

# KIMEP TIMES

SINCE 1995

## New Vice President: "I've been working in student affair field for about 30 years now"

words by **Kristina Nikulina**  
photo by **Olga Loginova**

**T**imothy Lewis Barnett about his life-work, impressions on KIMEP, and sports.

### About Education

I attended the University of Nebraska at Lincoln as an undergraduate student and majored in Psychology and minored in English and History. I enjoyed my university experience, because I got involved in several groups on campus. I participated in intercollegiate athletics as

a member of the rowing team and of course was able to watch the famous Nebraska Cornhuskers Football team.

After, I completed my first master's degree in education in Texas and second master's degree in student development theory in the Azusa Pacific University in Los Angeles because I wanted a career in student affairs. I completed my education with a Ph.D. in strategic planning in business and education in Claremont Graduate University,

also in Los Angeles.

### About Academic Career

The summer after graduating from University of Nebraska, I was working at a summer camp in Texas, where 75-80 college students worked every summer. I really enjoyed working with college students, began looking for a career working with college students full-time. People around advised me to get a job in student affairs. I've been working in student affair field for about 30

years now.

So, I completed a graduate degree in Student Affairs in Azusa Pacific University and worked as a director of residence life. Here it is called dormitory but in the States we describe this as a residence hall. The University of Houston describes the difference as: "The dictionary defines a dormitory as "a room for sleeping, especially a large room containing a number of beds." It defines a residence as "a building used as a home."

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# Next step into the future

## Sociology gets digitalized, despite all troubles

words by  
Olga Loginova



Wouldn't it be nice to study at home, lying on your couch and sipping a fragrant tea or latte instead of going to a long and sometimes boring class? The dream of many KIMEPians might finally come true, at least, for those who are studying (or yet have to complete) Nurseit Niyazbekov's sociology course.

A pilot project of KIMEP's first online course was launched this semester. In the beginning, Dr. Niyazbekov planned to have three groups – one with traditional mode of instruction, another in 'flipping the classroom strategy' (when students watch lecture videos at home and then come to class only to discuss

them), and one experimental fully-online section, which would have the pleasure of never seeing the instructor face-to-face and only studying when they feel like it.

With the very first mid-term assessment, however, first problems came to the surface. Initially all activities were supposed to be online, but when the first midterm exam came about, most students had technical issues. A majority of students had troubles logging in to the course web site. An online exam turned into a complete disaster, and had to be conducted offline a few days later.

The first warning signs appeared much earlier, however. Only 80% of students sometimes watched lecture videos. 60% of them were engaged in the activities, but the remaining 40% had no idea how to complete online assignments.

"This is the first lesson we got out of this project: the students are not trained. Nobody taught them how to use moodle (online learning platform – KT)", says Dr. Niyazbekov. "There are trainings for teachers conducted by Dr. Ken Harvey, but noone thinks that students should be trained too."

A lack of training is not the only handicap on the way to a successful online education campaign. Students lack motivation and self-discipline to study by themselves. Dr. Niyazbekov is not surprised about this. "Even world's best universities face this problem," he says. "Students don't read at Harvard, and at KIMEP this problem persists even more." Some students, as Dr. Niyazbekov shared, even asked if they could spend the entire semester without taking the course textbook from library. They claimed that they wouldn't read it



anyway.

Another issue which is yet to be tackled is the possibility of cheating. "Eliminating cheating completely even at a traditional exam is not possible," says Niyazbekov. "To minimize it, I make difficult questions, so that students can't simply google them. And I give them a little bit less time than to those who write exams

traditionally, so that they don't have a minute to search the facts and theory on the Internet."

"In 100 years, online courses will completely replace traditional education," Niyazbekov says. "Education will be more efficient with web-conferencing and video materials, but our mentality and culture is not yet ready for it."

# Media Crisis:

## Open Lecture by CEO of Dentsu Aegis Media Kazakhstan

words by  
Kristina Nikulina



This is a story about what Kazakhstani media market looks like in 2016, including major trends in TV, radio, print and digital advertising, written from the words of Viktor Yeliseyev, one of the most famous media personalities in Almaty, head of the Dentsu Aegis Media Kazakhstan Network, author of the **MediaGreh (\*МедиаГрех)** novel, producer of TV reality shows and co-chair of marketing section of the European Business Association of Kazakhstan. Yeliseyev generously shared data collected from an extensive media research and projections for ahead years.

Yeliseyev, started his eye-opening lecture by quick glance at the country's **macroeconomic situation** because "it **inevitably affects media advertising industry**". Last year, the economy of Kazakhstan has produced nothing but "humble" figures, GDP showed negative results and nothing is expected to change in 2016. Therefore, investments into media advertising sphere are expected to shrink proportionally to the decline of economy.

As a logical response to the weakening economic situation, people spend less on their everyday purchases by choosing cheaper locally-produced options, instead of premium foreign goods, actively seeking loyalty and promotional programs that offer discounts and price reductions.



Before the crisis, Kazakhstanis were among the most engaged into brand consumption addictiveness, mostly in the luxury category. The crisis has considerably broken the pattern.

The Kazakhstani media market is declining. In 2015, advertising spendings decreased by **10 per cent**, and are expected to decrease by **16 more per cent** in 2016. The leading position here is predictively occupied by television, the outdoor advertising occupies the second place, everything else, including radio, print and digital advertising, follows behind. Digital advertising, however, is the only type showing stable positive figures, outpacing radio and drawing very close to print format. Moreover, digital ad is expected to grow by approximately 20% this year, despite the general trend of decline.

Major advertising investments into the media market of Kazakhstan, up to 90 per cent, are made by famous global FMCG players Unilever, Procter & Gamble, MARS and Coca-Cola - the situation is not unique, it is similar in most countries in the world. However, even these global

advertising heavyweights have considerably reduced their advertising budgets in current market circumstances, except for Unilever, whose budget has grown, not surprisingly, since the holding had acquired the Kalina company last year, increasing its net advertising spendings.

The Kazakhstani government issues fresh legal regulations and restrictions on an annual basis which influence both advertising investments and consumption of media products. By June of this year, advertising on foreign TV channels based on Kazakhstani cable networks will be completely banned. Moreover, a popular outdoor format, billboards, will be standardized in Almaty city and presented only in the format known as **senior**.

However, there is still some space for potential growth of the media market in this and coming years thanks to sport marketing and government's advertising investments. There are two significant sport events coming this year: the Olympic Games in Rio and UEFA 2016 in France, during which advertisers are ready to spend additional budgets. Moreover, the government is planning to spend actively on promotions of Nurly Zhol Program, EXPO-2017 and Almaty Universiade-2017. But, even government has reduced its spendings by 20-30% last year.

**Let's elaborate a bit more on each of the media sectors... starting from TV.**

Niche channels are taking up more and more Kazakhstani broadcasting space. In modern reality, TV is no more for all and everyone, separate channels become specifically oriented to the interests and wants of defined target audiences. However, there is still a group of people who almost cannot be found watching TV - youth, 85 per cent of them prefer watching Internet videos instead of TV. Despite this fact, TV is still a very influential channel for advertising, therefore investments in this sector account for up to 60% of overall media investments. Kazakhstani people, 60% of them, prefer foreign TV content to the locally-produced. Another big and promising trend is development of highly personally customized over-the-top TV technology.

