeply after a long day of work, she may still be up looking after her husband, her kids and her house.

She had had a tough day too, especially since she was the one who organized the conference

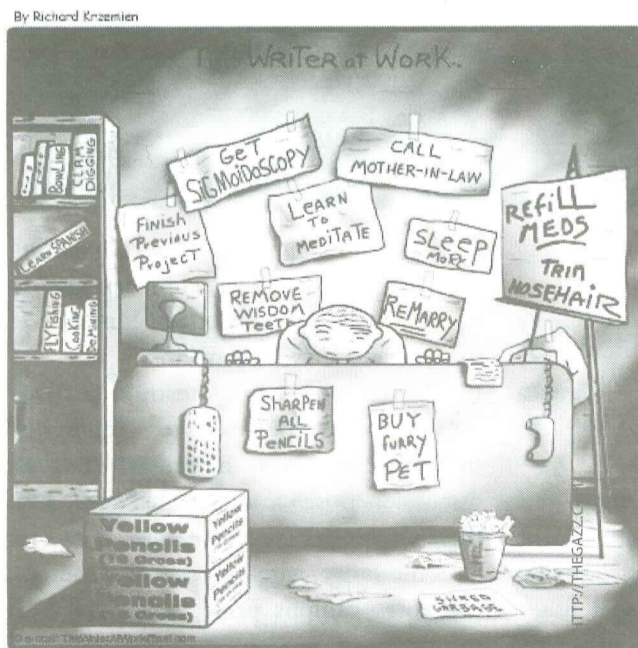
that she led. Her husband gives her a hard time because she came back home late and her kids are angry because she didn't pick them up at school today.

When she finally puts her head on the pillow, she fades away like the desert sun, slowly but surely thinking about the morning rush for her and everybody else.

Procrastinating like a Pro....

SALWA AINAQI

When it comes to procrastination I grew up to be a master. Whenever there's something I'm supposed to do I'll do anything other than that one thing I'm supposed to do. For example, I started thinking about writing this article about two weeks ago but each time something comes up and I would say to myself "I have plenty of time for it tomorrow." I started writing on the due date so I absolutely had to finish writing that day. I sat down at my desk to start getting my article done and I noticed that my desk was messy so I started tidying it up because a clean desk will help me get my article done. Then, I noticed that my room is kind of messy too so I started cleaning it while I was at it. When I finished, I realized that I hadn't eaten anything and I didn't want to be hungry while I got my article done. I went and had lunch and then I decided I needed some snacks to help me get my



Pressing tasks to be completed before beginning a new project.

article done so I went to the shop. While I was there, I remembered a bunch of other stuff that I needed to get and then I figured I was already there so I did my

shopping for the week so I didn't have to worry about it while I got my article done.

While I was walking back, I saw that the lights of my friends' room were on so I thought that I should drop in and say hello while I was nearby. I went inside and we started chatting and going on and on about how I couldn't get my article done. After talking to my friend, I went back to my room and turned on my computer to get my article done, but first I had to check my email. If I check my e-mail, I have to start by checking my Facebook because that's practically like email. After all, there might be something urgent to which I have to respond. Four hours of

random browsing later, it was getting kind of late and I knew I wouldn't be able to get my article done that night so I started watching TV. I thought that since I don't have class until 11am the next day and I thought that the editor-in-chief of the newspaper was probably not serious about it being absolutely due that night, I would have plenty of time to finish it before class the next day.

I could not wake up early the next morning because I was too tired so I did not get my article done. I had class all day and teamwork afterwards so I didn't have time later to get my article done either.... Three days later, I still did not have my article done and, instead, I have a lot more homework to do. So, now I'm finally getting my article done just to procrastinate my actual homework. It worked.

The Neglected Majority: Still Oppressed

GHASSAN ESSALEHI

The recently introduced web usage policies drew unprecedented critics. Restricting students' access to numerous categories of websites has put AUI's Information Technology Services (ITS) under question. There is no doubt that the ITS is able to adopt whatever laws they see fit for their field of service, but restricting freedom of internet without any effort to involve the students in the decision-making only serves the interest of ITS and jeopardizes the duty of the administration to consult with students. Worse still, students can notice the absence of any notification or communication surrounding the policy.

The issue gets even more serious than that. Such policies are regarded as utterly deplorable because they trample down freedom of expression and inhibit critical discussion about religious beliefs and practices, among many other subjects. Consulting with students for bettering their environment can only positively contribute to the improvement of university life.

Abderrahmane Boukarabila, a freshman student from the School of Business Administration says, "This is not new to AUI... Even when A/H1N1 flu was first detected among the AUI community, rumours were provided as an adequate space to spread and frighten students before the administration sent an email, in a desperate effort to calm down the situation."

This student's complaint can serve to depict the miserable situation the students suffer. Such lack of communication and disregard of the students in the management of the university only raises questions of students' place in their environment and of the official leadership.

Fatima zahra Bennouna, an SBA senior student says, "AUI claims transparency and openness, yet it did not communicate its new web usage policy to the students and each one of us had to discover it by themselves and cursed the university each time their access to their websites was denied."

Taishin Nakano, Michihiro Kita, and Hiromitsu Otani (1997), Japanese researchers, have actually conducted a research in Japan and found out that the collaboration between different people at the university, especially with students, is highly recommended for successful management of the institution. In fact, collaborating with various participants such as students, members of the faculty, and local inhabitants is known as Participatory Management of Campus Environment (PMCE).

Therefore, AUI students may expect not the cancellation of censorship over a set of websites, but another wave of restriction over the access to more websites. There is no doubt that the ITS will be able to adopt such measures as easily as it already did with the newly implemented web usage policies, i.e. without consulting student body or, supposedly, their Student Government Association representatives.

Salwa Ainaqi, a senior Science and Engineering student asserts, "The new web restrictions policy is absolutely ridiculous. We are supposedly college students so we have the right to make our own choices. I understand blocking the porn sites, but blocking others sites like downloading, humor, radio and many others... is just pointless and simply not acceptable. I mean what is this, second grade?!"

AUI students definitely need the right to take control over all internet sites they access and advocate acceptable criticism against the ITS's newly introduced policies, which are still not officially communicated.

web usage policy. The independent nature of the numerous critics suggests a diversity of opinions that need to be understood so as to eventually enhance communication between AUI's administration and its students whose voices seem to be muted until now.

Ahmed Amine Loutfi, a freshman Science and Engineering student, argues, "ITS people are not concerned with creating modern and clear legislation. The purpose is to prohibit 'unwanted' and 'detrimental' internet use and to do best to lessen the influence of Internet to the understanding of students and other members of our community."

Ismail Hamidi, a sophomore Business Administration student, similarly wonders, "I'll ignore the fact that no email was sent to inform the students about



internationally to establish more suitable systems of campus management, AUI is missing the opportunity to launch communication channels with its student body. Consequently, the legitimacy of official decisions around campus life and university regulations are put to question and, sometimes, are met with scepticism.

A senior SHSS female student, who prefers to remain anonymous, says, "We are individuals and should be treated equal as such, with the assumption that we can make our own choices without having the administration impose its own on us. Unfortunately that is not AUI's case... The students have rights and the administration has the responsibility to respect these rights."

