

This picture of the International Space Station was photographed from the space shuttle Atlantis as the orbiting complex and the shuttle performed their relative separation in the early hours of July 19, 2011. The western Himalayas and the Tibetan Plateau are visible below. Photo credit: NASA

SPECIAL SECTION

(Class of 2014)

Graduation Ceremony

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AIU News + Student Essay + Education + Culture + Science +
Technology + Art + Design + Body + Mind + Spirit + Environment +
Human Rights + The 100 Best Jobs + Bachelor of Marketing + About AIU

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## Mailbox

FROM: ORIETTA BARRETO SANCHEZ

**SENT:** Wednesday, June 25, 2014

08:23 PM

**To:** AIU MAGAZINE

 $\textbf{SUBJECT:} \ My \ \textit{experience and}$ 

GRATEFULNESS TO AIU.

Thank you AIU, for this great opportunity through which I was able to achieve one of my biggest goals. Something that over time became a reality! Before I started studying it might have been feasible, but not adequate to ME. The experiences of my life, and the analysis of them allowed me to understand it well. An immense desire to infuse with high productivity this great effort generated by a great concern! Immersed for some time, and trying to find a source to study, I finally found out and got in touch with AIU. Something we should never forget and especially applied in my therapies -the importance of the human factor. I was contacted on the phone by a working person at AIU, Yadira Fabiola Romero. Undoubtedly aside from doing their work, the human aspect was something NOTEWORTHY in her patience, understanding and many more contributions which were a great incentive to ME to begin to structure and make possible this great achievement! Thanks Fabiola. This way, I could meet all these people that integrate AIU: teachers, tutors... I got in touch with AIU and they gave me this great opportunity: Thank you AIU!

## Top Position

JULY 13, 2014. Deshawn Kazel Cabeza has recently been offered a top position at a new law firm which he starts next week.

He has worked in the legal field for the past 13 years in California and we are sure that he will exceed expectations as he has throughout his studies with Atlantic International University.

Deshawn recently graduated with a Masters degree in Business Administration to which he also participated in our Graduation Ceremony held in Miami, Florida, on June 26<sup>th</sup>.

We wish Deshawn the best on all his future projects and we congratulate him for his great achievement.

## Graduation Summer 2014

JUNE 26, 2014. Atlantic International University celebrated Graduation of Summer 2014 at Miami, Florida. We received 128 graduating students from around 50 countries. We received 350 guests including family and friends of the students.

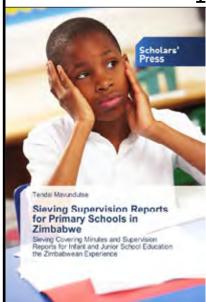
**AIU** is a worldwide reach university that promotes education, human rights and gender equity.

Guests and graduates had the chance to do tours around the city, before and after the Ceremony.

This year graduates came from the most diverse areas of the planet. The following are the countries our graduating student's came from:

Angola, Argentina, Benin, Bolivia, Botswana, Brazil, Cameroon, Canada, Colombia, Republic of Congo, Costa Rica, Denmark, Republic of Djibouti, Dominican Republic, Ecuador, Egypt, El Salvador, Equatorial Guinea, Ethiopia, Ghana, Guatemala, Honduras, Jamaica, Kenya, Liberia, Malawi, Mauritius, Mexico, Mozambique, Nicaragua, Nigeria, Norway, Panama, Paraguay, Perú, Puerto Rico, Rwanda, Saudi Arabia, Sierra Leone, Singapoore, Spain, Switzerland, Tanzania, Uganda, United Arab Emirates, United Kingdom, United States, Zambia and Zimbabwe.

## Graduate publishes book



JULY 07, 2014. AIU wants to congratulate Tendai Mavundutse —who has completed a Doctorate program in Education with us—for her recent success. Her book Sieving Supervision Reports for Primary Schools in Zimbabwe (Scholars' Press ISBN: 978-3-639710663) was developed as an assignment during her studies in Atlantic International University.

She says: "Supervision of education personnel, programmes and projects, is the stock in trade for District Education Officers and Education Inspectors in Zimbabwe. However, supervision appears to be undertaken as 'business as usual' as evidenced by the analysis that was made on covering minutes that were used to submit supervision reports to the Ministry of Primary and Secondary Education's Head Office."



#### **JULY 2014**

Arturo Álvarez Toledo Doctor of Economics Economics

Lwanga Edson
Doctor of Science
Biology

## Antonio Manuel Rodríguez García Bachelor of Science Electrical Engineering

Jonás-Miko Mba Obono Bachelor of Science Legal Studies

Mario Gilmer Cuentas Zúñiga Master of Science Political Science

Jorge Alberto Flores Flores
Bachelor of Science
Systems Engineering

Stephen Loh Tangwe
Bachelor of Science
FIECTRICAL ENGINEERING

Taylor Guillermo Godoy Atanacio
Doctor of Philosophy
Folication

Antonio da Silva Doctor of Philosophy Business Administration

Fernando Manuel Tito
BACHELOR OF SCIENCE
BUSINESS MANAGEMENT

Adriano Pedro Rodrigues
BACHELOR OF SCIENCE
SOUND ENGINEERING

Hussain Ahmad Madani Bin Ahmad Bachelor of Business Administration Business Administration

> Gabriela Alfaro-Jolicoeur Bachelor of Fine Arts Painting

Herculano Severino Bachelor of Health Science Radiology

Oswaldo Humberto Amaya Alvarado
Bachelor of Science
Civil Engineering

Oscar Aníbal Hernández
Bachelor of Education
English Language

Cesar Alfonso Alvarado Vargas
BACHELOR OF SCIENCE
PETROLEUM ENGINEERING

Antonio Eduardo Macedo
Doctor of Science
Technology Principles

Eshetu Bekele Yimenu
Doctor of Philosophy
Developmental Sociology

Bartolomeu Dias Domingos
BACHELOR OF SCIENCE
POLITICAL SCIENCE

Isakatonga Loanie Justin
Master of Science
Information Technology

Samuel Albino Chova Wassuca Doctor of Human Resources Management Human Resources Management

> Edward Ssenyange Doctor of Philosophy SD AND ST

Víctor Javier Román Jaramillo Master of Science Statistics

Mohamed A. M. Mohamed Nour
Doctor of Philosophy
CHEMICAL FINGINEERING

Luis Octavio Fernández Cortés Doctor of Business Administration International Business

Patrick N. Chishika
BACHELOR OF ARTS
STRATEGIC MANAGEMENT

Prince Oluyemi Gilbert Fajuke
Doctor of AM and DS
MANAGEMENT AND ORGANIZATION LEADERSHIP

Kogo Manase Levi Nganji Master of Business Administration Business Administration

Augusto Nobre da Conceicao Calungo Bachelor of Science Physics Jairo Fabian Maldonado Rosero Bachelor of Psychology Clinical Psychology

Vladimir Aveiro Riveros
BACHELOR OF SCIENCE
INFORMATION SYSTEMS

Roberto Pezo Díaz
Doctor of Philosophy
Regional Development

Muhammad Abid Master of Science Chemical Engineering

Iván Salvador Romero Arrechavala

MASTER OF SCIENCE

MACROFCONOMICS

Joyce Kayora Mwendwa Master of Science Psychology

Hendrik Harold Waakzaam Bachelor of Science Business Finance

Abdullahi Abdisalam Sheikh Ahmed Master of Public Administration Public Administration

> Alicia Pilar Catalá Seguí Doctor of Science Psychology

Norasco Emmanuel Baruti Bachelor of Economics Health Care

Amaya Torre Laresgoiti
Master of Psychology
Sexual Ariise

Victor Deogratius
Master of Science
Information Technology

Liliana Denisse Aragón Negrón Bachelor of Science Psychology

Epifanio Barril Bestué Bachelor of Human Resources Human Resources Pamela María Quesada Palencia
BACHELOR OF SCIENCE
INTERNATIONAL RELATIONS

Carmen Patricia Madrigal Porras
Bachelor of Public Administration
Local Government Management

George Kwadwo Osei Ababio
Doctor Business Administration

Management

Carolina Cardenas Roa
Doctor of Education
Special Education

Araceli Trillas Salazar Master of Psychology Sexual Aruse

Luis Germán Arias Campo
Bachelor of Legal Studies
Legal Studies

Luis Antonio Vidal Pérez Master of Communications GLOBAL COMMUNICATION THEORIES

José Luis Frutos Nava Master of Science CHEMISTRY

José Luis Frutos Nava
Doctor of Science
LABORATORY ADMINISTRATION

Patricia Irma Manzoni Bachelor of Arts Art History

Makaya Yusuph Kasuhu Bachelor of Science Electrical Engineering

Alfredo António Quindai Doctor of Philosophy Statistics

Tatah Amos Tangwa Master of Science Electrical Engineering

Albert Mulanda
BACHELOR OF ARTS
SOCIAL DEVELOPMENT

João Francisco Pires
Master of Business Administration
Human Resource Management

Jeremias Sabingo Henriques
Bachelor of Business Administration
Business Administration

Amal Hussain Mohsen
Bachelor of Business Administration
Business Administration

Jason John Bachelor of Business Administration Business Administration

Mohammed Talal A Mohanna
BACHELOR OF SCIENCE
INFORMATION TECHNOLOGY

Ahmed K R Ajjur
BACHELOR OF SCIENCE
INFORMATION TECHNOLOGY

Shaymaa Asad Robin Akeila Bachelor of Science Information Technology

Oussama Hussein Assaad
Master of Business Administration
Business Administration

Nasser Abdul Aziz Soliman
Master of Business Administration
Business Administration

Rishikesh P. S.