**Second-place prize goes to outdoor advertising.**

Research revealed that spendings on outdoor advertising declined by 12 per cent in 2015 and expected to decline by 12 per cent more in 2016. Leading positions in this sector are occupied by retailers and mobile operators who tend to actively explore options for creative outdoor. Most probably they will be even more creative.

In the **radio** sector, 34 per cent of advertising is occupied by Europa Plus holding which recently absorbed Tengri and Zhuldyz radio stations and became the key player. Another significant change took place when Radio Nostalgie was reformatted, renamed as a Radio Record and

became part of Grand FM together with Love Radio. Radio is expecting up to 20 per cent decline this year, which is very impressive compared to the last year's 5 per cent. Mobile operators, retailers and banks are among key advertisers.

The most-rapid-decline prize goes to the **print media**, which suffers the most under the pressure of economic crisis and budget optimization processes. Only two print media formats found themselves in relatively sustainable position: luxury magazines and business newspapers, others are trying to integrate into digital sphere as much as possible. Here we see Air Astana, Chevron, Samsung and retailers among key advertisers.

**Internet** is getting the-most-promising-media-sector award. Currently, over 10 million Kazakhstani people are in the Internet. Among them: 7 millions are active users of social networks (VK on the first place), and 6.2 millions are using Internet through mobile devices, 7 millions watch video online. Internet has shown considerable annual positive growth for many years in a row. Currently, Instagram is the fastest growing social network in Kazakhstan and people over 45 years old is the fastest growing category of Internet users, which consequently affects the redistribution of advertising budgets.

However, Internet advertising budgets are growing considerably because of the context advertising. Internet is expected is prognosed to outpace TV in five years.

# Great deeds await us: Bachelor Senior Thesis

words by  
Daria Iugai



**S**tarting from ID 2013, undergraduate students of KIMEP University will have to write Bachelor's thesis (2 credits) and pass State examination (1 credit) after completing 128 credits in order to graduate.\*

\*The price of each class will be the same as price of 1-2 credit regular course

**Thesis** is a research work on a topic chosen by a student and related to his/her field of study. Students will be supervised by faculty members from their departments and required to devote 120 hours (as regular 2 credit course) for thesis.



### STAGES FOR COMPLETING THESIS:

- Registration for the course
- Proposal development
- Writing of the Thesis
- Defense of the Thesis
- Submission to the KIMEP Bachelor's' Thesis Series

**State examination** is a comprehensive exam on various general courses (~3 courses) designed individually by each department. Exam will be held at the end of the registered semester and graded by the Examination Committee.

BAJ students can contact the Chair of the Department of Media and Communications (DMC): Dr. Sholpan Kozhamkulova sholpank@kimep.kz for more info

Law School  
There is no approved information yet

### REQUIREMENTS FOR STATE EXAM AND THESES PAPER ARE DIFFERENT FOR EACH DEPARTMENT:

#### BCB

##### BANG COLLEGE OF BUSINESS

- 01 Students can take Thesis writing course during Fall and Spring semesters. However, Summer I semester can be considered in very exceptional cases.
- 02 Thesis Committee will consist of the Main Supervisor, two internal BCB faculty members and one external member (not from BCB).
- 03 Before starting working on the Thesis, student must submit a proposal in approximate length of 10 pages or 3,000 words.
- 04 Total length of a thesis should be between 40 and 60 pages or between 9,000 and 15,000 words, excluding title page, table of contents/figures/tables, abstract, acknowledgements, references and appendices.
- 05 Before conducting public defense, student will have to provide three reference letters: one from supervisor, one from internal member and one from external member. Letters must be submitted one month prior to the defense date.
- 06 Public defence shall be open to all interested individuals, therefore the Associate Dean of the Undergraduate Programs shall announce Thesis defence dates publicly.
- 07 Public defence presentation of the Thesis should be about 15-20 minutes long followed by the Question & Answer session of approximately 20-25 minutes.



### BASIC STRUCTURE FOR THESIS:

- Title page
- Problem Statement and Objectives
- Literature Review/Background Information
- Appropriate methodology
- Significance of the Issue
- Timeline of the Thesis Work
- References

- 08 Student will be notified about the outcome of the defense right after Bachelor Thesis Committee members agree on a grade for student's Thesis work.
- 09 If student's Thesis receives an unsatisfactory grade, he or she will be given one semester to complete revisions which were provided by Defense Committee and resubmit the Thesis again. A third chance will not be offered.
- 10 Student will have to submit the final version (an e-version and two bound copies)

**bcb-upm@kimep.kz**  
All questions about Thesis and state exam should be addressed to Altynay Tursun

#### CSS

##### COLLEGE OF SOCIAL SCIENCES

\*CSS advises to take the comprehensive exam and Thesis during the last semester with maximum 3 courses left

- 01 Comprehensive exam will be scheduled approximately on the last day of examination period
- 02 The defense of the Thesis will be scheduled within 1-2 weeks
- 03 Students are not allowed to register for Thesis or comprehensive exam during summer semesters.
- 04 Students can choose a supervising instructor for writing a Thesis; however, there is a limited amount of students assigned for one instructor.
- 05 Comprehensive exam will consist of 2-3 subjects depending on student's major/program, and may vary in format (open questions, tests, multiple choice, combined, etc.) according to the decision of the corresponding department;
- 06 Preparation for the state examination will be held during semester.
- 07 The Thesis/Exam committee will consist of the faculty members of the corresponding department and an External Head of the committee
- 08 Thesis should be approximately 6,000 words in length or about 20 double-spaced pages, excluding references and appendices.
- 09 Prior to undertaking Thesis writing, student will have to pass a Research Design and Methods course. By the end of this course, student will identify and propose her research topic, for which a supervisor will be appointed by student's department - the person who has substantial knowledge in the area of study.

\*Prerequisite for Thesis class BAJ JMC 4701 Communication Research

- 10 After choosing your supervisor, student will be asked to complete
  - a) a form, formally establishing student's supervisory relationship
  - b) a form outlining student's research topic, research questions and research plan
  - c) the Statutory Declaration.
- 11 A public oral defense of the Thesis is required, therefore it will take place at the end of the regular semesters (May or December). Summer defenses are not allowed..
- 12 A Thesis has to receive a recommendation by the student's supervisor, indicating that it is ready for defense at least two weeks prior defense date.