Criticism is a hallmark of a healthy democracy. Freedom of expression is a hard-won right that should not be thrown away in a short-sighted attempt to construct legitimacy for a system that is already weakened by its long history of making decisions in isolation from students and their experiences. The members of the AUI student body trust that their rights will not be misled into emulating the anti-democratic policies of ITS and hope the latter can come to their senses and scrap this deplorable legislation.

Respecting the right of internet surfing is a part of one's right to the freedom of expression, one of the greatest of human rights. Without this right, people would find it hard to survive on this planet. Speaking hundreds of tongues, holding a wide range of political opinions, and displaying a bewildering array of social attitudes and cultural attributes does not mean that AUI ITS has the right to limit the students' access to certain websites. The selective reality ITS obliges is a limitation on student life and a brutal blockade depriving students their rights of learning and discovery.



Furthermore, the ITS is not indicating who is judging the level of "harmfulness" of the website contents; instead of relying on their formally established authority who can block whatever they want, a sense of transparency surrounding the policies is needed.

The AUI environment may feel warmer and more student-friendly if the university leadership invites students to discuss decisions like the Internet usage policy with the students. More explicitly, when AUI is making a campus-wide decision, people from all areas including students would be present to look at the different facets of a problem domain and of a possible user goal. There need not be (and usually will not be) one "true"

these new absurd policies, I am wondering about the definition that ITS can give to the "harmful or unauthorized content" of the websites they've banned."

When one legally restricts a large set of different websites, questions of legitimacy must be raised and the discussion poses a bigger challenge. But, the fact still remains that PMCE creates a community with excellent resources, promotes campus pride which will lead to increased student contribution, and constructs an ideal education environment. Again, this can only be done if decisions are not only made by the current solitary management of the administration. On a wider scale, while pressure is being placed on universities nationally and

Exchange at AUI

Friendly people, angry storks

 KATHERINE CURLEY

Before arriving abroad, I had never been outside of the North American continent before. I had started my trip visiting the UK, which served as a fairly mild introduction into the foreign world. Seeing my American friends having trouble adjusting to the UK which was fairly similar to America by my standards, I began bracing myself for the worst.

At the first sight of palm trees on my descent to Casablanca, I had no idea what to expect in Morocco. Even on my train over, I encountered that Moroccan hospitality that I would grow accustomed to in the coming weeks. In an act of generosity foreign to east coast America, an elderly woman offered me walnuts on the train despite our obvious language barriers. This sharing of food has become such a defining part of my experience here already

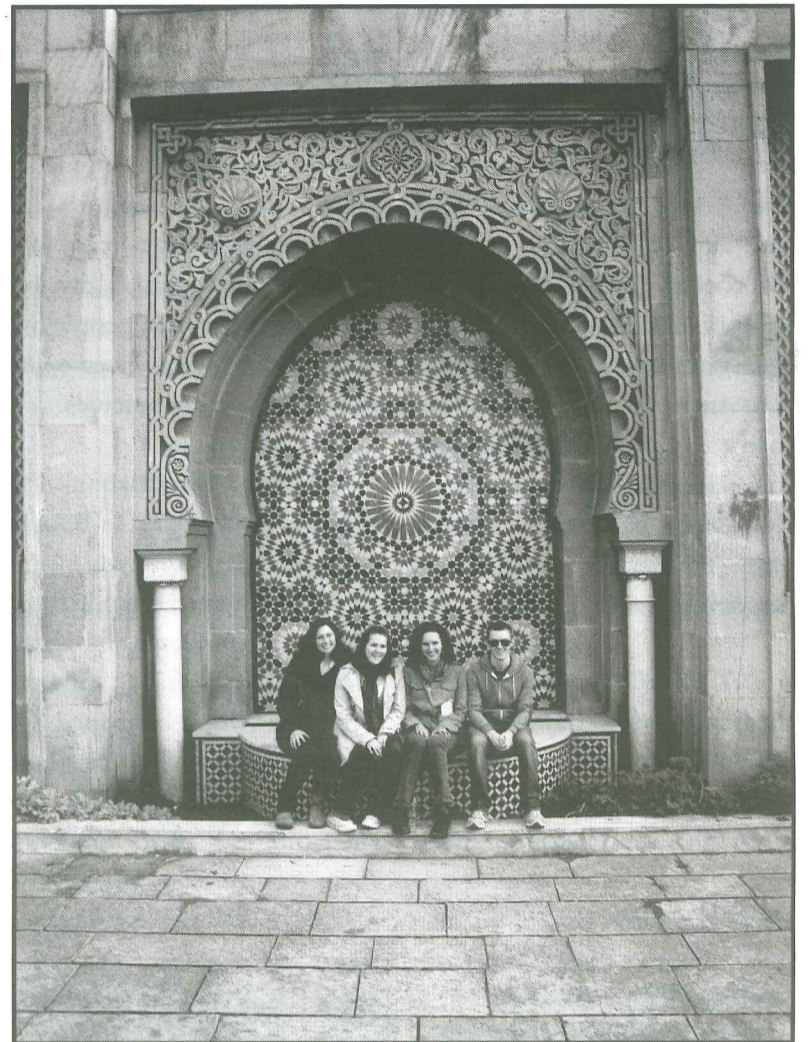
that I cannot imagine not offering my food to everyone anymore.

Between classes and getting settled into campus, I have had the privilege to travel two weekends already to Rabat and Fes. In both cities, I was able to get lost in the Medina, bargain with shopkeepers, and discover as many cats as there are beautiful doors in wither city. My favorite part of Morocco so far was going to the Chellah ruins in Rabat. The ruins are ancient Islamic and Roman ruins that one can simply roam around to explore. Apparently a mark of good luck, the place was covered with storks. In a brief moment of adventure, a friend and I ventured to the middle of their liar on top of the hill. After a few moments dodging bird poop and cringing at the angry squawking, we rightfully deduced that we were less than

welcome. One of the pictures documents this process.

The next weekend, I found myself in Fez. Fez was a completely different feel and I often forgot I was in the same country. The tanneries were probably the most amazing sight I saw there. We had the pleasure of having one of the owners tell us the history of the tanneries and how they made all the goods. After tearing my mint to shreds, it was high time to explore the rest of the Medina before my nose decided to give up entirely.

After only about three weeks here, I cannot wait until I get to experience AUI and explore Morocco even more. Already, my time at AUI is flying by and I do not look forward to the day when I am going to have to say goodbye to all the friends I have met and will meet, from Morocco and everywhere.



Study Abroad Experience

 KIRSTEN MANDALA

Despite the appearance of a western institution and an American university basis, Al Akhawayn has definitely proved to be a foreign experience. I came to AUI from a fairly untraditional and quirky small liberal arts college in Portland, Oregon. Therefore, not only do I have to adjust to Moroccan ways of life but that of a “normal” college. Things like lecture classes, lots of free time, undivided doubles, and curfews were as strange to me as tajine, Darija, and medinas.

Luckily, after almost a month, I think I am settling into the routine here. I now know I don’t have to get to class 10 minutes early every day. I remember to call professors ‘sir’ (instead of their first names like we do at home). I know what time you have to leave town to make it back to Ifrane by midnight. I now even understand what I try order at the café (most of the time).