Master of Business Administration

Business Administration

Jorge Alberto Valverdi
Doctor of Science
Mental Health and Addictions

Scottie L. Howell
Doctor of Philosophy
Exercise Physiology

Christiana Rexina A. Pratt
BACHELOR OF BUSINESS ADMINISTRATION
FINANCE

Eben Ngwal Jolie Dorothee
Bachelors of Human Resources
Human Resources

# December 2014 Graduation Ceremony

## Registration list is now open



We are so happy to announce the Graduation Ceremony registration list for December 2014 is now open.

To register please log into your student section and click on the link on top of your progress bar that says, "Request Graduation Ceremony." Please note this is the only way to register for the ceremony, you must fill out all details through there.

#### Date and place

Thursday, December 4th, 2014 At Ramada Plaza Marco Polo Beach Resort Sunny Isles Beach, Florida

## Requirements for participation

- Beginning NOW you will be able to register via your student section. This is the only form to be on the graduation ceremony list.
- Remember that ALL Academic and Financial obligations must be completed by October 20, 2014
- Please also keep in mind, that all participants must begin their visa process in time. AIU cannot provide any documents to help the student in getting the VISA because, being an Online Institution, it is not required to come to the US at any time. We recommend you to start the process as a tourist

visa. Please contact the US Consulate in your country to apply at your earliest convenience.

#### Other activities

In addition to the ceremony, you will get to explore Miami with your graduation mates, some of the activities include:

- A trip to the Happiest Place on Earth, Disney World Theme Parks. Enjoy the four parks and two water parks including the Magic Kingdom.
- Everglades Park. Fly with us over the river of grass in an airboat and enjoy an alligator presentation in our famous pit! Our tours are the longest in duration anywhere in the Everglades. Purchase your tickets here online for convenience and a special discount!
- Miami Seaquarium. Daily admission includes a fun filled day of marine-life shows and exhibits on 38 beautiful acres overlooking the Miami skyline.

- Jungle Island. The design of the 18acre gardens was based on a number of factors. The successful horticulture programs developed at Parrot Jungle and Gardens (Jungle Island's original site), combined with the landscape design and unique nature of our new site, and facilitated the growth and evolution of Jungle Island's lush, tropical landscape.
- A 6-hour tour of beautiful Miami. With your fellow graduates on Friday, December 5<sup>th</sup>.

#### Be a part of it

We would love to see you there and be part of this awesome experience. We just had the June Graduation Ceremony when many students from more than 50 countries attended and shared their outstanding testimonials with students worldwide. Without a doubt, we felt very fortunate to witness such unforgettable moments.

We, at **AIU**, treasure the privilege of being able to share the joy of this great achievement with you!



# Class of 2014





Dr. Scott Wilson, Dr. Franklin Valcin, Dr. José Mercado, Dr. Miriam Garibaldi, Dr. Ricardo González, Ricardo González, Dr. Jack Rosenzweig.

raduation ceremony took place
last June 26<sup>th</sup> in the city of
Miami, Florida, the magic of the Atlantic Ocean. From Atlantic International University and presiding the Ceremony in the High Table were Dr. José Mercado, Chairman of the Board; Dr. Franklin Valcin, Academic Dean and President; Dr. Ricardo González, Provost; Ricardo González, Chief Financial Officer; as well as Faculty and Academic Counsel Mem-

bers, Dr. Miriam Garibaldi and Dr. Scott

Wilson. The Ceremony was presented by Dr. Jack Rosenzweig, and after that, students were able to express themselves.

# Graduation speech



y name is Dr. Jack
Rosenzweig and
I welcome you to Atlantic
International University's
graduation. I want to share
a few thoughts. This day is
about you, so my speech will
be short and sweet.

A Graduation is the culmination of student's hard work. The finish line to a journey that began that day they enrolled at AIU. That they decided to make a difference in their families and their own lives. This included many hours of studying, of not going out, of sitting in front of a computer day in and day out. This day is also a celebration for not only the students accomplishments but of the people that stood by them, they themselves sacrificing so our students could achieve their ultimate goals. Before I continue I would like to give a round of applause to

the mothers, fathers, wives, husbands, children and other family members that were there for our graduates.

As we know, globalization is a key word utilized in our society. This globalization is shown by the vast diversity of our graduates, a worthy United Nations with students from around 50 countries. But this doesn't just mean that our graduates are from different country but also that each one of you has knowledge that you bring to us and your colleagues. Everyone has a story of determination and triumph. of dedication to achieve your ultimate goal. Everyone one of you has gone through the some sort of challenge, but, even though you faced challenges, look around you, these are the people that were able to complete the journey, that didn't let the roadblocks impede them from reaching this goal, GRADUATION.

Albert Einstein once said "Learn from yesterday, live for today, hope for tomorrow. The important thing is not to stop questioning."

You, the graduates, did not stop questioning, you continued in your journey, setting

goals for yourselves, questioning and moving forward until you achieved this goal. But this is not the end of the journey, this is only the beginning. With the newfound knowledge that you acquired at **AIU** you will now set forth and use this knowledge to improve your lives, to improve and help the countries you call home. You will utilize this knowledge to improve your way of life and in the process improve the way of life to those that stood by you. in the good and the bad.

Graduates: you have the privilege, the opportunity and the responsibility to utilize what you have learned throughout your program at AIU and use it as an engine for sustainable growth and prosperity, in defense of human rights, to empowering those who feel powerless, sharing the gift and self-determination possible in an Andragogic System of Education.

Today is our unique pleasure of introducing each and every one of the graduating students here.

On behalf of the Faculty and Staff, I congratulate you sincerely and welcome you to this celebration!"



### Why is Graduation important?

## Evidence of your studies

Not only does your Degree look great hanging on your wall, it provides proof of your studies for employers, industry associations and for migration purposes.

#### Celebration

Ceremonies provide an excellent way to celebrate all the long nights, hard work. It is your chance to be presented to the University community with such a significant accomplishment.

#### Acknowledge

The ceremonies also provide an opportunity for you to thank your family, friends and Advisors for their support during your studies. But must of all, you must thank to yourself and honor for your commitment and dedication.

#### **Graduate Entitlements**

After graduation, you can officially use your qualification in your title. Refer to the Academic Counselor to help you determine your post nominals (the abbreviated version of your qualification title).

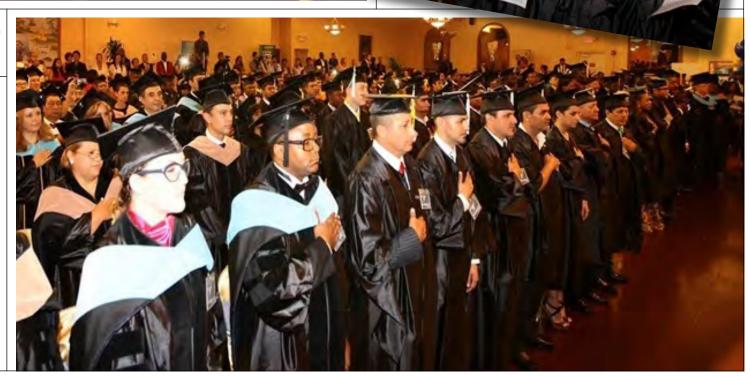
## Verification by employers

If you need your degree to support your knowledge for a job, having your qualifications verified allows you to prove you have completed your studies.



## History

Degree ceremonies are an ancient tradition originated in the 11th century, in the medieval universities of Paris, France and Bologna, Italy. At these universities, students (called apprentices) learned skills from masters of certain crafts. At the end of the study, the apprentice achieved a 'testimonial of skill', presently known as the 'degree'. The apprentice was expected to begin teaching after receiving the testimonial. The graduation ceremony celebrated the apprentice's induction into the profession of the craft.

















### Multicultural Mosaic

As usual, 2014 AIU's Graduation Ceremony was a multicultural mosaic. This time we received graduates from more than 30 countries from all over the world. Besides English, people were speaking different languages such as mandarin, spanish, french, portuguese, norwegian, danish and arabic, among others. With a radiant smile, men and women of all ages received their Degrees from the members of the High Table, and later they got to know other students.