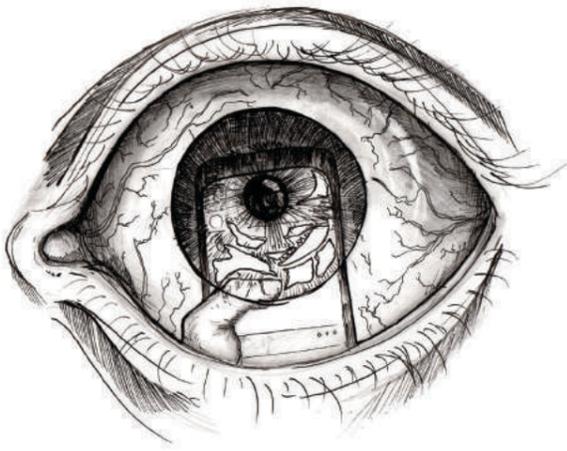
### MAIN COMPONENTS FOR THESIS STRUCTURE:

- Problem/issue definition
- Research objectives and questions
- Justification of research (Why you do it?)
- Review of the selected relevant literature
- Justification and explanation of data-collection methods
- Description of your empirical research (if applicable)
- Results or findings
- Possibly: Limitations of your work
- Discussion
- Conclusion and recommendations (the latter is optional)
- References

- 13 Public defense shall be open. It will thus be for all faculty members, graduate students in the student's department, as well as for the interested members of the KIMEP faculty, and to others who respond to the public announcement.
- 14 The student admitted to a defense must prepare a 15-minute presentation (preferably using PowerPoint) for his or her defense session. After his /her presentation, the student shall answer any question from the Thesis Defense Committee or the public.
- 15 The total duration of a Thesis Defense shall not be over 45 minutes per person
- 16 After questions and comments, Thesis Defense Committee will agree on the acceptability of the Thesis in its present form and on a grade for the Thesis.

**aigula@kimep.kz**  
All questions about state exam and thesis should be addressed to Aigul Adibayeva

Thesis and state examination is a big test that was created to enhance and apply all knowledge acquired by student in the Bachelor's program. It is hard but possible, students are encouraged to plan their work in advance and take it seriously. Good luck!



# Studying Hard Hurts



words by  
**Tomiris  
Orozoeva**  
illustrations by  
**Nazira  
Berdybayeva**

**When I just entered KIMEP, I heard some senior students complaining about visual impairment. They were blaming excessive studying and computer usage overdoses for that loss. After four years at KIMEP I align myself with them.**

CVS or Computer Vision Syndrome is a set of health problems caused by prolonged computer use or use of other kinds of digital equipment, including tablets and smartphones. The most common symptoms are dry eyes, headache, blurred vision, eye strain, neck and shoulder pain. CVS leads to the eye problems, such as myopia which obtained once will be inherited by the following generations.

University students are in the risk group, since most of our studies are associated with computer and Internet. We do a lot of research, read additional articles and cases, prepare ppt presentations and regularly check L-Drive. Sometimes it is more convenient to open electronic version of a book during the class, than carry a huge hard copy all day long around the campus. Yet, such addiction to the digital data bears a danger for our eyes.

According to the eye experts, at greatest risk for developing CVS are those people who spend two or

more continuous hours at a computer or using a digital screen device every day. Here is the statistics. 40% of KIMEP students say that they spend more than five hours a day looking at a screen of their iPhones and computers. 50% say that they spend 2-5 hours for studying and 37% of them have GPA which ranges from 4.1 to 4.33 (results came from online survey conducted among KIMEP University students). The more students look into their screens, the worse the problem gets.

Among 48% of those students who have myopia, 43% stated that their eyesight was better before KIMEP. To be fair, we should mention that not everybody spend enormous amount of time studying hard. Students use social networking sites or just aimlessly surf the Internet. As one participant says "KIMEP is not the only reason."

In the age of digital information, one can hardly reduce her usage of gadgets, therefore eye experts recommend to take some protective measures.

#### Tips to prevent CVS:

- while looking at the screen try to **blink frequently** in order to avoid dry eyes
- **clean your screen regularly**, since dust and dirt makes it difficult for eyes to focus causing eye strain
- try to **avoid artificial lighting** (if you still spend a lot of time in front of your computer, do some of it outdoor)
- when using a digital device, **rest every two hours** at least for 15 minutes
- **rule of 20:** every 20 minutes look at something at least one meter away from you for 20 seconds.

# University and job: tips from those who found a balance



words by  
**Olga Loginova**

**S**truggling with five or six subjects, many KIMEPians would exclaim "I have no personal life!" with a tone of bitter-sweet pride in their voices. Indeed, some of us refuse to join fun social gatherings or reject employment opportunities because we feel academically overloaded. But even at KIMEP, some students find their way of being successful at work, maintaining a normal or high GPA and even enjoying free time with friends, family and loved ones. Maybe there is something we all can learn from them?

**Meruert Shakeeva**, third year marketing student, has been working as a yoga instructor and later as a manager of Bershka outlet, where she often stayed for 12-16 hours a day 5-6 days a week without any compensation for extra hours.

Now, Meruert completes freelance projects related to marketing communication, but sometimes still struggles with planning. "It is difficult to manage one's time during study periods, especially when you are in a relationship," she explains, "But the art of time management can be mastered if your beloved supports you." Meruert and her boyfriend make their schedules together so that they can see each other between classes, or make sure their classes end at the same time. With their working schedules they do the same. "I work when he goes to work, so it doesn't seem that we spend little time together," she says.

For Meruert, preparing for finals or midterms depends on the professor and the subject. If she likes both, preparation for exams only takes about 20 minutes, as she listens in class and completes all the tasks on time. If she likes the sub-

ject, but not the professor, then it is harder to prepare for the exam, and she studies for 1-2 hours a day. It is more complicated if she likes neither of them. In that case she does everything just to pass the course. For the subjects she finds hard, Meruert starts preparing 1-2 weeks in advance, and for those she likes and finds easy – 1 day before.

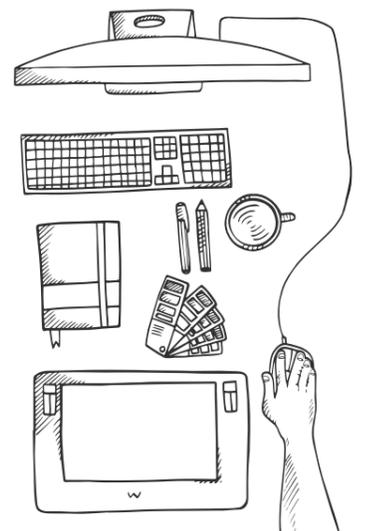


#### Tips from Meruert:

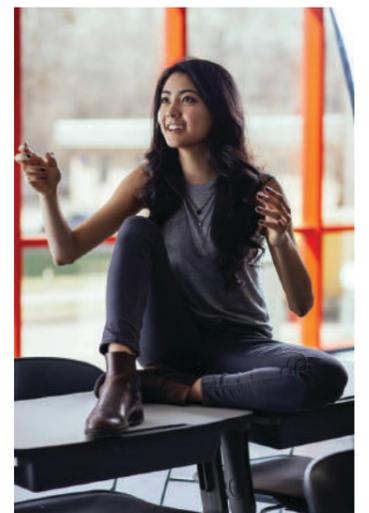
**Choose more subjects you like – minimize preparation time**

**Prepare in advance for harder subjects**

**Create your schedules together with your friends and loved ones – you can find a compromise between studying hard and seeing each other**



**Madina Ismailova**, a third year law student, KIMEP Cheerleaders' Captain and an aspiring designer definitely knows how to manage her time. Madina tries to maintain her grades high enough in order not to lose a grant from KIMEP, and at the same time she is a freelance calligraphy and lettering artist. "During my first year of study I had a lot of free time, and I wanted to do something. So, besides lettering, I learned calligraphy and design." It wasn't too hard to combine studying at KIMEP and creative development. I studied really hard four days a week. Up until Thursday evening I only concentrated on assignments, but on Friday I could forget about textbooks and do what I like. It was my day."