Though this is my first time in Morocco, it is



my second trip to Africa as I spent this past summer working in Rwanda. While Rwanda is extremely different from Morocco, it actually prepared me for a lot of the cultural adjustments that I went through here. It doesn’t seem strange to visibly appear foreign, not

understand most of what goes on around me, shop without price tags, and carry my own toilet paper. This has allowed me to feel a lot more comfortable leaving the AUI bubble even with limited French and no Arabic.

One of my favorite parts of the abroad experience so far has been our ability to travel on weekends. In the past few weeks I’ve travelled to Rabat, Fez, and up north to Tetouan and Sebta. It’s wonderful to see so much amazing architecture, explore medinas, and taste real Moroccan food (the food that the restaurant here can only attempt to imitate). I really look forward to exploring much more of Morocco in the weeks to come.

So far my semester in Morocco is turning out to be a great experience. I am so grateful to all of the students here who have gone out of their way to reach out to the international students and help us navigate this foreign environment.

Spring 2009... a Moroccan Jewish Baby Club made its First Cry! (Part 1 of 3)

ELMEHDI BOUDRA & GHASSAN ESSALEHI

In the middle of spring 2007, a new club was added to the list of clubs active on AUI campus. Mimouna Club, the name given to this newborn baby club, first appeared with the aim of shedding light on Moroccan Jewish culture and history. At first glance, many questions can be raised: why was such a club created? Who had the idea of shedding light on a largely unknown part of Moroccan culture? And what sort of activities can the club organize?

Let's tell the story from its beginning: two students joined AUI fall semester 2006. These two students, El Mehdi Boudra and Ghassan Essalehi, shared the same major and came from the same city. More than just sharing their hometown and academic interests, these two students also found a ground of a common interest surrounding culture which was often the main topic they discussed whenever they met on AUI campus or had a meal

in the restaurant. Gradually, these two students noticed they often talked about topics related to Moroccan Judaism and its image in the minds of people they have met in life. These conversations can lead to some hot topics to discuss, especially when two people live in a culture that is diverse and full of different ethnicities.

After participating in these discussions, Boudra once wondered: Would there be other interested students in sharing their knowledge about Moroccan Jewish culture? Essalehi, who happened to be nearby, thought that there must be someone who has such interest! Both students, then, started giving the idea of creating a club serious thought. Since there already are some clubs dedicated to shedding light on cultural aspects at AUI, Boudra and Essalehi decided that their ideas was feasible.

Having already asked about the formal procedure

to create a club from Mrs. Rajae Saidi (who is currently the Officer of AUI's Internal Communication), Boudra and Essalehi managed to talk to some other students who also expressed their interest in the idea. After having collected eight additional names to make up the required list of ten names to create a club, Boudra and Essalehi were told that their club was officially created.

Of course, this could not have taken place without having looked for an advisor who would manage to provide consultancy for the club when needed. Dr. Abdellah Chekayri, from the School of Humanities and Social Sciences, had the best profile for the job. Being a skilled instructor with a good reputation among AUI students and a long-term interest in Moroccan Jewish culture, Chekayri is an ideal advisor for the club and its mission at AUI.

One intriguing question remains unanswered: why



choose the name "Mimouna"? One simple, yet surprising reason is that Mimouna is the name given to a unique celebration celebrated by Jews after that of the Pessah. Moreover, Mimouna is a festival in which Jews celebrate life, freedom, love, and their mutual understandings with their Muslim and other non-Jewish neighbours. On top of all this, Mimouna is only celebrated by Jews of Moroccan origins though it is now famous all over the world. In Canada, the U.S.A., France, and other regions of the world, Mimouna has maintained its position and remained a vital festival that is celebrated by Jews of Moroccan origins.

The club's objectives are simple and yet, one could argue, important. Mimouna was formed to raise a cultural awareness about the Moroccan multicultural society and the world's diverse community

of ethnicities and religions. In other words, the Mimouna club aims at shedding light on different aspects of the Moroccan Judaism including its history, culture, and heritage. The club members can work together to achieve such aims by organizing events and activities on the history of Morocco and Judaism. They hope to invite scholars who can talk about their writings on Moroccan Judaism and its lively existence throughout the history of Morocco. Also, visits to Moroccan Jewish neighbourhoods, also known as Mellahs, are a part of the club's regular activities. Providing Hebrew classes also fall within the framework of the club agenda to spread AUI community members' knowledge about a language which is increasingly gaining interest from students across the world.

To be continued....



Mimouna Club visiting Mellah (Jewish Neighborhood) of Fez

MProject: Leading Social Entrepreneurship

WALID BOUZOUBAA

Taha El Hajji, co-founder of MProject, once said that “[MProject] is something I would love to tell my grandchildren about.” El Hajji had unusual goals regarding his social internship. Volunteering in an already established NGO was not an option because this was commonly sought after many AUI students. Instead, El Hajji decided, along with senior student Zouhair Mazouz, to launch a project with economic, social and human development dimensions.

The idea was to assist in the development of the tourism industry in the Southern region of Merzouga. Known for its enchanting landscapes and never-ending dunes, Merzouga currently includes about 70 hostels, most of them operating under traditional

practices. Although the customer base is international, necessary processes such as appealing to customers, customer retention, customer services, and advertising are still not up to date.

The approach followed for improving such processes is a comprehensive and all-encompassing one. The team responsible for accomplishing the necessary tasks has been divided into the following sections:

As outlined above, the MProject is not only the result of students’ work, but a potential collaborative effort involving interested faculty and experts as well.

“We need the expertise and advice of anybody who thinks their input can make a difference,” adds Mazouz.

After finishing the task sheets, the most difficult task is working in the field. Accomplishing the project requires moving back and forth between Merzouga and Ifrane; something that requires funding.

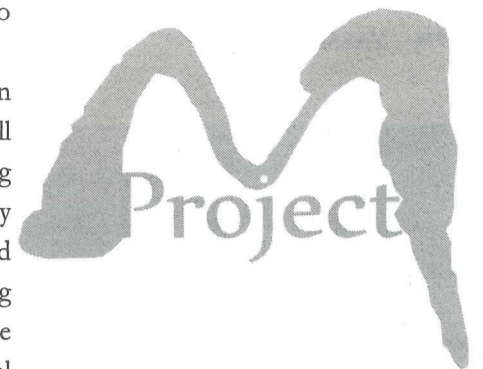
“As students of Al Akhawayn, we feel that the university ought to be financially involved in sponsoring the project, especially that it has the potential to yield considerable benefits to AUI as an institution. We are still waiting for an official response regarding the funding of the project.” says El Hajji.

This issue is even more critical since corporate and non-governmental potential sponsors need to first look at the level of involvement at AUI before they would decide on whether to

contribute financially to the MProject.

If accomplished on schedule, the MProject will end with a big launching event that will most likely consist of a concert and series of panels including decision-makers from the Merzouga region. The final result that the members wish to accomplish is a sustainable tourism industry that contributes to the development of the region while still preserving the regions distinctive social features. Ideally, too, the project would produce a model of social entrepreneurship that could be replicated elsewhere.

“And speaking of members, the list is still open for highly achieving, hard working and



committed students. For those who possess those qualities, we have no limit for recruitment.” emphasizes El Hajji.