For a man to attain to an eminent degree in learning costs him time, watching, hunger, nakedness, dizziness in the head, weakness in the stomach, and other inconveniences.



-Miguel de Cervantes, writer.

















You are educated. Your certification is in your degree. You may think of it as the ticket to the good life. Let me ask you to think of an alternative. Think of it as your ticket to change the world.

-Tom Brokaw, anchorman legend.











# All real education is the architecture of the soul.

–William Bennett, 3rd United States Secretary of Education.

**Graduating in absence.** Only a small percentage of our graduates completing their program during this first semester of the year could attend this Graduation Ceremony. The main obstacle was traveling from home to the US, leaving their family and their work. We greet all students graduating in absence, and we congratulate them as well.



































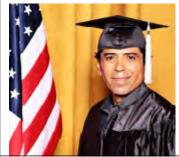












Abotsi Jacob Kofi Ahmadu Saleh Alberto Domingos Alex Mauricio Mata Hernandez Ana Ortiz Ana María Ramos Barreto Brenda Bwalva **Burnard Schnellback** Chanda Kaluba Charles Pride Muchero Clemence Kapalamula **David Bustamante Douglas Rivero Douglas Mwewa** Dzifa Stephanie Kpodoh Enrique Heine Parada **Evelyn Tetteh** Francisco Pereira Martins George Okoth Onyango **Guang Yang** Hayford Agyekum Ibrahim Al Saleh James Alie Jauffur Abdul Raouf Javier Real Sánchez Jorge Araya Morales José Clemente Orozco Lisette Margarita Calderon Bach Lito Manuel Davila Toro Lucy Gómez Heyliger Luis Eduardo Franco Mauricio Manuel Dario Carvajal Trillos Marco Antonio Cabrera Mario Julio Garibaldo Gonzalez Mitra Heidarpanah Olugbenga Anfela Pedro Pablo Castillo Prieto Reinaldo Alcides Carballo Carballo Rigoberto Bazã¡N Rufino Alvarez Ortiz Salomao Rogerio Laurindo Laurindo Triza Tsiga Magreta Victor Manuel Eustaguio Vallejo Badillo William Perez Matos Alberto Luis Musikman

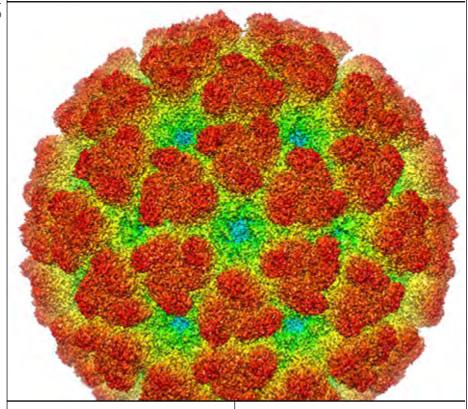
Amaal Namakula Ana Ceferina Villaorduna Caldas De Acuna Arnaldo Castillo Guiza Bertha Josefa Tellez Chilika Devin Wellings Simfukwe Cleopatra Shingirai Matanhire-Mutisi Daniel Nyarko Doreen Ngonda (Mrs. Sanje) Edgar Olmedo Cruz Mican Eric Regai Magejo Glennys Gisela Rojas Rodriguez Hugo Mendez Chavez Ivan Rojas Ayala Kabir Ashiru Matazu Luis Narváez Mantane Diop Maxwell David Akaba Regina Muzamai Maambo Regina Nana Nyarkoa Asiedu Ssendagire Hassan Wasswa Walter Roberto Kestler Alvarez Will Roberto Castro Moncada **Felix Farias** Ibrahim Raiee José Arturo León Joseph Ndengu Michael Kwateng Rene Mora-Casal Sardaouna Ahmadou Scott Ogburn Thu Rein Ko Ko Adow Auckhinleck Kwame Alexandra García Almintor Giovanni Torres Quiroz Amos Marume Arlindo Bengui Andre Aurora Evangelina Guerra Chiw Boniface Nakwagelewi Ata Deagbo Capt. Robin David Tyler Carmen Rainelda Alfaro Alfaro Claudia Marquez Díaz **Daniel Peres Sassuco** David Hall Doris Liliana Quiroz Cardenas Eliete Sampaio Farneda

George Rolando Hidalgo Muã±Oz Henry Loongo Jaime Miguel Jean Felix Aimable Ntakiyimana Jean Hude Moudingo Ekindi John Asogwa Lorna P Thompson Luis Alberto Neyra Arismendiz Luz Marina Cano Molano Margaret Ordoñez Smith De Danies Maria Angelina Reyes Fuentes Maria Del Pilar Soledad Ocampo Pizano Raynier Omar Aldana Gibaja Silvia Lujan Picelille Lucaioli Vicente Nsue Nsue Mengue Zewdie Gebretsadik Abdigani Egal Alba Ziomara Avile Ali Rachid Hassan Ana Karina De Oliveira Aragao David Njoh Nyingchia Deshawn Cabeza **Edward Sesay** Elba Susana Moyano Acuã±A Eugenia Madhidha Henry Marcelo Troya Alverca Hildagaard Chimbizi Jean Paul Mugabowishema Josephine D. F. Tengbeh Limenew Feleke Lungile Magadzire Miss. Elizabeth Munzara Karonga Onasanya Emmanuel Oludayo Yoseph Shimeles Cheru Jorge Araya Pedro Castillo Salomão Rogerio Laurindo Cambridge Henry Hayford Faustino Nsang Diogenes Castillo Duran Juan Pablo Moreno John-Baptist Rusine Cesar Alvarado **Edwin Cozar** 

Jose Arturo León Velazquez

# Chikungunya virus coming to America

By Lawraence F. Roberge. Images: wikipedia.org



Chikungunya Virus (CHIKV) is an arbovirus of the alphavirus genus (Togaviridae family) transmitted by the bite of infected *Aedes* mosquitoes. The word, Chikungunya, translates to "that which bends up", based on the stooped position of patients during the rheumatic symptoms of the disease. The

disease was first discovered in Tanzania in 1952-53 [1,2]. In the past 50 years, there have been outbreaks of CHIKV in Asia and Africa. In 2004, an outbreak in Kenya occurred and spread to the Comoros infecting over 5,000 cases. In 2005-2006, a CHIKV outbreak infected an estimated 300,000 of an island

population with about 785,000, with 237 resultant mortalities. The factors favoring this epidemic included viremic travelers from Africa, an immunologically naive population, and a mutation of the CHIKV that expanded the mosquito vector from the *Aedes aegypti* (aka the Yellow Fever Mosquito) to the *Aedes albopictus* (the Asian Tiger Mosquito) which was common on the island [1,3-8].

From the outbreaks in Reunion with the CHIKV mutation (E1-A226V) which improves replication and transmission efficiency in *Ae. albopictus* as well as the original *Ae. aegypti*, outbreaks spread to the India subcontinent [4,9]. A viremic traveler returning from India was the index case that led to autochthonous transmission in Italy [10]. Parola et al describe CHIKV patients from Southern France returning from Reunion Island as well as one autochthonous nosocomial infection from metropolitan France [6].

In December 2013, alerts posted by the Centers for Disease Control (CDC) and Pan American Health Organization (PAHO) reported autochthonous cases of CHIKV in the Caribbean island of Saint Martin [11,12]. Prior reports of imported cases in the Americas were reported in Brazil, Canada, French Guyana, Martinique, and the United States [12-14]. In late December 2013, updates on the CHIKV cases reported confirmed or suspected cases on Saint Martin, Guadeloupe, Martinique, and Saint Barthelemy islands. The European Centre for Disease Prevention and Control (ECDC) urged vigilance to clinicians, travel authorities and blood

safety authorities about the spread of CHIKV, due to enhanced travel during the Christmas holidays [15]. Since the CHIKV vectors (Ae. aegypti and Ae. albopictus) are present in various Caribbean islands and the United States, and complicated with the delayed of symptoms of CHIKV viremic patients, it is only a matter of time before the mainland United States reports autochthonous cases of its own. The following text provides further evidence supporting this theory.

#### Symptoms of CHIKV

CHIKV onset of symptoms is usually rapid, one to 12 after infection (averaging three days) [1,16]. But, the infected traveler from CHIKV infected countries may not demonstrate symptoms until three days later; ample time for air travel to various virally naive countries. The symptoms include high fever (40°C), rash, myalgia, and polyarthralgia (NOTE: the arthralgia is usually symmetrical and affects more than one joint) [1,7,16]. Also, other symptoms reports include headaches, photophobia, skin rash, and some reports of lethal encephalitis [1,7,16]. Although the acute symptoms can subside in 1 to 2 weeks, the arthralgia can persist for months or years [16]. Schilte et al. [17] reported in a long term study of CHIKV patients; that patients with the presence of arthralgia 4 months after infection and being over 35 years of age were at risk for long-term arthralgia. The morbidity for CHIKV is high at least 35% and the mortality is low (below 1%); but "silent" infections are rare and thought to be no more than 15%

of infected individuals [1]. Laboratory diagnostic tests for CHIKV infection are serological methods, viral isolation, and reverse-transcription-PCR (RT-PCR) [1,10,13,16].