#### Tip from Madina:

**Try to split your week into days when you only study and days you only work**

## A Sound of Silence

words by **Nessie Kozhakhmetova**

**W**hen I went through the doors of Fun Club, air was filled with sound of the piano. The mastery fingers would go all the way up to B and gently return back to C, creating an enchanting melody. It took me a couple of seconds to shake off my frustration about the fact that the instrument was busy and to recognize Ludovico Einaudi who is so beloved by many piano players of our Fun Club. While approaching the piano, I start-

ed examining the pianist, hoping that this might help in improving my own skills. If you would watch him carefully you would notice that he was not just playing with his fingers – he was using his whole body. The young man leaned forward when stressing the chords and threw back his head when slowing down. His motions would go in accordance with sound, which smoothly went on until he has hit a C. Only then he noticed me and said "Be careful

with the C here. It has a habit of turning silent".

Even though pianos in the Fun Club have their own charm of old Soviet classic instruments, the fact that they need some tuning is doubtless. And the silent C is not the main problem, as there are actually three pianos and only one of them serves as a musical instrument, while two others are left with the only option – to decorate the room. The remaining piano is actively used by students who,

despite majoring in business, are very passionate about music. The tuning and repairing might not cost much but it is unclear under whose responsibilities those actions will lie as the repair works is the function of Support Services Unit while the Fun Club is under administration of the Students Affairs. The quality of pianos might not be the most acute issue for today, yet there is hope among students that the instruments will not remain eternally silent.

# Big Three is New Big Four: overview of Management Consulting

words by  
**Zarrina  
Mulloboeva**



I have never heard of the Big Four companies till my freshman year at KIMEP, not yet of the Big Three. Before I could remember the names of all four companies or could understand what audit is, I learned that they are hard to get in, pay high salaries, require long hours and almost everyone wants to work there.

It wasn't until my third year when I first heard of consulting and the Big Three: McKinsey & Co., Bain & Co., and Boston Consulting Group (BCG). It's even harder to get into these firms and they pay even more. I was surprised I have never heard of them.

All Big Three firms are on the top of management consulting business. Management consultants offer business as well as public sector solutions to improve their performance, develop long-term strategies and find new ways of doing things. Their service spans over many areas of business and makes consulting an attractive career choice. Currently, just McKinsey & Co. has offices in Kazakhstan while the closest offices of Bain and BCG are located in Russia.

Globally, McKinsey & Company employs 17,000 consulting professionals, followed by Boston Consulting Group, with its 5,600 employees and Bain & Company's with its 5,500. Firms actively recruit college

graduates. After the CV screening, candidates take a Problem-Solving Test and do several case interviews on their way to management consulting in Big Three. All three firms have similar procedures.

McKinsey & Company announced the start of annual case competition "McKinsey Business Diving" in February 2016. The competition consists of several stages with final stage being held in Moscow. Winners will get valuable prizes and join McKinsey. On 18 February, McKinsey consultants held a lecture about this competition at KIMEP University and talked about consulting in general.

Client handling, listening, strategic planning, business analysis and team-building are attractive to consulting employers, as is creativity, flexibility and strong interpersonal skills. "People from various industries and backgrounds choose consultancy as a career path. I've colleagues who are former therapists and even one cello player," says Sergey Bondarenko, McKinsey consultant, "the job is not about your degree, instead it is about your problem-solving and social skills".

Naturally, there were many questions about differences between working at Big Four and Big Three firms. Sergey shared his experience about working in both. "One of the differences is that at McKinsey I work closely with companies' top management."

There is a small group of students at KIMEP, however, they are deter-



mined to become the next generation of consultants in one of the Big Three firms, the KIMEP Case Club. Chynara Erkulova is a senior year student majoring in accounting. She had started to lead the Case Club since the Fall semester of 2015.

"I think my role in the Case Club is very straightforward," says Chynara. "Since all the founders and their initial team have graduated, I had to

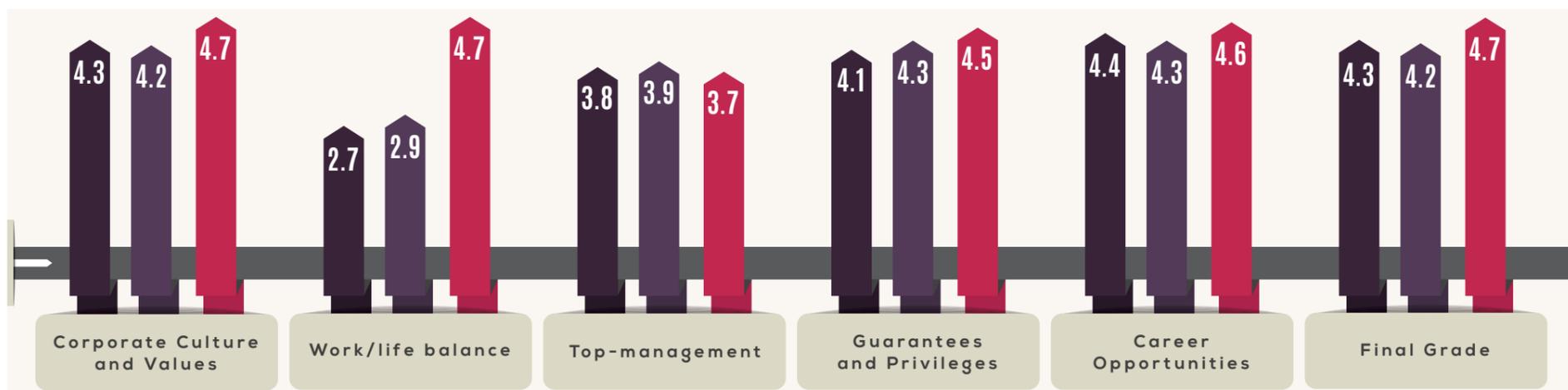
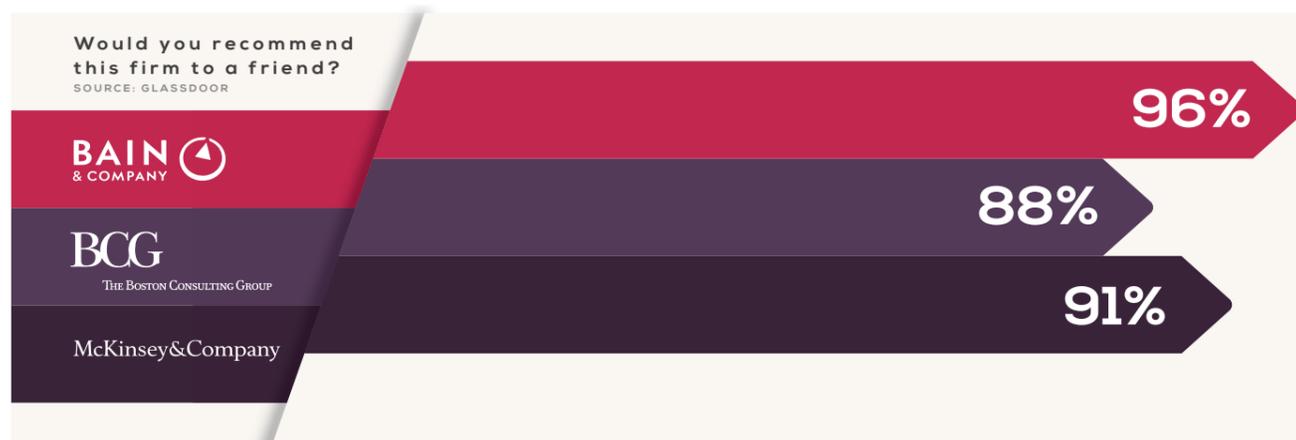
build it from scratch (more or less). So my role was about rejuvenating the Club, i.e. giving it 'a second breath' by bringing in "fresh blood". The KIMEP Case Club (KCC) is one of the student organizations at KIMEP where students applying for consulting jobs crack business cases together. At the end of January, KCC recruited new future consultants. Currently, KCC counts 32 future consultants.