Funding will remain central to soundly conducting the MProject. Mazouz points out, “Although people are key to success, funding is crucial as well.”

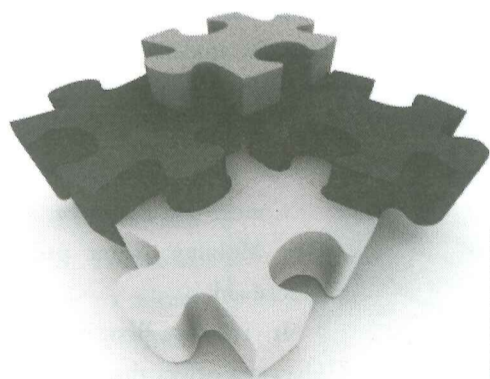
What is really the problem?

MOHAMED NAJIB LAAZIZ

This time I am not going to talk neither about the bad quality of food services nor about internet new policy at AUI; today, I’m bringing you a topic that you might have noticed but never gave that much importance. Every semester, dozens of exchange students come here to Morocco from all parts of the world. However, what makes me very anxious is the fact that they seem so segregated and that they tend to live in groups coming from similar regions or countries. Do they really think the main goal of being an exchange student is to travel and enjoy the weather of our country? I admit that this is part of it, but certainly not all! Exchange students come here to share not only their own ideas, thoughts, and culture, but also to explore our culture. Ultimately, exchange students should

contribute to the development of the university as a whole.

To investigate the issue further, I tried to interview some



HTTP://WWW.OSERCHANGER.COM

exchange students about this matter. The results were quite amazing! About 60% of the interviewed students believe it is the fault of the administration that does not encourage the integration with Moroccan students; there is no party where they can be presented with their

names welcomed within the whole community of Akhawayn like it is done in some other universities abroad. Besides the majority, the remaining 40% confess that they are under a cultural shock that makes adjusting to the new setting hard. Moreover, I have detected that some exchange students are sometimes wary of making friends with the opposite

sex because of numerous incidents of harassment which are very much real.

It is very wise, though, not to put all the blame on exchange students; Moroccan students have a huge amount of responsibility as well. It is our duty to make them feel like

they feel accepted among us. We can make this possible by trying ourselves to initiate friendships. Moroccan people are known to be intrepid and we should not wait all lifelong to see if they will come and say “Hi, let’s make the first step.” This example is actually being illustrated by Moroccan students who went on exchange to universities abroad; they are more comfortable when talking to foreign students because they understand how to bridge cultural differences.

To sum up, exchange students are not strangers; they should not be treated like a separate part of our university student body. Instead, I think they should share their culture and learn ours. So, I advise the administration to create an atmosphere that well-integrates

exchange students into the AUI community by organizing parties and conferences for them for instance where they can present themselves, mix with Moroccans, and share their comments,

concerns, and even positive critiques that would make this university a better place. I invite all Moroccan students to establish contact with visiting exchange students in order to introduce our culture and set up the bridge for effective communication.



Harvard Exchange Program: A Dream Comes True

YASSINE MAJDI

For the semester Spring 2010, Al Akhawayn offers a unique opportunity to its students. From the 7th to the 14th February, some Al Akhawayn students already had the occasion to go to the University of Harvard for a one-week exchange program. This is a unique occasion for Akhawayn students, to enjoy one week in a university that has a worldwide reputation.

Of course the trip to Cambridge was not open to anyone; many requirements needed to be met in order to see one of the eight universities that are part of the Ivy League. The first requirement was to be an African passport holder, since this exchange program was an intercultural program open to African people. The second requirement was a requirement of Excellency, which meant that only students with a 3.00 GPA or above could apply. The last requirement is what could be called a "cultural" requirement. In fact, the candidates needed to have taken at least one social sciences class or a political science class (SSC or PSC in AUI's catalogue).

Having such a great exchange

program is good but useless if nobody applies. According to a survey conducted by the AUI Bridge, only 54 % of Akhawayn students know that an exchange

do much about it. Harvard is a great institution; the "advertising" and communication should be bigger so that everybody knows about it. It is really a unique

program but didn't know a lot about it: "It was more a word to mouth rumor. A friend told me that there was a week exchange program but I don't know about

see one of the world's most famous universities. It is a unique occasion to see Harvard classes. This program could also be beneficial to Al Akhawayn University. In fact, if AUI students make a good impression, they may be able to go for an exchange program in Harvard for a longer period."

On the other side, people do not see this program as a great opportunity because of the length of this program:

"I can't see this as an interesting opportunity. The period of one week is really too short for discovering such a big university. This university has so many schools that staying there one week clearly wouldn't be enough," declared Youssef Berrada, an SBA junior student.

The students who went on this short exchange program really saw it as a great opportunity.

"Our visit to Harvard University was a student exchange that allowed us to

experience the student life in one of the world's leading academic institutions. The exchange was a success on all dimensions and we look forward to receive Harvard Students this coming March and provide them with an equally interesting experience within our university" declared Taha El Hajji, a senior BA student.

The exchange program with Harvard University is not a myth. Despite the use of flyers published in students' dorm to advertise the event as well as e-mails, the details of this exchange were shrouded by mystery. Al Akhawayn students seemed to be interested by it, at least for those who knew about it. This exchange program was a unique opportunity for both AUI students and the university



program with Harvard was offered.

For Youssef Drissi a junior SBA student: "Al Akhawayn didn't

occasion for us."

Amine Hourmali, a freshman SSE student, was part of the students who heard about the

the details."

According to the mail sent by the OIP to the students: "African university students will visit from the 7th to the 14th February. Harvard Students will visit AUI from the 13th to the 21st March."

Concerning the flight tickets, AUI's Mobility Grant provided financial aid.

It is the first time that Akhawayn offers the opportunity to its students to go to one of the Ivy League universities. But what do the students think about this opportunity?

Opinions are divided concerning this exchange program.

For Sarah Ghannam, a senior SBA student "this exchange program is interesting because it allows Al Akhawayn Students to



A Globe-Trotter Teacher lands in AUI

YOUSSEF DRISSI & YASSINE MAJDI

Professor Sofia Kocergin is someone one could call a “travelling worker.” Her studies and professional experience has allowed and encouraged her to move all around the world. At the beginning of this semester, she decided to settle in at Al Akhawayn University and make her students benefit from her experience.

Kocergin can boast about having one of the largest resumes in Al Akhawayn. This active woman got her bachelor in communication in Paris and started working as a journalist at a French television station. She quickly got bored by journalism and started a master’s degree which she completed in both Canada and France. After completing her master’s degree, Kocergin started working for one of the first Internet advertising agencies in France that later on was absorbed by the famous advertising agency BBDO (Batten Co. Barton, Durstine & Osborn). She was then given a scholarship by France Telecom in order to pursue her PhD. After obtaining her PhD, Kocergin moved to Grenoble where she worked as a teacher



in the Communication Department at the University of Grenoble. Following her teaching experience, she was hired by the CNRS (Centre National Recherche Scientifique), where she led teams in charge of developing new programs such as new mobile telephone services. Kocergin got

bored of this job since many of her projects would not pan out completely and sought for another experience. Her search led her to Dubai where she accepted a job offer in an interactive advertising agency.