Upon onset of the acute phase, the viral load of CHIKV can rise to 10<sup>8</sup> viral particles per milliliter of blood [1], which enhances the development of the human-mosquito-human transmission cycle [14]. Furthermore, Reiskind et al [18] reported that *Ae. aegypti* and *Ae. Albopictus*, both common to Florida were able to rapidly become infected with the mutated Reunion CHIKV strain (E1-A226V).

The virus following the mosquito bite replicates in skin fibroblasts and then spreads via the bloodstream to target the liver, muscle, brain, joints, and lymphoid tissue [1,7,16]. Sourisseau et al [7] reports that CHIKV has been found to replicate in human epithelial, endothelial, primary fibroblasts. and monocyte-derived macrophages. The CDC has listed CHIKV category C priority pathogen [10,19]: that is could be engineered as for mass production and as a potential biological weapon due to ease of production and dissemination, availability, and potential for high morbidity and mortality rates and major health impact.

#### Threat to the United States

The primary threat of CHIKV introduction into the US is from viremic travelers. Several incidents have already been reported of travelers entering the US with CHIKV [12-14] as well as documented cases of CHIKV infected travelers returning to

European countries, Australia, and Asia [6,13,14]. Although little is known of potential zoological reservoirs in the US, Thiboutot et al [13] describes the sylvantic cycle with non-human primates and forest mosquitoes in Africa, as well as describe the urban cycle which consists only of human-mosquito-human transmission.

Ae. aegypti (commonly called the

Yellow Fever Mosquito) has been present in the US since early colonization and is believed to have been introduced from Africa from ships used by European explorers and early colonization efforts [20]. It can thrive

and reproduce in urban settings and even un-used flower pots, drainage ditches, and spare tires. The female feeds to produce eggs and is active during the daytime [20], but can feed at night under artificial lighting [21]. Although survival is poor in hot, dry climates, the mosquito can spread in the Eastern US from the Gulf states to the Mid-Atlantic and beyond to New York. This would include summer time proliferation to high population urban areas such as Washington, DC, New York, Philadelphia, Baltimore, and Atlanta to name just a few cities. The eggs can withstand desiccation

for a long period of time which would increase the spread of the mosquito depending on the mode of transportation [20]. The species is active in the Northern parts of the US during the summer and active year round in the Southern US [21].

Ae. Albopictus (Commonly called the Asian Tiger Mosquito) has been established in the southeast of the

> US and in the Caribbean [16]. The mosquito is common in urban areas and flourishing in 36 states in the US [13,14]. The mosquito can survive both urban and rural environments. has a flight radius of 400 to 600 meters and is an aggressive daytime biter

[1,22]. Ae. Albopictus eggs are long-lived and cold hardy enhancing the invasive spread of this vector [22].

Benedict et al [22] using ecological niche model, GARP (Genetic Algorithm for Rule Set Production), provided an ecological risk map of the spread of the mosquito globally, but this study included of the Gulf Coast, Mid-West, Mid-Atlantic states of the US as well as some infestations into southern New England states. The Benedict et al study also describes how Ae. Albopictus demonstrates the ability to inhabit either relatively cold and dry or warm and wet climates; both found

in Eastern and Gulf states, especially urban zones.

Rochlin et al used the environmental modeling model, Maxent, on the spread of Ae. Albopictus in the northeastern US [23]. The Rochlin et al study uses predictions based on the invasive spread of the mosquito through 2099 taking into account future climatic projections due to global warming. The study finds that the mosquito will reach the coastline of New England states including Maine as well as metropolitan Boston areas by 2080 [23]. Although the Rochlin et al study differs slightly in the spread of Ae. Albopictus from the GARP study, both predictive models indicate the invasive spread of a vector with the potential to spread CHIKV to high population areas of the Northeastern part of the US.

It must be noted that several cases of laboratory infection of CHIKV from blood samples have been reported [24-26]. Hence, the risk to public blood supplies and enhanced CHIKV transmission from infected blood transfusions is great, IF the CHIKV enters the urban population areas [10].

Finally, the use of the invasive species of mosquitoes to transmit CHIKV could be an act of bioterrorism to a naive population [27,28]. Lockwood [29] describes a bioterrorism scenario of using Ae. aegypti to spread Yellow Fever to Mardi Gras partiers in New Orleans with the help of viremic Yellow fever martyr to ensure the infected mosquitoes spread their bioweapon to the unsuspecting populace in the city. CHIKV has the potential for

similar weaponization and bioterrorism applications.

#### **Counterstrategies**

The counterstrategies are difficult and limited as are the treatments for CHIKV. The only treatments at present are anti-inflammatory drugs and a few studies suggest anti-viral may help reduce viral activity, but no large scale study on antiviral drugs as a cure exists at present [1,16]. At present, viral vaccines have been slow and difficult in development due in part to the limited funding and the risks associated with live attenuated, inactivated viral vaccines, or genetically recombinant genetically engineered vaccines [1,2,13]. Several studies from the US Army and other research centers in France have reported progress [2]. The studies have been spurred on especially due to concerns that CHIKV could be used as a biological weapon by terrorists. Furthermore, passive immunotherapy using purified immunoglobulin extracted from recovering CHIKV patients has demonstrated effectiveness in neutralizing CHIKV in vitro and in vivo studies [30].

Controlling the spread will require rapid diagnostics and education of clinicians and laboratory workers to avoid infection during testing as previous mentioned in the Cordel study [24]. Furthermore, the risks of contamination from a Category C pathogen [19] may require delays in getting diagnostic samples to diagnostic labs properly suited for handling and testing of CHIKV. These delays may hamper detection of viremic patients and may require testing of antibodies during

the convalescent period [1,16]. Furthermore, training such as the PAHO provided to Caribbean clinical workers [31] may be required for public health officials as well as clinicians especially in large urban communities BEFORE CHIKV arrives into the US.

Further, in pursuit of controlling the spread of CHIKV, vector control will be essential. Although the familiar response to mosquito control has been insecticide spraying and control of breeding sites (such as trash and tire removal), other strategies will require further investigation. Some promising studies using a specific strain of the endosymbiotic bacterium Wolbachia have been found to induce resistance to CHIKV in both Ae. aegypti and Ae. albopictus [32,33]. Previous studies using Wolbachia strains have demonstrated that the bacterium induces disease-resistance genes in the mosquitoes as well as inhibits viral reproduction in Dengue (another alphavirus similar to CHIKV) virus in Ae. Aegypti [34]. This research warrants further research, development, and commercialization.

#### Final plans

CDC and state and local public health agencies have to prepare now for the eventual invasion of CHIKV into the US. Planning, education, and expansion of clinical testing facilities as well as precise training of laboratory personnel will be key. The responses during the outbreak of CHIKV by an informed and prepared public health service will mean the difference between a controlled, effective, and

intelligent response or a public panic, unrestrained vector born outbreak, and needless suffering of CHIKV infected patients.

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## Roots and wings

**T** Tow do we hit that sweet spot of appropriate support and protection for our kids, on the one hand, and enough independence to foster confidence and competence on the other?

- 1. Stop controlling and start coaching. Doing things with them teaches them how and builds confidence.
- 2. Remember that perfection is not the goal. Constant intervention undermines a child's confidence.
- 3. Let them try to do it themselves from the earliest **age.** Just give them appropriate encouragement.
- 4. Help them build confidence by tackling manageable challenges with your assistance. This also teaches children that help is always available if they need it.
- 5. Don't set them up for failure. Offer structure to help him succeed.
- 6. Praise effort, not results. "I see you worked so hard on this." "Wow! You didn't give up!"
- 7. Teach self-encouragement. When they make a mistake, they need an automatic internal comforting voice to encourage and motivate them.
- 8. Model positive self-talk. It improves our ability to master difficult tasks
- 9. Manage frustrating circumstances. Your empathy will be a critical factor in his overcoming it.
- 10. Affirm your child's ability to impact the world. The more they have opportunities to make a difference in the world, the more capable they will feel.



## Raising awareness

hen Manikumar was a manager at a Boston
Pizza in Markham, he noticed one of his regular guests was deaf. With no tools or education for staff to communicate with him, ordering food was a game of point, nod and serve.