As Chynara is graduating this semester, Zarrina Saktaganova, a third year finance student was appointed as the Case Club's new president. "Appointing Zarrina is my biggest achievement at the KCC, she has a very big vision for the Club, and, most importantly,

she sees its enormous potential and the value that it can bring to our students," says Chynara.

Zarrina Saktaganova says the KCC's role is to provide a platform for students to achieve their employment goals. "In addition, it is always easier to prepare for something, when you are surrounded by people with the same vision as yours," says Zarrina. "While working as a consultant, you get to see different industries, and, most importantly, learn from the mistakes of others and apply these lessons when/if you start something of your own," says Chynara.

"There is no routine work in consulting. Consultants get exposed to different sectors, clients and challenges. Because agreements are based on projects, you don't get to stick with one company only. Another bonus point is the opportunity to travel to different cities all over the world as part of your business," says Zarrina.



Firms' Evaluation by Employees and Candidates

# MOUNTAIN LOVERS



words and photography by Tomiris Orozoeva

Hiking in Almaty became very popular last year, and KIMEP students are among those who are setting this trend. KIMEP alumnus Erzhan Aldabergenov, better known as \*korzhik, together with his friends Sultan Kusherbayev and Denis Lukyanchuk created an organization @campit.kz and almost every weekend they hike to mountains in the surroundings of Almaty. Some of their trips gathered up to 200 people.

And so other similar organizations started to spring up like mushrooms overnight. In Instagram now there are organizations like @go\_tuda, @x.element.kz, @mountain\_nomads who arrange hiking trips for free or on a fee basis.

But who are those people who wake up when the sun is barely up and climb to the mountains for six hours in a row just to enjoy the view and take beautiful pictures? Inveterate hikers tried to answer why they do it and what is so appealing about mountains.

“Whoever once imbreathed freshness and purity of the mountains, will go back time and time again”  
Valeriy Khrischatiy, Kazakhstani alpinist

**Assel Khalidullina, 3rd year accounting student:**

During my first hiking trip I did not reach the Furmanov Peak (now Alihan Bokeihanov's Peak). I was at the foot, but did not climb up. The weather was bad as well as my mood. When I came back I was telling everyone to never go to the mountains! Several days later I realized that it was not so bad. The whole way up I struggle myself. May be it is the reason why I do it. The food is tastier at the top. I wanted to be a traveler. When I was a child people used to ask who I wanted to be. And I asked them back: “Is traveler a profession?” I am from Aktau. My parents prohibited me to hike in the winter, so I blocked all my relatives in Instagram. At the beginning it was very hard to wake up early in the morning. Now I am the one who hurries others. Three things without which I will not go hiking: glycine (pills for high pressure). Chocolate. Tea. A lot of tea. Very soon I've noticed changes in my character. Before I was easily getting angry if something went against my plans. After I starting hiking, I take everything easy. When you have problems you leave them go and climb fresh and free. I am amazed by our organizers from campit because they love people and mountains so much.



**Zhibek Mankeyeva, 3rd year KIMEP student:**

I started hiking last summer. It supposed to be a group hike to Kok-Zhaylau, but nobody came except me and another girl. I remember that this trip was very hard and hot, but very enjoyable. I can't explain why I do it, I just love it, that's all. I feel so strong, because I get up so early to hike instead of lying in my bed. At the top I feel that I am a little hero. Three things without which I will not go hiking: comfortable shoes, food (including water), sunglasses. I love other hikers for their desire to go to mountains and being so open-minded.



**Rustam Bakirov, KIMEP graduate:**

The first time I went hiking with my friends was when we didn't have money and we thought that this kind of recreation is cheap. Consequently it became an excellent pastime. Now I hike at least twice a month. I go to mountains to forget about the city vanity. Three things without which I will not go for hiking: the good footwear, portable speaker for music and my best friends. The most memorable trip was hiking to the peak Three Brothers.