“There, I discovered other cultures, such as Asian culture and Arabic culture” says Kocergin.

During her three years stay in Dubai, she also had her second teaching experience as a professor in an “all female” university in Dubai. After her Emirati experience, she spent some time travelling around Asia in countries such as Iran, Yemen, Malaysia and Indonesia. Finally, in November 2009, she received a job offer from AUI.

“I was first surprised to see a Moroccan University that teaches in English and based on an American System” says Kocergin, but she was happy to see that “the Communication program in Al Akhawayn

is one of the few available in Morocco.”

Kocergin really appreciates her stay in AUI, including the projects she is involved in including the development of a Master of Communication and a pole of consulting.

Besides organizing projects and research, Kocergin also teaches. She teaches three classes: Visual Communication, Technical Communication and Promotional Communication.

After three weeks of teaching at AUI, Kocergin sees the students as “quick learners” and is “impressed by how well-behaved they are.”

Kocergin’s arrival in Ifrane also marked her first time in Morocco, a country that she seems to enjoy. She describes Morocco as a great country because of “its proximity to France, the mixture of cultures, and the variety of landscapes.”

Kocergin’s experience is certainly a great asset for AUI. Her depth of experience will certainly be of great benefit for both AUI students and faculty.

Welcome Party ...By The Residents Assistants

FATIMA ZAHRA BENNOUNA

“On the behalf if the housing department of Al Akhawayn University, we would like to welcome all of you to a new semester at the university; a new semester full of innovation, fun and accomplishments,” We are a group of 16 resident assistants (RAs) working together to create a new definition of AUI community. We want to improve your overall wellbeing and help you make the most out of your stay at AUI. Three semesters ago, there were only five student RAs living up to these objectives, but now we are up to 16 and living in various different buildings on campus at your service.

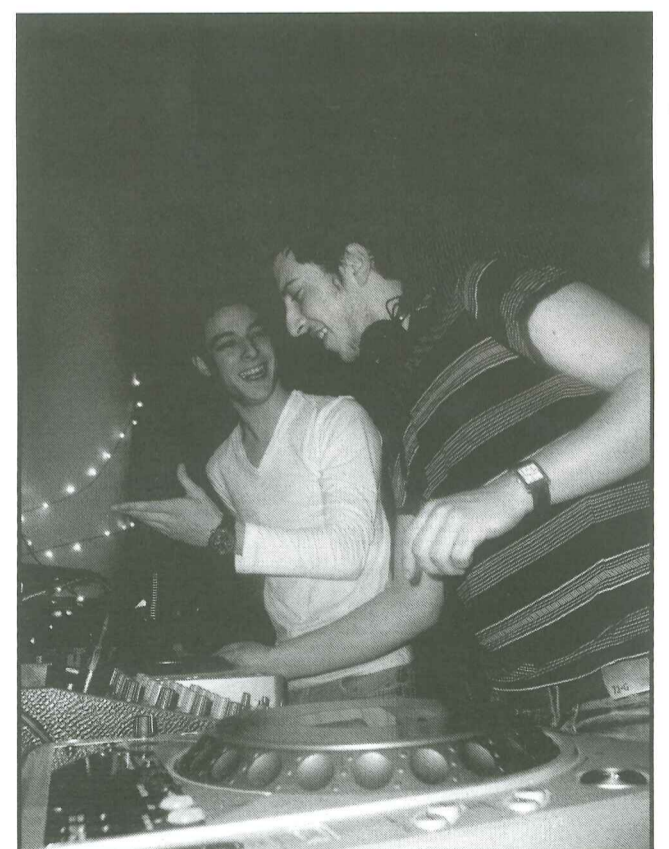
The welcome party was our first big event this semester. The event was meant to be a gathering for all residents of the university to get to know each other and dance to the music of great DJs who are also part of the AUI community. The party was held in the hall of building 38 on Thursday, February 4th from 8:30 to 11pm. The hall

was decorated in an oldies theme, including posters of old-time famous singers and actors. The music was very diverse and the buffet was full of your favorite finger food and drinks. The party was a success and we all loved meeting and dancing with you. This event was only one of many we promise to host during this semester and many semesters after that.

The message that we want to transmit is that we are here for you to guide you, listen to your problems, and to help you in whatever way you need. We work with the housing department but we are not spies and we are not here to collect fines (as we are unable to anyways). We are students just like you from different schools and different backgrounds. We have been chosen by a committee from AUI housing department in order to help the university reach the goals that students before us have voiced. The first one of these goals is to make AUI residences a fun place to live. Yes, Ifrane

can be boring sometimes, but we are all here for only a certain number of semesters until we are back to our home cities or to a new unknown place so the best thing for us to do is make these memories worthwhile while they last. We are here to help you make the most out of your AUI experience and to try to promote AUI positively outside of our direct campus community.

This article also attempts to serve as an invitation to all of you to feel free to meet with your RA and see for yourself how he or she can be beneficial to you. Check your emails and the billboards in your building for our future fun events.



DJ Night

“Fly On Proud Bird, You are Free at Last”

FATIMA ZAHRA BENOUNA

A minute of silence was held to pay tribute to our beloved friend Kenza Houssaini Squalli on Monday, March 15 around 1pm in front of the restaurant. Kenza Passed away on Saturday, March 13 at approximately 2 am after she suffered from dangerous internal injuries due to a tragic car accident that took place earlier that night on the road between Imouzzer and Fez.

I cannot give you a thorough description about the accident, but I can say that you wouldn't want to hear about it; the accident was quite a calamity.

The vice president led the moment of silence with the Imam of the university. A lot of people attended, including staff members, professors, and students. All stood as one community, one family, one body silent, but strong. All listened faithfully to the comforting words of our Imam.

To some of us, this time we spent together in prayer took us back to the day of the funeral

with Kenza's family in Fez on the unforgettable Saturday. Sad eyes, lost faces, a loving grandfather hardly able to stand straight with his cane in his hand, using all his energy to greet people—to greet us and be thankful to the all powerful for the grace in the hearts of those still alive. Each attendee a walking soul saddened by the tragedy—not sure what to think or how to behave in such a situation. All lips seemed to ask the same question: Why did it happen?

Nobody knows, but everybody accepts that God wanted her lovely soul beside Him. May she rejoice in Him and be delighted in His heavens.

The rain has stopped falling from the skies and started raining pain and mixed feelings on our hearts. The sun is out shining on us like never before, reminding us of her beautiful smiling face and the light in her eyes.

Kenza's time had come; she left without saying goodbye

because we all thought she was coming back, but no one could know that that night was her last. On and AUI student Facebook page, “Hommage à Kenza Squalli” (in memory of Kenza Squalli) one can easily see how her departure touched all of us who knew her: “She was one of us and God has given us the power to keep the faith when she left without a sound she was a real angel on earth.”

All her friends have posted touching comments about her and pray for her and her family. One of them writes, “she had a great heart full of tolerance and friendliness. She loved life and her friends to whom she was much attached. I liked her very much”

This experience has taught all of us different lessons about life; it has strengthened our relationships and opened our hearts and minds. Let us take the energy from this tragedy and make the most of what we have left to live on this

earth. Let us be good, let us have fun, let us succeed in everything we engage in, and let us do all we can for her, for us, for God and for the sake of life.