Manikumar sought to change that. He learned American Sign Language, known as ASL, beginning with the basics: 'hello', for starters, and most important, 'enjoy'. "He was very delighted. He brought his friends the next day," says Manikumar, who has since broadened his ASL vocabulary through interactions with the deaf community, a group he now calls 'family'.

From that moment of prime customer service came the idea for Signs Restaurant, where the deaf can work and dine using their language, but also a place for the hearing to learn about the deaf community. For Manikumar's deaf staff –who make up more than half of his new hires and nearly all dining room servers- **Signs** is a rare opportunity.

A first in Canada, the restaurant joins a growing international trend in raising awareness of the deaf community through sign language menus. Similar restaurants exist in San Francisco, San Antonio, Paris and the Gaza Strip.



Source: Deaf restaurant Signs offers edible lessons in sign language, by Jonathan Forani. www.thestar.com



### The toxic culture of education

"Everybody is a genius. But if you judge a fish by its ability to climb a tree, it will live its whole life believing that it is stupid." -Albert Einstein

Toshua Katz is a high school math teacher in Orange County, Florida. Here's an excerpt of his talk. "So, there I was, working with a student, Natalie, on solving equations. She had to multiply 2 times 9 and was stuck. No joke, my students get stuck on that. So, I decided to go for the teaching moment. 2 times 9. All she had to do was count by 2, nine times, that was it. She tried and failed three times, on paper and on fingers, in both English and Spanish, her native tongue. THREE TIMES. Natalie is 16. In the ninth grade. And she is NOT ALONE. NOT BY A LONG SHOT.

I teach at a high school with a student population of over 3,000. It is only one of over 30,000 high schools in the United States. You have to somehow begin to wrap your head around the enormity of the number of Natalies in our schools, in our country, in our future."

Watch this interesting talk at tedxtalks.ted.com/ video/Toxic-Culture-of-Education-Joshu;search%3At

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# Food packaging

Is it reasonable that it takes several years for a milk carton to decompose naturally, when the milk goes sour after a week? THIS TOO SHALL PASS is a series where the packaging have the same short life-span as the food they contain. The package and its content are working in symbiosis. Source: www.tomorrowmachine.se



#### **Rice Package**

Made of biodegradable beeswax. To open it, peel it like a fruit. This package is designed to contain dry goods, like grains and rice.





#### Oil package

This one is made of caramelized sugar coated with wax. To open it, crack it like an egg. Then the wax no longer protects the sugar and the package melts when in contact with water. For oil-based food.

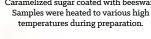








Caramelized sugar coated with beeswax. Samples were heated to various high



Test to verify sugar propeties in contact with oil.





Sugar package







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# Huicholes: the last peyote guardians

Argentina—México. 2014. 110'. HD. Director: Hernán Vilchez. Producer: Kabopro Films. Associate Producer: Paola Stefani. Cinematography: José Andrés Solórzano.
Original Music: Gastón Salazar. Animation and Post Video: Eugenio Costa. Graphic Design: Gustavo González Roth, Geni Expósito. Promotional Contents: Flor Podestá. Website: José Francisco Hernández. Marketing and Press: Lucía D. Miranda, Lariza Melo. Head of Promotion: Eugenia Toussaint. Eng. Translation: Eloy Benítez



In the surface, the subject of this movie appears to be a conflict between two political postures, but in reality it is about the clash between two Cosmovisions or existential postures: the spiritual vision that fights to preserve the sacred against the logic of the material profit that has as an ultimate goal, the economical gain even over life itself.

The very essence of being Huichol has to do with the spiritual and community work. It consists in maintaining the Matrix of life in the planet through ceremonial work that includes pilgrimages, offerings and dialogue with their ancestors. According to them, earth and every being that inhabits it, each element of nature, is sacred. In Wirikuta, their home, peyote flourishes and this is the central element of

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the Wixárika (Huichol) spirituality, since it is the access to dialogue with their gods.

Transversal to this millenary ritual that has been repeated generation after generation, the conflict appears:
The threat of the mining companies that, if their exploitation efforts are successful, could contaminate and destroy Wirikuta, transforming it into a sterile and inhabitable territory.
Defiled and profaned.

If you are interested

in supporting the Huichol people, visit **huicholesfilm. com** where you can watch this documentary via internet, and find out other ways to contribute.





## Art is life

Elias Kobina Nyarko Anderson March 14, 1972 · Takoradi, Ghana



I am born for a season, visible by the words of my days and the works of my hands. The making of what is desired, truly is not my own and the definite source of it justifies our limitations.

Great works will be recognized centuries ahead of our days and identifying them by their makers, would speak of times today. There is no place for everything to stand space and time. Indigenous, visioning through revelations has been the underlying factors I bring to creation these contemporary paintings.

"Art is life"

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## Falafel & Tzatziki

Serves 4-6 Source: food52.com

**2 cups** dried chickpeas, rinsed well and soaked overnight

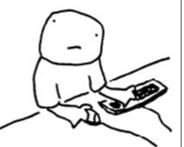
- 1 small yellow onion
- 1 bunch mint, washed
- 1/2 bunch cilantro, rinsed and coarsely chopped
- 3 cloves garlic
- 1 egg (optional)
- 1 piece bread
- 2 pinches salt
- **1/2 teaspoon** fresh ground black pepper
- 2 teaspoons ground cumin
- 2 lemons, juiced
- 1 cup vegetable oil for frying
- 1 cucumber, peeled and seeded
- 1 cup plain yogurt, Greek style preferred salt and pepper to taste
- 1 pkg. pita or flatbread

- 1. Drain chickpeas and let air dry for 2 hours, or more. Process chickpeas, onion, 2 cloves garlic, half bunch mint, cilantro, egg, bread, salt and pepper, cumin and half the lemon juice on low speed until a thick paste forms. No chunks or your balls will fall apart. Form into patties and let rest while tzatziki is made.
- 2. Rinse processor and pulse cucumber, yogurt, rest of mint and lemon juice and garlic clove on low just until blended. Salt and pepper to taste.
- **3.** Fry patties in vegetable oil on medium high heat for 3 minutes each side or until golden brown. Serve with warm pita or flatbread.

## Are you an introvert?

Introversion is a basic temperament, so the social aspect —which is what people focus on— is really a small part of being an introvert, it affects everything in your life. See if any of these 23 telltale signs of introversion apply to you.

- **1.** You find small talk incredibly cumbersome.
- **2.** You go to parties —but not to meet people.



- 3. You often feel alone in a crowd.
- 4. Networking (small-talk with the end goal of advancing your career) makes you feel like a phony.
- **5.** You've been called "too intense."
- **6.** You're easily distracted.
- **7.** Downtime doesn't feel unproductive to you.
- **8.** Giving a talk in front of 500 people is less stressful than having to mingle with those people afterwards..
- **9.** When you get on the subway, you sit at the end of the bench –not in the middle.
- **10.** You start to shut down after you've been active for too long.
- **11.** You're in a relationship with an extrovert.

- **12.** You'd rather be an expert at one thing than try to do everything.
- **13.** You actively avoid any shows that might involve audience participation.
- **14.** You screen all your calls even from friends.
- **15.** You notice details that others don't.
- **16.** You have a constantly running inner monologue.
- **17.** You have low blood pressure.
- **18.** You've been called an "old soul" –since your 20s.
- **19.** You don't feel "high" from your surroundings.
- **20.** You look at the big picture.
- **21.** You've been told to "come out of your shell."
- 22. You're a writer.
- **23.** You alternate between phases of work and solitude.

Source: "The Introvert's Way: Living a Quiet Life in a Noisy World" by Sophia Dembling. "The Introvert Advantage" by Dr. Marti Olsen Laney.

A spiritual person is one who seeks to elevate himself, to connect with a higher power, or simply his higher self. He believes there is more to the world than what is easily seen, than what is merely physical. He will have certain guidelines of behavior and diet that he will go by, but all in the name of properly attuning with the infinite and entering some higher state of consciousness. Tibetan monks are a great example of the spiritual.

Source: Are You 'Spiritual' but Not Religious? by Peter Baksa www.huffingtonpost.com

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# Green graves

Unlike traditional burial, natural burial (also referred to as green burial) doesn't seek to fight the effects of decomposition, but to harmonize with them by burying the body in a way that quickly recycles it into the ecosystem. Grave openings are prepared without the concrete vaults required for reinforcing standard graves, so the only thing in between the unpreserved body and soil is an organic fabric burial shroud or casket made from Earth-friendly material like wicker, cardboard, or bamboo.

Born from a conversation within the environmental movement of the mid-1990s, natural burial has been gaining popularity ever since, and is part of

a larger trend, paradoxical to some: the effort to make human death itself more sustainable. It is being engineered by social innovators all over the world who believe end-of-life decisions that take into account the future wellbeing of the planet are part of this generation's legacy of environmental stewardship.