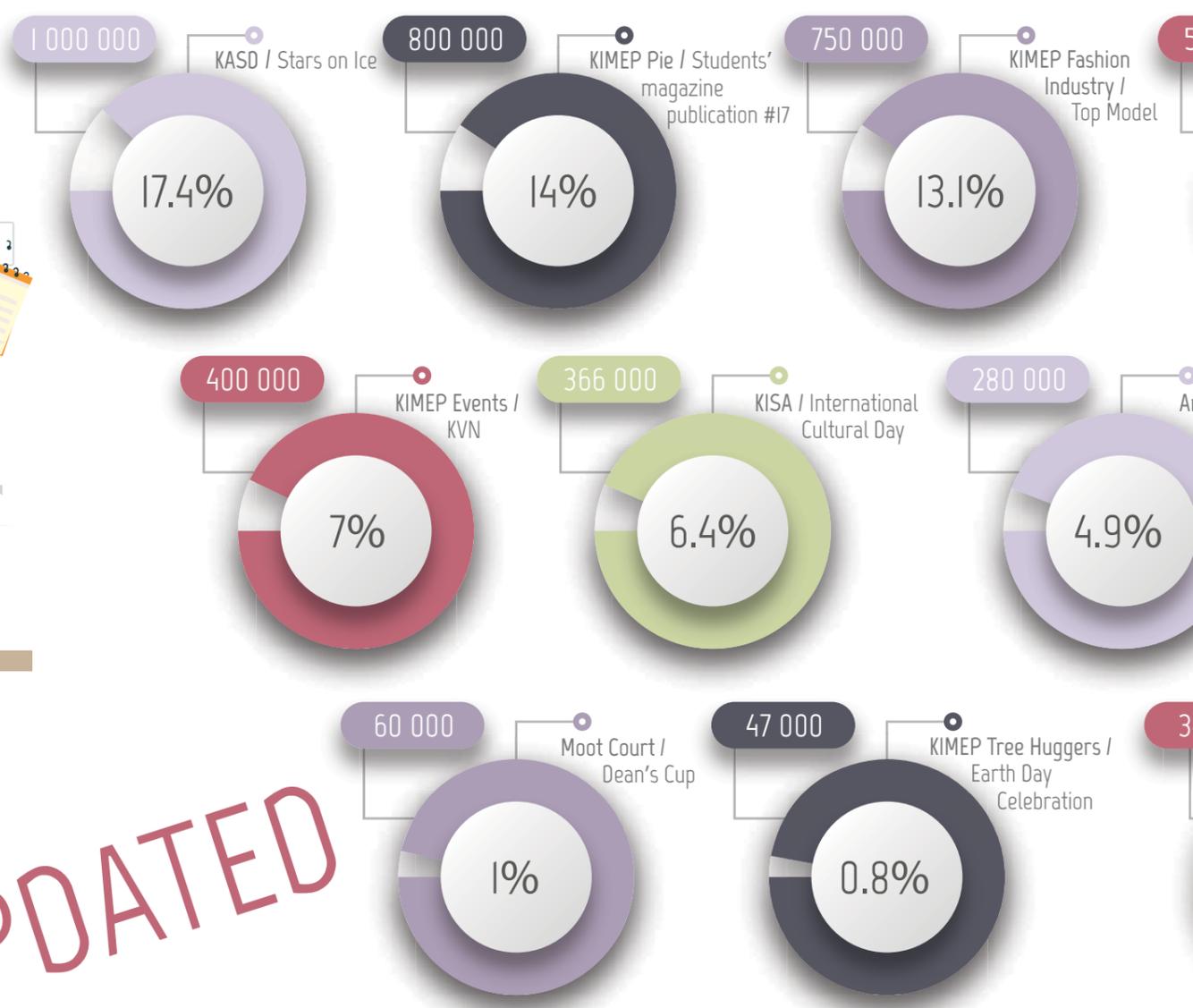


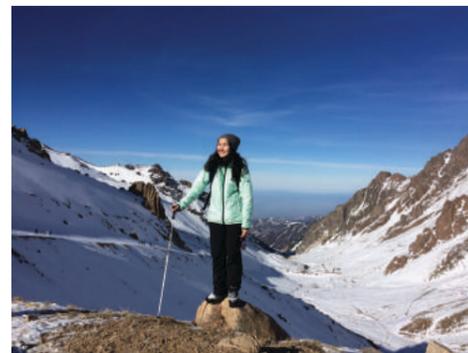
We climbed to the top for another way. So we got lost by another way. We tried to find the trail and found the river. During the normally when we found the trail



Student organizations' budget for Spring 2016 (in KZT)

UPDATED





◀ **Sultanbek Aubakirov , KIMEP graduate:**

Five years ago, I moved to Almaty from Karaganda. The landscape of my hometown is all about infinite steppes. They have their own beauty, but I was searching for the type of nature, which will inspire my soul and body.

One day my closest friends organized a small picnic near Medeo. I was in a very bad mood, without any interest to the picnic itself. While everyone else was busy with fire and meat, I wanted to research vicinities around us. My attention was grabbed by the peak with the people on the top of it. At once, I wanted to climb and try to do the same. During my short trip, I listened to the music of nature and my moral conditions restored. I have returned as a new person, more balanced in emotions and more calm.

From my experience, the most problematic issues were solved exactly while I was sitting on the top of the peak.

In mountains, people are freer to express their feelings and they are just friendlier.

Among travelers, we have a tradition to greet anyone who shares your road. This simple etiquette teaches to respect each other. For me, hiking is not just a hobby, it is a lifestyle.

Three things without which I will not go for hiking: sunglasses. Food. Map or portable device with downloaded information about the roads.

◀ **Mussa Nurshat , 3rd year KIMEP student:**

During my first hiking experience after first thirty minutes I thought we finished, but I was really wrong.

Reaching the top reminds me that I can achieve great things in my life.

I know people who were born in Almaty, but they never visited even Medeo.

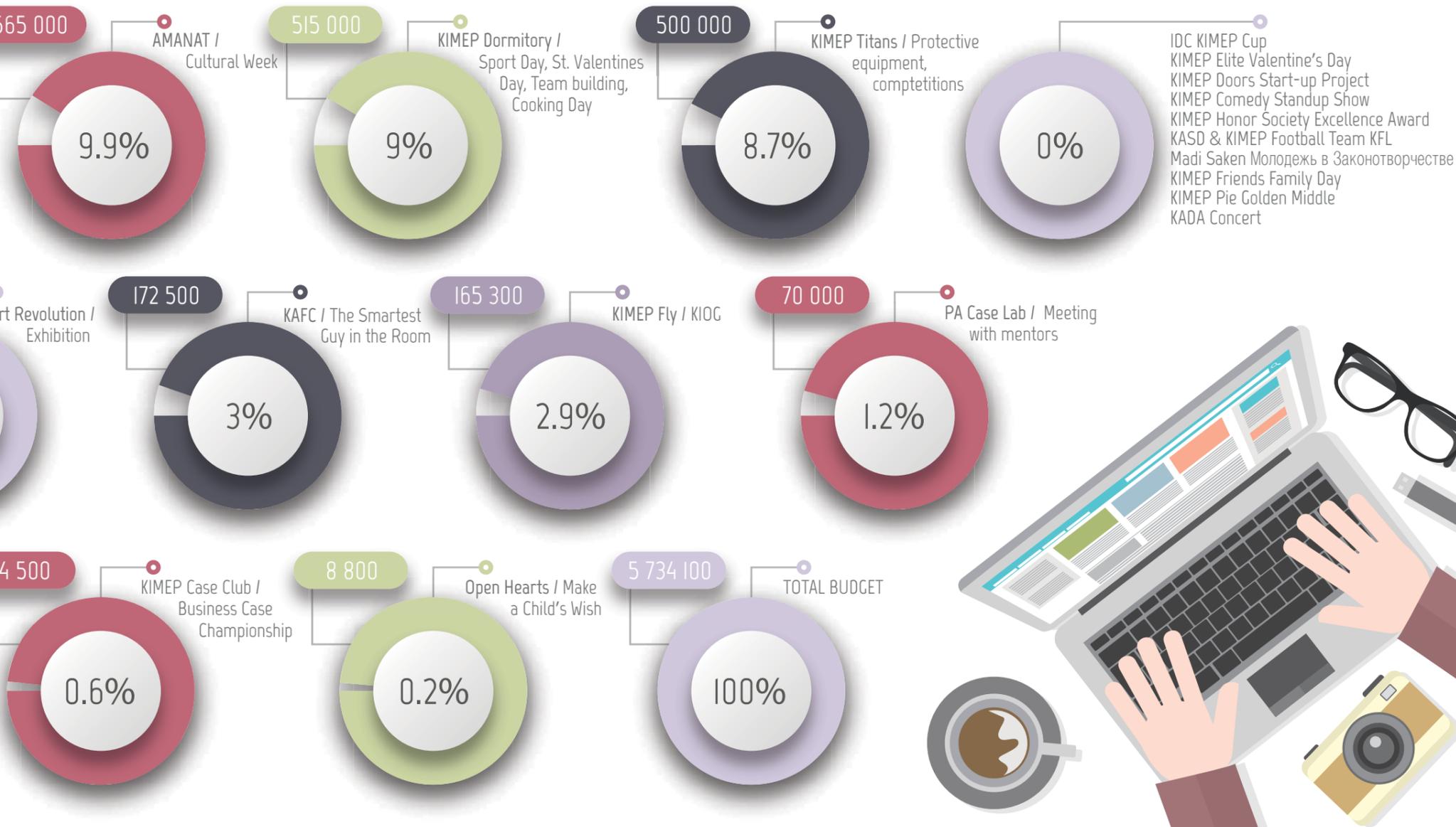
Every time I climb to the top of a mountain, I feel so freaking awesome. It makes me realize how small I am on the Earth.