Members of Kenza's family have joined the facebook group and have put moving comments. A cousin of hers, dedicated a message to all of Kenza's friend telling them that “your lives are very precious to your loved ones, more than you can ever imagine. Always focus on the positive in your lives.”

Yes, life is a fragile gift and we

should remember it all the—especially on Moroccan roads. Moroccan driving is known internationally to be extremely dangerous. In addition to that, it goes without saying that speed competition on the roads can never have good outcomes and should be thought of more seriously.

This message is dedicated to all of you to ask for vigilance and prudence while driving or during any other activities. Be safe and happy.



Fatima Zahra Benouna

BookReview

“The Wheel of Time”: A must read!

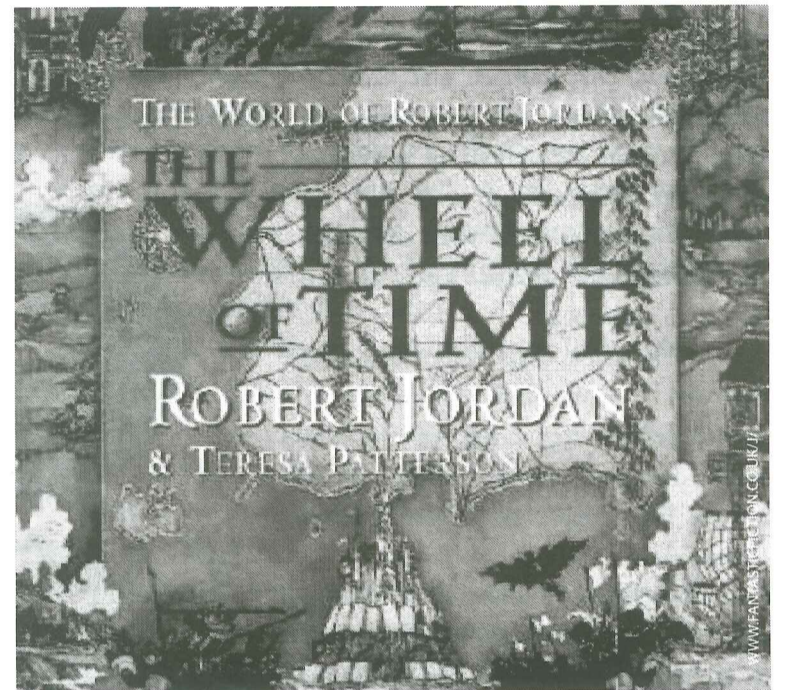
SALMAN AL HUMAM

For this issue, I want to discuss a novel written by a famous author Osamu Dazai in the early 19th century. The novel is entitled Run Melos! and is mainly based on a Greek legend. The legend tells the story of Melos, a country man who was arrested for opposing the tyranny of the King. When Melos was about to be sentenced to death, he expressed a wish: To be given three days to visit his sister who was about to get married. If he did not show up to the wedding, his friend Selinentius would be executed in his place. At this point, the reader would expect the story to focus on the journey of Melos during the three days, but instead the book takes a different approach. In fact, the scenery changes from the Greek era to our actual time. The reader discovers that Takada, a Japanese writer, is the one writing the story of Melos. As the book progresses, the reader notices the involvement of Takada in the story he is writing; he starts to question the decision of Melos and his friend's trust. Sometimes Takada is so involved in the story that he decides to stop writing when the Greek legend begins to talk of Selinentius who

has an unbreakable faith in his friends promise. Indeed, at some point the reader even gets to see some flashbacks into the writer's past, which inspires quite a bit of curiosity. Later on, the reader is actually able to discover why Takada is so sensitive to the story. When Takada is still studying at college, he has a friend, Joushima, who supports him in his studies while everyone else was teasing him. Takada is very happy to see that a person from a higher class such as Joushima would be his friend. However, as an heir from a prosperous family, Joushima had obligations and duties imposed on him. But, Joushima could not accept his freedom to be taken that easily. Therefore, he asks Takada to leave the city with him and realize their dreams together. Takada and Joushima both agreed to leave the city by the train in a specific time. But, when it came to the time to meet, only one person showed at place and that was Takada. Takada waits a long time before the train departed until he could no longer wait. Surprisingly, Joushima finally showed up to the train station only minutes after the train had left. Takada

felt an indescribable feeling of betrayal seeing how things have ended up. What he thought was a genuine friendship turns into a sour betrayal.

Many years after these events, Takada becomes a skillful writer in the city he lives in. The painful memories of the past emerge again as he was writes the story of Melos. The reader expects the story to end by the finishing the novel, Run! Melos, but an unexpected event brings dramatic changes. Just as Takada is about to finish his writing, he receives a call that he would have never expected and shocked him so much he left his house sweating all over his body. After the call, the book curiously changes scene to a hospital. Takada enters the patient's room, and the reader realizes that the one in question is no other than Joushima himself. The reader learns that Takada's friend has a hereditary heart disease from his father and that he is at terminal stage. Joushima continues to cry out his sadness and incomprehension of the situation while trying to explain the reason why Takada was left behind all those years ago.



Joushima's wife explained that at the time they made their promise to meet, Joushima's father had a heart attack and Joushima had decided to stay near him until his last moments. Then, at that time the train had already left, Joushima too found out that he carried the same disease as his father. Takada was astonished to discover the sad reality. Joushima could not bring himself to show up after breaking his promise and was too ashamed to approach Takada afterward. In the end, at his last moments, Joushima asks

his friend to read the end of the Melos story for him. This story revolves around the question: Is it painful to wait or r to be the one who keeps others waiting? Perhaps the most painful situation is not to wait at all. Sometimes, it is harder to put actions to one's words, have patience, keep the faith and consider that things may be different than they appear. I really appreciate the story and the perspectives that are used to recount the tale, including the value of friendship that is emphasized through the ending.

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Hard

A Moroccholess African Cup: A stressless one!!

EL MEHDI EL YOUMI

Does 1996 remind you of something? This year is actually the last year the Moroccan national football team did not participate in the African Cup of Nations. It is a shame that, fourteen years later, 30 millions Moroccans will still watch the African Cup on TV without the possibility to support their national team. But, the good part is that we could watch an African Cup without stress because losers are not allowed to participate.

The whole chain of events started when the Togolese team withdrew from the competition after being attacked near the borders surrounding Cabinda. As if this was not enough, the African football Confederation (CAF) decided to ban Togo from playing in the African Cup of Nations until 2016, judging the team as guilty instead of the perpetrators themselves. Finally, after some deep sorrow, the competition could start.

In the opening game of the African Cup of Nations, Mali pulled off a stunning comeback to draw 4-4 with Angola after trailing 4-0 with only 11 minutes left. As incredible as it seemed to be, this was just the beginning of our surprises. Equally if not more surprising was when Malawi showed no mercy toward Algerians, the only Arab country participating in the World Cup, by defeating them 3-0. The next games were as surprising as the previous ones: zambia and Burkina Faso both ended in draws

against Tunisia (1-1) and Ivory Coast (0-0) respectively, and Gabon easily defeated Cameroon 1-0. We also witnessed some outstanding games such as Egypt versus Nigeria (3-1), Ivory Coast versus Ghana (3-1), and Cameroon versus zambia (3-2).