This past April, **Designboom**, an online magazine dedicated to art, design and architecture, launched an entire competition called **Design for Death** that received more than 2,000 submissions from around the world. For

that competition, French designers Enzo Pascual and Pierre Rivière developed **Emergence**, an eco-casket made from biodegradable plastics embedded with tree seedlings that will take root as the casket decomposes; Hungarian designer Ágnes Hegedüs created an inexpensive floating urn housing a clay pot that's designed to slowly sink to the ocean floor; and South African designer, Ancunel Steyn, proposed **Design for Death Living**, an urban plan that seeks to combine memorial walls housing cremated human remains with mixeduse public space. Other not so new options are:

Alkaline Hydrolysis. Also known as resomation, aquamation, or biocremation. A water-based chemical resolving process that uses an alkaline solution of potassium hydroxide combined with 300-degree Fahrenheit heat and 60 pounds of pressure per square inch to dissolve bodies in large stainless steel cylinders.

**Promession.** Developed by Susanne Wiigh-Mäsak, a Swedish biologist and entrepreneur, this method utilizes freeze-drying to dispose of dead bodies. Doused in a bath of liquid nitrogen, a corpse is frozen to -148 degrees Fahrenheit, and, once brittle enough, is shattered via short, mechanical vibrations. The resulting compound is then placed in a vacuum chamber to remove all ice, leaving 55-66 pounds of powdered human "promains." Mercury tooth fillings

and any other metal implants are sieved out with an induced magnetic field, and the dry powder is placed into a cornstarch enclosure and interred into top layers of soil where microorganisms can fully incorporate it within a matter of months.

Infinity Burial Project. Artist and Massachusetts Institute of Technology research fellow, Jae Rhim Lee imagines a very unique fate for the postmortem body: decomposition via mushroom, inspired by the mushroom's natural ability to remediate toxins in its environment. Source: Graves That Save, by Alli Magidsohn. magazine.good.is Illustrations by Monica Ramos.

## Hippo Water Roller

This project aims to alleviate the daily struggle endured by women & children by helping them improve their ability to transport much more water, much more easily and in less time from water points that are often located far from their homes.

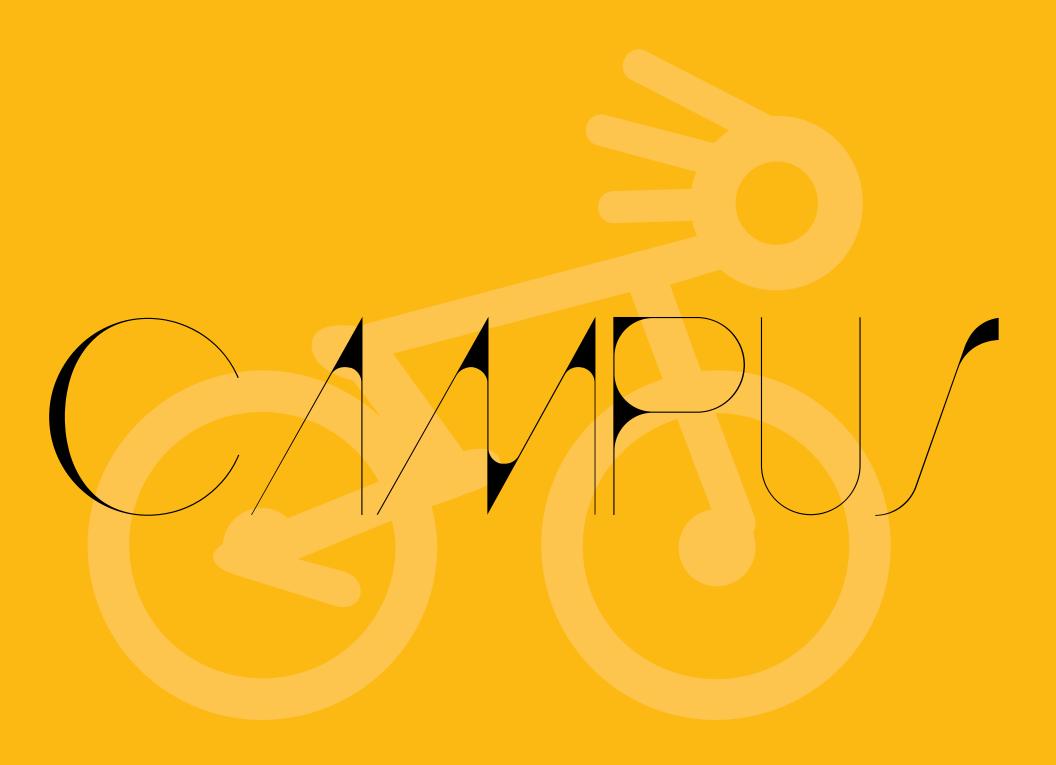
The Hippo Water Roller carries 90 litres (24 gallons) of water inside a rolling wheel —the weight of the water is borne on the ground. Five times the amount of water is rolled in the time it takes to collect one bucket of water. A steel clip-on handle allows the drum to be rolled by either pushing or pulling depending on gradients, and the design allows two people to pull the roller up very steep gradients. The large opening allows for easy filling and cleaning of the interior. The sealed lid ensures hygienic storage of water.

Partner with **hipporoller.org** and make a difference by helping impoverished communities improve access to water for immediate benefits and tangible results.

#### hipporoller.org



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### The 100 best jobs

Source: money.usnews.com

All jobs aren't created equal. In fact, some are simply better than the rest. U.S. News 100 Best Jobs of 2014 offer a mosaic of employment opportunity, good salary, manageable work-life balance and job security. Some careers offer just the right mix of these components – nearly 40 percent of our picks are health care jobs—but the list also includes strong showings from occupations in the social services and business sectors.

The component measures and their weight in computing the overall score were: 10-Year Growth Volume (10%), 10-Year Growth Percentage (10%), Median Salary (30%), Job Prospects (20%), Employment Rate (20%), Stress Level (5%), Work-Life Balance (5%).

- 1. Software Developer
- 2. Computer Systems Analyst
- 3. Dentist
- 4. Nurse Practicioner
- 5. Pharmacist
- 6. Registered Nurse
- 7. Physical Therapist
- 8. Physician
- 9. Web Developer
- 10. Dental Hygienist
- 11. Information Security Analyst
- **12.** Database Administrator
- 13. Physician Assistant
- 14. Occupational Therapist
- 15. Market Research Analyst
- **16.** Phlebotomist
- 17. Physical Therapist Assistant
- **18.** Civil Engineer
- **19.** Mechanical Engineer
- 20. Veterinarian
- 21. Occupational Therapy Assistant

- 22. Clinical Laboratory Technician
- 23. Operations Research Analyst
- 24. IT Manager
- **25.** Dietitian and nutritionist
- **26.** Diagnostic Medical Sonographer
- **27.** Massage Therapist
- **28.** Veterinary Technologist and Technician
- 29. Esthetician
- **30.** Computer Programmer
- 31. School Psychologist
- **32.** Respiratory Therapist
- **33.** Epidemiologist
- **34.** Maintenance and Repair Worker
- 35. Speech Language Pathologist
- **36.** Substance Abuse Counselor
- **37.** Construction Manager
- **38.** Licensed Practical and Licensed Vocational Nurse
- **39.** Accountant
- 40. High School Teacher
- 41. Financial Advisor
- **42.** Business Operations Manager
- **43.** Bookkeeping, Accounting and Audit Clerk
- **44.** Marketing Manager
- 45. Medical Assistant
- **46.** Financial Manager
- 47. Medical Equipment Repairer
- 48. Clinical Social Worker
- 49. Nail Technician
- 50. Middle School Teacher
- 51. Lawyer
- **52.** Computer Systems Administrator
- **53.** Meeting, Convention and Event Planner
- **54.** Compliance Officer
- 55. Medical Secretary
- **56.** Radiologic Technologist
- **57.** Bill Collector
- 58. Child and Family Social Worker
- **59.** Cost Estimator

- **60.** Optician
- **61.** Exterminator
- 62. Insurance Agent
- **63.** Financial Analyst
- 64. Elementary School Teacher
- **65.** Hairdresser
- 66. Dental Assistant
- **67.** Management Analyst
- 68. Home Health Aide
- **69.** Patrol Officer
- 70. Recreation and Fitness Worker
- **71.** HR Specialist
- 72. Personal Care Aide
- 73. Sales Manager
- **74.** Taxi Driver and Chauffer
- **75.** Logistician
- **76.** Marriage and Family Therapist
- 77. Surgical Technologist
- **78.** Computer Support Specialist
- **79.** Administrative Assistant
- **80.** Sales Representative
- 81. Nursing Aide
- **82.** Interpreter and Translator
- 83. Pharmacy Technician
- 84. Preschool Teacher
- **85.** Public Relations Specialist
- 86. School Counselor
- **87.** Paralegal
- **88.** Paramedic
- **89.** Real Estate Agent
- 90. Glazier
- 91. Art Director
- 92. Architect
- **93.** Customer Service Representative
- **94.** Plumber
- **95.** Office Clerk
- **96.** Auto Mechanic
- **97.** Mental Health Counselor
- 98. Landscape and Groundskeeper
- 99. Stuctural iron and Steelworker
- 100. Painter

### 20 dream jobs



According to Vocation Vacations, a company created by Brian Kurth –former business executive from Oregon—, these are the 20 most-popular jobs. After reading both lists, can you see the difference? Write an e-mail to aiumagazine@aiu.edu and let us know about your real job and your dream job.