When we went to Kolsay Lake in November it was very cold - I could not feel my fingers, at the same time some guys were swimming in the water.

Three things without which I will not go for hiking: bag, special shoes and headgear or cap.

I guess Instagram is one of the motivators. People see your pictures of beautiful views of mountains, and they are shocked that it was taken in Almaty. So, they want to be there too.

...out five hours and decided to return to Medeo  
...t in the dark. There were no people around us.  
...fter two hours of using light on Iphone we  
...ext four hours we crept through the nettles. Fi-  
...we were so excited and glad that we were alive.



# Looking For Inner Peace:

4 Useful Tools for Meditation and Yoga reviewed by Zarrina herself

words by  
Zarrina Mulloboeva



**D**o you remember the Lamplighter in Saint-Exupéry's "The Little Prince"?

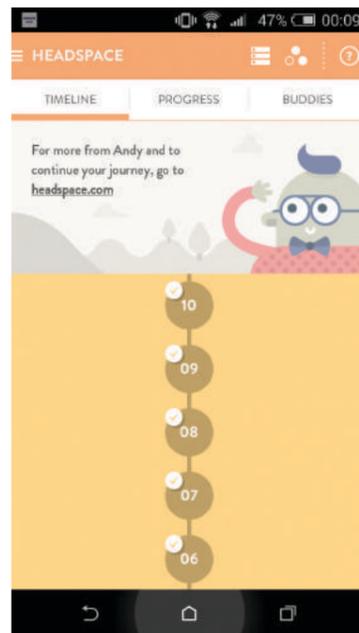
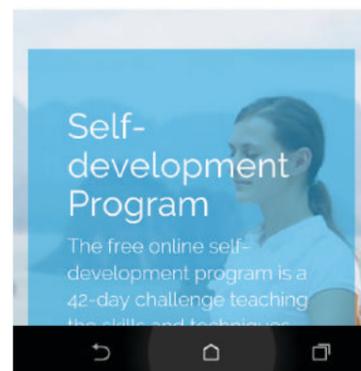
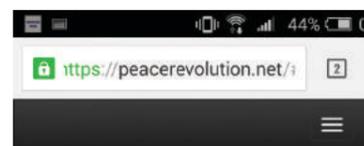
The Lamplighter's job is to light the one lamp on his small planet in the evening and put it out at sunrise. The only problem is that his planet is so small he has to do it every minute with no time for rest and reflection.

I often get overwhelmed and tired just like The Lamplighter with the amount of work I have to do. To get through things that are really important for me I let myself be offline and alone with my inner-self once in a while. Below are some services I use to do that.

## PEACEREVOLUTION.NET

Free online self-development program from Peace Revolution is a 42-day meditation challenge through which one can learn how to develop the inner peace. It provides guided daily videos and reflections to sup-

port personal development and the practice of mindfulness. The great thing about this program is that each fellow is matched with a mentor/coach who reads her daily entries and helps to make it through the program. After completing the Peace Revolution program you can apply for retreats in Georgia or Thailand.

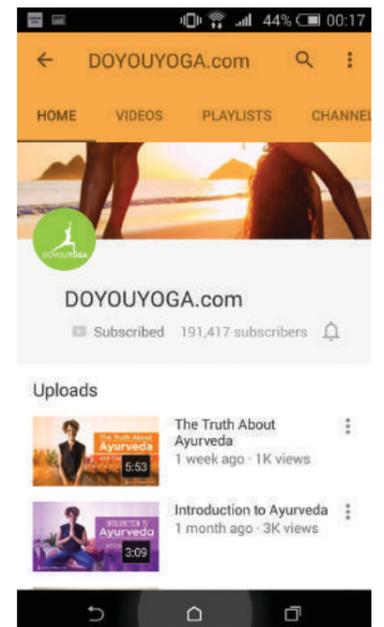
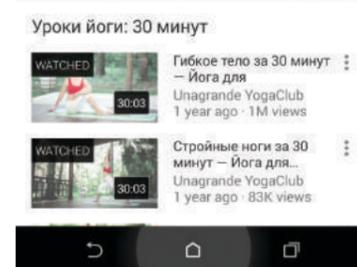
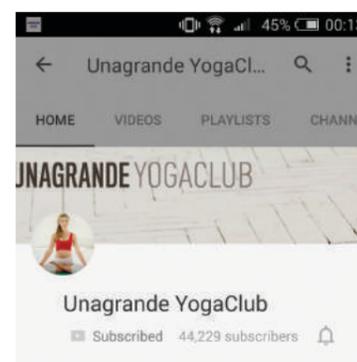


## HEADSPACE.COM

Headspace is a digital service that provides guided meditation sessions. Its content can be accessed online, or via mobile app. Headspace was created by former Buddhist monk Andy Puddicombe to spread meditation practice around the world. First 10 sessions are free and later can be accessed through subscription.

## UNAGRANDEVYOGACLUB.COM

Unagrande Yoga Club is a website created by cheese producer with Unagrande brand. Company believes in two most important components of healthy lifestyle: healthy diet and yoga. You can find series of short yoga classes created by professionals on the website, Youtube channel as well as iOS application.



## DOYOUYOGA.COM

Yoga Challenges by Doyouyoga.com. It provides yoga classes as well. The interesting thing about this website is online challenges. You can join hundreds of others and challenge yourself to spend some time for yourself. One of them is 30 Day Yoga Challenge with 10-20 minute long yoga sessions with Erin Motz.

# Experiment: Scheduled Life

words by  
Zarrina Mulloboeva

I always envied busy people in movies when they reply to an offer by saying: "Give me a second, I have to check my schedule first". Having a schedule does make you look like an important and focused person, doesn't it? Well, for a couple of months I became this kind of person. And here what my typical Thursday looked like.

- 6:30** First alarm. I barely lift my hands to grab my phone and with half opened eyes turn it off. 'I'm getting up in a minute' I lie to myself.
- 6:50** Second alarm. It's dark outside. I make myself to get up.
- 6:58** I finally get up and go to the bathroom.
- 7:10** 30 minute morning yoga.
- 7:45** Meditation.
- 8:05** I put on the white shirt and jeans I picked up last night, drink a cup of instant coffee, eat my oatmeal and off I go.
- 8:30** I take 63 bus to the Center Credit bank office where I intern.
- 11:00** I walk back to KIMEP for the classes.
- 14:15** I grab something to eat and take bus to the office again.
- 18:00** The day is almost over. I walk back to KIMEP.
- 18:10** Halfway home I remember I have to get groceries. I stop by Ram-store.

- 19:00** I'm back to my dorm room. After a little chat with my roommate about how our days went over the dinner I watch an episode of Vecherniy Urgant, listen to music or just lay down.
- 20:00** Study time.
- 22:00** I plan the next day, get my things in order, take shower.
- 22:30** I read a book I borrowed from library.
- 23:00** It's a perfect time I want to go sleep, but, you know, there are still million things I want to google.