In group A, the victory of Mali against Malawi (3-1) was not enough to allow Mali to pass the first round because of the draws between both Algeria and Angola 0-0. In group B, a simple goal was enough for Ghana to find a spot in the quarter finals. Nigeria secured its qualification in group C by defeating Mozambique 3-0. Finally, zambia, Cameroon and Gabon took the lead of group D, but the Gabonese unfortunately had to drop out because of their poor goal average. The Cup was then left with seven outstanding games that will

decide the 2010 African Champion.

The first quarterfinal was Angola and Ghana. The unique goal of Asamoah in the 16th minute of the game led Ghana as the first qualified team into the semi-finals. Later that same day, Algeria performed a historical qualification against Ivory Coast. The first goal of Kalou in the 4th minute acted as a catalyst for the Algerians who equalized in the 40th minute thanks to the goal of Matmour. In the 89th minute, Keita scored what was supposed to be the KO goal. However, one minute later, Boukra scored the equalizer and sent the two teams to overtime. In the 2nd minute of overtime, Bouazza scored the ultimate goal for Algeria that would send his team to the semi-finals. The next day, Cameroon, who were placed second in group D, faced Egypt, leader of Group C. Ahmed Hassan made a huge mistake by scoring an own goal in the 26th minute, but made up for it 11 minutes later by scoring a magnificent goal for his own team. Later, in overtime, both Geddo and Ahmed Hassan scored in the 92nd and 94th minute respectively, and, thus, offered Egypt the third ticket to the semi-finals. The last quarterfinal was between Nigeria and zambia which was not as particularly exceptional as the other games and ended up with an overtime score of 0-0. Eventually, Nigeria ended up winning in the shootout 5-4.

The first semi-final between Nigeria

and Ghana was unstable. Both teams missed a lot of goals, but Assamoah was the only one to score in the 21st minute of the game so as to carry Ghana to the final. In the other semifinal, Egypt defeated Algeria 4-0 thanks to the goals of Hosni in the 38th minute, Zidane in the 64th minute, Chafi in the 81st minute, and Geddo in the 91st minute. This 4-0 does not reflect in any way the level of the game and was certainly unfair for the Algerians who finished with only 8 players. Nigeria won the symbolic third place against Algeria thanks to the goal of Obieta in the 55th minute.

The final game between Egypt and Ghana was below all the expectations. There were a lot of tactics and only a few scoring occasions. The victory goal was scored by Geddo, the top scorer of the tournament, in the 85th minute. The Pharaohs, thus, won their 7th African Cup in history.

It is a fact that football in Africa has evolved a lot in the past years. The question is why is this not happening as much in Morocco? Is it a question of budget? No. Is it a question of talent? No. The problem is in the mentality of our players. Unless there is a change in the next few months, Morocco may have to say goodbye to our dreams of having a national squad capable of defeating the strongest teams in the world.

Good Semester Start for the AUI Wolves!

YOUSSEF EL BOUKHARI

This semester's Wolves' agenda is quite a busy one. After the first game against the second division team "les FAR" which resulted in a one point win for the visitors (51-52), AUI's team went to Oujda in order to play the semi-finals of the regional tournament. The absence of four crucial members of the team led to an unfortunate loss against the Fez selection team. However, this semester's team is characterized by tremendous team spirit and a great locker-room atmosphere. The team attributes this success to its players' great work and a coach who is always eager to brighten the name of our team and our university. A more recent

game was against ESIG of Fez where the Wolves won (32-18) because of some great skills and synchronization, despite not being in their best shape. Even though not numerous, the few supporters that were at the rendezvous made their voices heard and cheered their team to the victory. The Wolves are surely going on a great path right now and only need more and more support from their fans. Do not hesitate to join their group on Facebook in order to be notified about their upcoming games.



AUI Wolves (Fall 2009)

The Australian Open's... KING

THAMI EL KORTBI

Like every year, the Australian Open has proved that it was undeniably the most "open" grand slam tournament (with Cilic and Tsonga in the semi finals or Murray in the final match), but Federer confirmed once again that he still has a strong hand on the circuit.

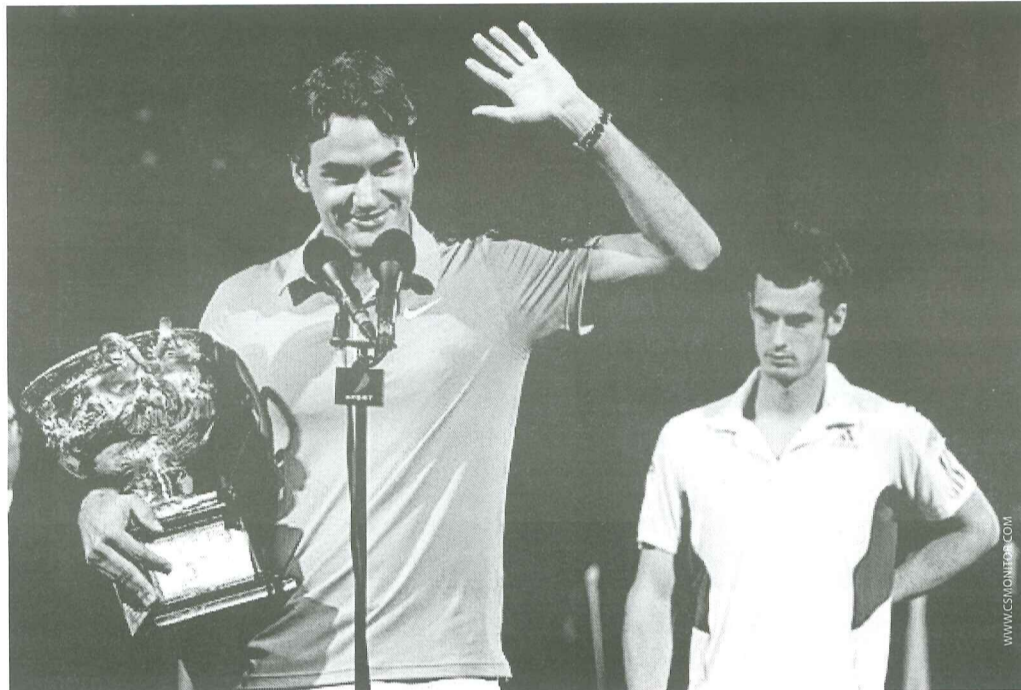
One day before the official tournament, a charity game called "Hit for Haiti" was held to raise funds to help victims of the 2010 Haiti earthquake. This event was Roger Federer's idea and was organized in less than 24 hours. Eight players participated and were divided into two teams (named after the colors in the Haitian flag). Team Red consisted of Federer, Serena Williams, Lleyton Hewitt, and Samantha Stosur. Team Blue was made up of the players Rafael Nadal, Novak Djokovic, Andy Roddick and Kim Clijsters. Moreover, former player and current TV analyst Jim Courier served as the chair umpire. The players competed in doubles and mixed doubles. Additional donations were gathered throughout the Australian tournament and many other players – including Maria Sharapova and Marcos Baghdatis- showed their altruistic side by helping the victims. The final report states that around \$ 400, 000 was raised.