- 1 Actor
- 2 Baker
- 3 Bed-and-breakfast owner
- 4 Brew master
- 5 Chocolatier
- 6 Dog day-care owner
- 7 Fashion buyer/designer
- 8 Hotel manager
- 9 Interior designer
- 10 Music producer
- 11 Nonprofit director
- 12 Photographer
- 13 Private investigator
- 14 Sports announcer
- 15 TV producer
- 16 Voice-over artist
- 17 Wedding planner
- 18 Wine store/bar owner 19 Winemaker
- 20 Writer/publisher

Source: www.boston.com Image: www.medixteam.com

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## How to be an explorer of the world

- . Always be looking. (Notice the ground beneath your feet)
- 2. Consider everything alive & animate.
- 3. Everything is interesting. Look closer.
- 4. Alter your course often.
- 5. Observe for long durations (and short ones).
- 6. Notice the stories going on around you.
- 7. Notice patterns. Make connections.
- 8. Document your findings (field notes) in a variety of ways.
- 9. Incorporate indeterminancy.
- 10. Observe movement.
- 11. Create a personal dialogue with your enviroment. Talk to it.
- 12. Trace things back to their origins.
- 13. Use all of the senses in your investigations. Source: How to Be an Explorer of the World: Portable Life Museum, by Keri Smith



Oon Multi-outlet Power Cord. Logical function plus thoughtful design. Organize plugs and blocky adapters, ubiquitous in our lives. with a combination of three electrical sockets designed to flex and rotate conform to different situations. These charming outlets are bound to cheer up any home or office. okum.co

Give your feet a rest. Korean design studio Connect Design has come up with a brilliant way to add comfort to your work day –the "Fuut", a mini

This ingenious product can even be used in two modes –just raise this feet hammock when you are working and lower it when you are resting. You can buy it (30 usd)... or make your own. designtaxi.com

Growing your own food is like printing your own money. -Ron Finley

Ron Finley plants vegetable gardens in South Central LA -in abandoned lots, traffic medians, along the curbs. Why? Watch the talk A guerilla gardener in South Central LA at www.ted.com



More TED Talks at MyAIU Knowledge



# Bachelor of Marketing

#### SCHOOL OF SOCIAL AND HUMAN STUDIES

he Bachelor of Marketing (BS) **▲** program objective is to help students develop an understanding of consumer behavior and the broader environment within the operations of the organization, as well as developing skills in collecting, analyzing, and using information about customers, competitors, and the environment for managerial decisions. The Bachelor of Marketing (BS) program is offered online via distance learning. After evaluating both academic record and life experience, AIU staff working in conjunction with Faculty and Academic Advisors will assist students in setting up a custom-made program, designed on an individual basis. This flexibility to meet student needs is seldom found in other distance learning programs. Our online program does not require all students to take the same subjects/courses, use the same books, or learning materials. Instead, the online Bachelor of Marketing (BS) curriculum is designed individually by the student and academic advisor.

It specifically addresses strengths and weaknesses with respect to market opportunities in the student's major and intended field of work. Understanding that industry and geographic factors should influence the content of the curriculum instead of a standardized one-fits-all design is the hallmark of AIU's unique approach to adult education. This philosophy addresses the dynamic and constantly changing environment of working professionals by helping adult students in reaching their professional and personal goals within the scope of the degree program.

IMPORTANT: Below is an example of the topics or areas you may develop and work on during your studies. By no means is it a complete or required list as AIU programs do not follow a standardized curriculum. It is meant solely as a reference point and example. Want to learn more about the curriculum design at AIU? Go ahead

and visit our website, especially the Course and Curriculum section: www.aiu.edu/CourseCurriculum.html

#### **Core Courses and Topics**

Financial Accounting Managerial Accounting **Business Law** Management Theory and Practices Principles of Finance Marketing Advertising Marketing Behavior Marketing Research Integrated Marketing Internet Marketing E-Commerce Public Relations Persuasive Strategies Relationship Marketing Global Marketing Media and Crisis Communication Public Relations and Professional Strategy

#### **Orientation Courses**

Communication & Investigation
(Comprehensive Resume)
Organization Theory (Portfolio)
Experiential Learning (Autobiography)
Academic Evaluation (Questionnaire)
Fundament of Knowledge
(Integration Chart)
Fundamental Principles I
(Philosophy of Education)
Professional Evaluation

(Self Evaluation Matrix)
Development of Graduate Study
(Guarantee of an Academic Degree)

#### **Research Project**

Bachelor Thesis Project MBM300 Thesis Proposal MBM302 Bachelor Thesis (5,000 words)

#### **Publication**

Each Bachelor of Marketing graduate is encouraged to publish their research papers either online in the public domain or through professional journals and periodicals worldwide.

#### Skills for success

- Able to analyze and interpret information
- Creative
- Very good communication skills
- Organizational skills
- Able to work as part of a team
- Able to work independently.

#### Contact us to get started

Submit your **Online Application**, paste your resume and any additional comments/questions in the area provided. www.aiu.edu/requestinfo.html?Request+Information=Request+Information

Pioneer Plaza/900 Fort Street Mall 40 Honolulu, HI 96813 800-993-0066 (Toll Free in US) 808-924-9567 (Internationally) 

## General Information

Atlantic International University offers distance learning degree programs for adult learners at the bachelors, masters, and doctoral level. With self paced program taken online, AIU lifts the obstacles that keep professional adults from completing their educational goals. Programs are available throughout a wide range of majors and areas of study. All of this with a philosophically holistic approach towards education fitting within the balance of your life and acknowledging the key role each individual can play in their community, country, and the world.

#### Accreditation

While National Accreditation is common for traditional U.S. institutions of higher learning utilizing standard teaching methods, every country has its own standards and accrediting organizations. Accreditation is a voluntary process and does not guarantee a worthy education. Rather, it means an institution has submitted its courses, programs, budget, and educational objectives for review. AIU's Distance Learning Programs are unique, non-traditional and not accredited by the U.S. Department of Education. This may be a determining factor for those individuals interested in pursuing certain disciplines requiring State licensing, (such as law, teaching, or medicine). It is recommended that you consider the importance of National Accreditation for your specific field or profession.

Although Atlantic International University's individualized Distance Learning Degree Programs, are distinct from traditional educational institutions, we are convinced of their value and acceptance worldwide. Non-traditional programs are important because they recognize knowledge gained outside the classroom and incorporate a broader more comprehensive view of the learning experience. Many great institutions are unaccredited. We invite you to compare our programs and philosophy with traditional classroom-based programs to determine which is best suited to your needs and budget.

AIU has chosen private accreditation through the Accrediting Commission International (ACI), obtained in 1999. ACI is not regulated or approved by the US Department of Education. ATLANTIC IN-TERNATIONAL UNIVERSITY IS NOT ACCREDITED BY AN ACCREDITING AGENCY RECOGNIZED BY THE UNITED STATES SECRETARY OF EDUCA-TION. Note: In the U.S., many licensing authorities require accredited degrees as the basis for eligibility for licensing. In some cases, accredited colleges may not accept for transfer courses and degrees completed at unaccredited colleges, and some employers may require an accredited degree as a basis for eligibility for employment.

AIU is incorporated in the state of Hawaii. As a University based in the U.S., AIU meets all state and federal laws of the United States. There is no distinction between the programs offered through AIU and those of traditional campus based programs with regards to the following: your degree, transcript and other graduation documents from AIU follow the same standard used by all U.S. colleges and universities. AIU graduation documents can include an apostille and authentication from the U.S. Department of State to facilitate their use internationally. Authentication from the U.S. Department of State is a process that will ultimately bind a letter signed by the U.S. Secretary of State (permanently with a metal ring) to your graduation documents.





#### The AIU Difference

It is acknowledged that the act of learning is endogenous, (from within), rather than exogenous. This fact is the underlying rationale for "Distance Learning", in all of the programs offered by AIU.

The combination of the underlying principles of student "self instruction". (with guidance), collaborative development of curriculum unique to each student, and flexibility of time and place of study, provides the ideal learning environment to satisfy individual needs. AIU is an institution of experiential learning and nontraditional education at a distance. There are no classrooms and attendance is not required.