The incredible line-up produced an exciting tournament to watch how one of the best players, arguably the best player of all time, wins another trophy. In this

year's edition we notice that Roger was at the summit of his art and was undoubtedly the biggest star of this tournament. But, media did not forget that Murray also gave

and win the two last games without losing one single set.

"I'm over the moon," Federer says after his championship win, "I've played



us a sublime tournament and certainly displayed behavior of a great champion, in addition to the most astonishing point in the tournament (against Cilic).

The big lesson from this tournament is, even if it is not a real surprise, the incredible regularity of "King" Roger always at the best level. After losing the first set of his first round, perhaps scaring many of his fans, he was able to start his engines

some of the best tennis of my lifetime. This is a special moment in my life. It's my first grand slam as a father." Federer's wife Mirka gave birth to twin girls Charlene Riva and Myla Rose in July. In fact, Federer is also the first father to win a Grand Slam since Andre Agassi in Melbourne in 2003.

Most people expected a rematch between Nadal and Federer since the latter had lost in 2009, but this virtual final was

dashed when Nadal was eliminated in the quarter-finals due to injury. As a matter of fact, even Roger Federer was not so sure to reach the final game, especially considering that he was going to meet another dangerous player, Nikolai Davydenko, who had beaten Roger in their last two meetings. Davydenko began confidently and won the opening set, but Federer finally recovered from his set down to overcome Davydenko in four sets and continue his remarkable run of reaching the semi-finals to play Jo-Wilfred Tsonga. The game against Tsonga was somewhat of a piece of cake and allowed Federer to reach the final match as fresh as possible.

In the final, Federer ends Murray's dream and becomes only the fifth man in history to win four Australian Opens.

"I can cry like Roger, it's just a shame I can't play like him," Murray says after his loss in the championship game, "(Roger), your achievements in tennis are incredible. You were a lot better than me tonight."

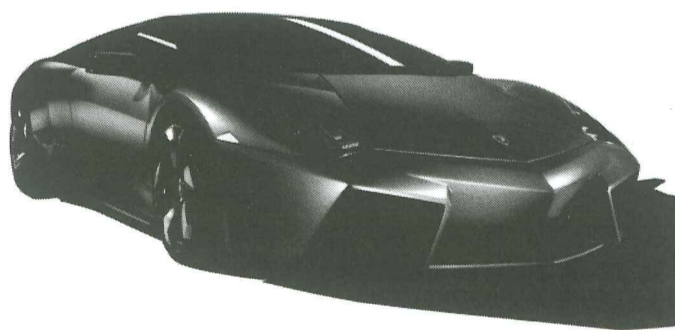
On the other hand, the number one female tennis player in the world, Serena Williams, Australian Open's champion in the past four odd-numbered years (2003, 2005, 2007 and 2009) successfully proved that the myth of only odd-numbered wins is not valid and defended her Australian Open crown this year against Justin Henin who played her first major tournament after 18 months of retirement.

Car Review: Lamborghini Reventon

MOHAMED MABCHOUR

Superb, fast, luxurious, solid: these are the four characteristics that can describe the brand new Lamborghini Reventon best. Designed for speed lovers as well as car engines' fanatics, the Reventon has made a huge success first in the Frankfurt car show in 2007 and then in the car market.

The Reventon is equipped with many high-tech instruments which make it one of the most fabulous race cars ever: including 650 horsepower engine that can go from 0 to 100 km/h in 3.4 seconds (which amounts to less time than both the SLR McLaren and Bugatti Veyron) and a maximum speed of 340 km/h!



(Just imagine that!) In addition to the car's extreme speed and horsepower, its bodywork is made of carbon-fiber (used in building superstructures of military jets such as the F14 and F16 Tomcat) which makes it a faster car due to the easy flow of winds on its

structure. Even more impressive, the mixture of Alcantara leather, aluminum and carbon-fiber has made the Reventon's cockpit very attractive with a feeling of luxury for the driver and the passenger. The designers of the car have equipped the scoreboard with

digital instruments issued from fighting jets which gives the driver the feeling of driving a real jet, making an adrenaline rush guaranteed!

The Reventon has been tested many times to impress car lovers by its speed. One of the most spectacular tests was a challenge against a Tornado Jet Fighter in Brescia, Italy; the challenge was to beat the jet fighter in a 3 km runway in the airport of Brescia. Not surprisingly, the Reventon won the challenge thanks to the V12 and the Carbon-fiber superstructure.

You like how this car sounds? You want to get one? Well, do not

even dream about it since there are only twenty units that have been sold to various extremely wealthy car collectors, each from the other (and marked as such on the car itself). Also, this car is really hard to enjoy without any music system (not even a BOSE speaker to connect with your iPod or Blackberry), leaving the only joyful music as the sound of the (amazing) engine.

Finally, its price is 1 196 000 € and its minimum consumption of gasoline is 21.3 L / 100 km. So, as nice as the Lamborghini Reventon sounds, is owning the car a possibility for you?

Movie Review

AVATAR

MOHAMED MABCHOUR

Avatar: a revolutionary blockbuster by the worldwide known American producer James Cameron. With over 1000 staff working night and day on a budget amounting to over \$300 Million, Avatar claims the title as the most expensive movie production ever made.

James Cameron reported that this movie was his biggest dream for over 15 years—right after Titanic—and that successfully producing it has made him happy despite the high cost of production.

Year 2154, Jake Sully (played by Sam Worthington), a former marine in a wheelchair, is hired to replace his late twin brother in the industry group on the planet Pandora to try to solve the energy crisis on Earth. Pandora is distant from Earth by many light-years and its environment is toxic for humans. In order to experience the natural environment of Pandora, the Avatars are created so that people like Jake



can link their minds to the Avatar in order to control their "second body" (because it is biologically similar to humans). The Avatars are similar to the Habtians of the Planet

Pandora, the Na'vis, who are blue creatures that can stand the toxic atmosphere of the planet and move with great agility and grace. To achieve this similarity, Avatars are

created by combining human being genes and Na'vi's genes. In the case of Jake, a former quadriplegic, he finds his freedom by using an Avatar that allows him to feel and use his legs again. Jake's mission is to infiltrate the Na'vis population by becoming an obstacle in the Na'vis attempt to exploit the ore supply, a mineral that would solve the energy crisis in Earth. In the process of his mission, he gets to know a female Na'vi who is going to save his life....

The movie is so great and what makes it even better are the 3D effects that have been highly appreciated by the public and, especially, movie critics including other big Hollywood producers. In addition to the 3D effects, the sound effects and the characters interpretations are amazing. Finally, the movie reflects one of today's bigger issues about wars that one can only discover by watching the movie for oneself.

Personally, I found this movie just amazing, first because I was pleasantly astonished by the 3D and sound effects. Also, the story is catchy and interesting in such a way that one easily gets involved with the movie characters as well as the action sequences.

More and more features distinguish Avatar from other 3D or similar movies; I would recommend everyone to discover the movie in theaters (especially because the effects are more pronounced) or on DVD. I hope you will like it!

JOB FAIR
7th 2010
Edition
9 AVRIL 2010

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