#### Mission & Vision

**MISSION:** To be a higher learning institution concerned about generating cultural development alternatives likely to be sustained in order to lead to a more efficient administration of the world village and its environment; exerting human and community rights through diversity with the ultimate goal of the satisfaction and evolution of the world.

**VISION:** The empowerment of the individual towards the convergence of the world through a sustainable educational design based on andragogy and omniology.

#### **Organizational Structure**

Dr. Franklin Valcin PRESIDENT/ACADEMIC DEAN

Dr. José Mercado CHIEF EXECUTIVE OFFICER Dr. Ricardo González PROVOST

Ricardo González CHIEF FINANCIAL OFFICER

Jaime Rotlewicz DEAN OF ADMISSIONS

Clara Margalef DIRECTOR OF INTERNATIONAL RELATIONS

> Ofelia Hernandez DIRECTOR OF AIU

Iuan Pablo Moreno DIRECTOR OF OPERATIONS

> Migueas Virgile IT DIRECTOR

**Edward Lambert** ACADEMIC COORDINATOR

Ariadna Romero ACADEMIC COORDINATOR

Carlos Aponte TELECOMMUNICATIONS COORDINATOR

Rosie Perez

FINANCE COORDINATOR

Linda Collazo STUDENT SERVICES COORDINATOR

> Kingsley Zelee IT COORDINATOR Maria Serrano

LOGISTICS COORDINATOR Amalia Aldrett

ADMISSIONS COORDINATOR Alba Ochoa

Admissions Coordinator Sandra Garcia

Admissions Coordinator

Veronica Amuz Admissions Coordinator

Nadia Gabaldon REGISTRAR OFFICE

Monica Serrano REGISTRAR OFFICE

Lee Robles STUDENT SERVICES SUPERVISOR

Laura Guillaume ACCOUNTING COORDINATOR

Mario Cruz ADMINISTRATIVE COORDINATOR

Yolanda Llorente Administrative Assistant

> Nadia Bailey ACADEMIC TUTOR

Silvia Stabio ACADEMIC TUTOR

Liliana Penaranda ACADEMIC TUTOR

Renata Da Silva ACADEMIC TIITOR

Tunko Shimizu ACADEMIC TUTOR



#### School of Business and Economics

The School of Business and Economics allows aspiring and practicing professionals, managers, and entrepreneurs in the private and public sectors to complete a self paced distance learning degree program of the highest academic standard.

The ultimate goal is to empower learners and help them take advantage of the enormous array of resources from the world environment in order to eliminate the current continuum of poverty and limitations.

Degree programs are designed for those students whose professional

experience has been in business, marketing, administration, economics, finance and management.

Areas of study: Accounting, Advertising, Banking, Business Administration, Communications, Ecommerce, Finance, Foreign Affairs, Home Economics, Human Resources, International Business, International Finance, Investing, Globalization, Marketing, Management, Macroeconomics, Microeconomics, Public Administrations, Sustainable Development, Public Relations, Telecommunications, Tourism, Trade.

#### School of Social and Human Studies

The School of Social and Human Studies is focused on to the development of studies which instill a core commitment to building a society based on social and economic justice and enhancing opportunities for human well being.

The founding principles lie on the basic right of education as outlined in the Declaration of Human Rights. We instill in our students a sense of confidence and self reliance in their ability to access the vast opportunities available through information channels, the world wide web, private, public, nonprofit, and nongovernmental

organizations in an ever expanding global community.

Degree programs are aimed towards those whose professional life has been related to social and human behavior, with the arts, or with cultural studies.

Areas of Study: Psychology, International Affairs, Sociology, Political Sciences, Architecture, Legal Studies, Public Administration, Literature and languages, Art History, Ministry, African Studies, Middle Eastern Studies, Asian Studies, European Studies, Islamic Studies, Religious Studies.

#### School of Science and Engineering

The School of Science and Engineering seeks to provide dynamic, integrated, and challenging degree programs designed for those whose experience is in industrial research, scientific production, engineering and the general sciences. Our system for research and education will keep us apace with the twenty-first century reach scientific advance in an environmentally and ecologically responsible manner to allow for the sustainability of the human population. We will foster among our students a demand for ethical behavior. an appreciation for diversity, an understanding of scientific investigation,

knowledge of design innovation, a critical appreciation for the importance of technology and technological change for the advancement of humanity.

Areas of Study: Mechanical Engineering, Industrial Engineering, Chemical Engineering, Civil Engineering, Electrical Engineering, Computer Engineering, Physics, Chemistry, Biology, Mathematics, Communications, Petroleum Science, Information Technology, Telecommunications, Nutrition Science, Agricultural Science, Computer Science, Sports Science, Renewable Energy, Geology, Urban Planning.

#### **Online Library Resources**

With access to a global catalog created and maintained collectively by more than 9,000 participating institutions, AIU students have secured excellent research tools for their study programs.

The AIU online library contains over 2 billion records and over 300 million bibliographic records that are increasing day by day. The sources spanning thousands of years and virtually all forms of human expression. There are files of all kinds, from antique inscribed stones to e-books, form wax engravings to MP3s, DVDs and websites. In addition to the archives, the library AIU Online offers electronic access to more than 149,000 e-books, dozens of databases and more than 13 million full-text articles with pictures included. Being able to access 60 databases and 2393 periodicals with more than 18 million items, guarantees the information required to perform the assigned research project. Users will find that many files are enriched with artistic creations on the covers, indexes, reviews, summaries and other information. The records usually have information attached from important libraries. The user can quickly assess the relevance of the information and decide if it is the right source.

## Education on the 21st century

AIU is striving to regain the significance of the concept of education, which is rooted into the Latin "educare", meaning "to pull out", breaking loose from the paradigm of most 21<sup>st</sup> century universities with their focus on "digging and placing information" into students' heads rather than teaching them to think.

For AIU, the generation of "clones" that some traditional universities are spreading throughout the real world is one of the most salient reasons for today's ills. In fact, students trained at those educational institutions never feel a desire to "change the world" or the current status quo; instead, they adjust to the environment, believe everything is fine, and are proud of it all.

**IN A WORLD** where knowledge and mostly information expire just like milk, we must reinvent university as a whole in which each student, as the key player, is UNIQUE within an intertwined environment.

This century's university must generate new knowledge bits although this may entail its separation from both the administrative bureaucracy and the faculty that evolve there as well.

AIU thinks that a university should be increasingly integrated into the "real world", society, the economy, and the holistic human being. As such, it should concentrate on its ultimate goal, which is the student, and get him/her deeply immersed into a daily praxis of paradigm shifts, along with the Internet and research, all these being presently accessible only to a small minority of the world community.

AIU students must accomplish their self-learning mission while conceptualizing it as the core of daily life values through the type of experiences that lead

to a human being's progress when information is converted into education.

The entire AIU family must think of the university as a setting that values diversity and talent in a way that trains mankind not only for the present but above all for a future that calls everyday for professionals who empower themselves in academic and professional areas highly in demand in our modern society.

We shall not forget that, at AIU, students are responsible for discovering their own talents and potential, which they must auto-develop in such a way that the whole finish product opens up as a flower that blossoms every year more openly.

**THE AIU STANCE** is against the idea of the campus as a getaway from day-to-day pressure since we believe reality is the best potential-enhancer ever; one truly learns through thinking, brainstorming ideas, which leads to new solutions, and ultimately the rebirth of a human being fully integrated in a sustainable world environment. Self-learning is actualized more from within than a top-down vantage point, that is to say, to influence instead of requesting, ideas more than power. We need to create a society where solidarity, culture, life, not political or economic rationalism and more than techno structures, are prioritized. In short, the characteristics of AIU students and alumni remain independence, creativity, self-confidence, and ability to take risk towards new endeavors. This is about people's worth based not on what they know but on what they do with what they know.

Read more at: aiu.edu

## **AIU Service**

AIU offers educational opportunities in the USA to adults from around the world so that they can use their own potential to manage their personal, global cultural development. The foundational axis of our philosophy lies upon self-actualized knowledge and information, with no room for obsoleteness, which is embedded into a DISTANCE LEARNING SYSTEM based on ANDRAGOGY and OMNIOLOGY. The ultimate goal of this paradigm is to empower learners and help them take advantage of the enormous array of resources from the world environment in order to eliminate the current continuum of poverty and limitations.

This will become a crude reality with respect for, and practice of, human and community rights through experiences, investigations, practicum work, and/or examinations. Everything takes place in a setting that fosters diversity; with advisors and consultants with doctorate degrees and specializations in Human Development monitor learning processes, in addition to a worldwide web of colleagues and associations, so that they can reach the satisfaction and the progress of humanity with peace and harmony.

#### Contact us to get started

Now, it's possible to earn your degree in the comfort of your own home. For additional information or to see if you qualify for admissions please contact us.

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Online application:

www.aiu.edu/apply3\_phone.aspx