Over couple of weeks I've lived a scheduled life I became more disciplined. As I had to plan my whole week I looked for the ways to save time and energy. For instance, I wrote a long shopping list and did groceries only once a week, I packed my own lunch and prepared my outfits beforehand.

The biggest advantage for me was making decisions. When your whole day is planned by minutes there is no room for spontaneity and laziness. To every doubt and choice I came across I had a quick answer in

my notebook. No, I cannot sleep in, have lunch in a different place or go to the movies.

There were some disadvantages as well. Tough times were during the midterm week with exams every day and dozens of other things to do. One thing I learned is that I would not be able to live like that for a long time. Many of my favorite occupations remained out of the schedule. For example, I had to wait for weeks to have time to make banana pancakes for breakfast or watch movies with friends.

# Humane food for thought

Piece of meat - food or dead animal? Our interviewees say killed creature.

words by  
Kristina Nikulina  
illustrations by  
Nazira Berdybayeva



**Tatyana Sharshavina, Marketing, Communication and Public Relations Department, KIMEP**

I'm not eating meat for 4,5 years so far but the beginning of my vegetarian path was earlier, in 2009, when I got interested in yoga classes and learned about the *Principle of Non-Violence*. It is impossible to progress in yoga without adherence to this principle which obviously prohibits killing animals, buying their meat and eating it.

Later I took a trip to India and once while having a meal in a local mixed veggie-non veggie cafe, I caught one person's squeamish glance.

**Horror appeared in his eyes when he saw meat in my plate.**

I was so shocked and impressed simultaneously that I tried to become veggie and refused meat for a month.

My second attempt lasted longer, for half a year, but also failed. A lack of knowledge in veggie cuisine was the main reason for both of my failures because what I was able to cook from vegetables back then, couldn't satisfy my tastes. I ate too much bread and sweets. Only by attending vegetarian cooking classes and learning to take proper use of spices, I empowered myself to become a true veggie.

Illness became a big motivation for my third and final conversion into veggie. During summer, 4,5 years ago, I was feeling very bad for some reason. After visiting three different doctors and receiving three different diagnoses, I finally found a cure at the house of one elderly herbalist. He gave me herbal pills that improved my liver and intestine condition. To fix the result, I went through the pulse diagnosis at the Ayurvedic medical center and they advised me to refuse eating meat.

I completely excluded meat, poultry, fish, eggs and any kind of alcohol. I'm lacto-vegetarian. I consume milk and cheese, yoghurt and feta of my own production. Dairy products and legumes are particularly important because they are the main sources of proteins for veggies.

I'm the only vegetarian in the family and the attitude towards my lifestyle is rather negative. However, I've made many new friends while attending vegetarian cooking mas-

ter-classes. These people are neither strange nor hippie-like; most of them are full-grown successful adults who aspire for self-perfection and spiritual quest.

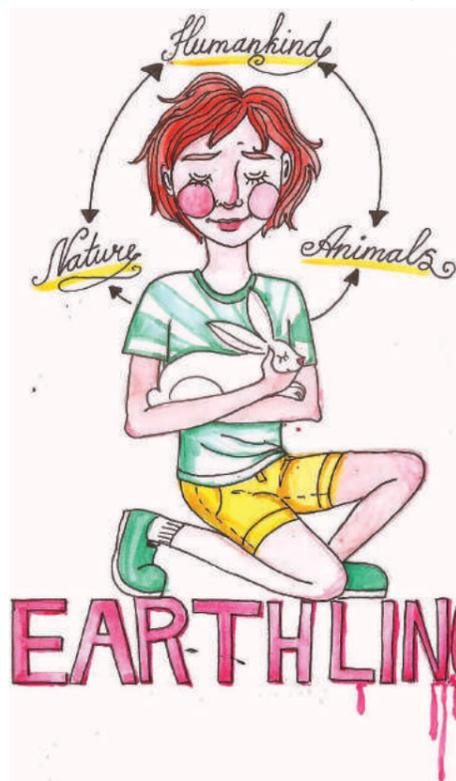
My shift to vegetarianism is only one puzzle which together with yoga and Indian philosophy composes a whole picture.

**Everything related to meat brings a feeling of impurity...**

and leaves a shadow of violence, that is why I have separate cookware and dishes at home.

After 4,5 years of vegetarian life, I perceive food differently. It is not a mixture of vegetables and spices anymore, it is also the cook's emotions. When my mother cooks food for me, I bet I can feel the taste of her love and tenderness.

**Angelina Rubis, freshman, vegan**



Meat is a dead animal - that what I always thought but became vegan only when I was on FLEX (Future Leaders Exchange) in 11th grade of my high school. I spent my FLEX year in a sleepy little American town having no choice but to watch a lot of TV and read tons of articles on the web. That is when

**I got chance to dig deeper into the commercial meat production processes**

I was advised by my only vegetarian friend to watch "Earthlings" - a film featuring hidden camera footage of day-to-day practices of the biggest meat producers. The film powerfully disproves conventional info we usually hear from media. It's so brutally truthful that I could watch it by the end only in three attempts with considerable intervals in between. This film was the last point of my hesitancy and I became vegetarian in September 2014. Never again I would be able to see food in meat.

At first I abstained only from consuming red meat but after some time and second portion of the film, I gave up poultry and fish too. Finally, after several months and the last portion of the film in April 2015, I stopped eating both eggs and dairy products.

What is wrong with eggs and milk if no animals get killed? In Kazakhstan things haven't gone so violent yet, but in the US they literally squeeze out all milk from the cows to cut costs. Cows always stay immovable to save resources for producing more milk and calves are being taken away and slaughtered immediately after birth because they

can suck extra milk. So, **..milk happens to be not so clean-handed product after all...**

and I'm not willing to support this industry.

Meat is a whim, not a necessity. It becomes obvious in less advantaged African countries where they don't waste tons of resources to

grow a cow to kill it afterwards and get a small beefsteak. They take resources and feed folks directly. Animal proteins can be replaced by many vegetable protein alternatives that lack cholesterol by the way. Legumes, spinach, buckwheat and grains.

Some critics say that our actions lack reasoning because animals get killed anyway. Others insist that it is bad for health. Criticism tends to be different but illogical. Especially in terms of health because I personally got rid of my eating disorders thanks to becoming vegan. Also, I got more active, my concentration improved and tiredness had evaporated.

People are staring critically and accusing me in showing off and pretending to be better. That's why I avoid telling random people about me being vegan. Once, in my US host family's house, we were having a meal all together. After I cooked

some vegan food for myself and shared with everyone, the husband of one host sister and the boyfriend of another one, made fun of me saying "We don't eat food without meat because a real human being must eat meat" and that "brain stops working without consuming meat." That was rude but expected from such dedicated fishers and hunters.

I usually say that I have an allergy for eggs and milk to sales assistants and waitresses. People take it much easier than the idea of being vegan and refusing animal products voluntarily. Public catering doesn't offer many choices for me but some buckwheat with sauce and fruits in Grill is enough.

Sometimes I find other vegetarians strange. Once I proposed volunteering for vegetarian initiative and started receiving proposals to praise Krishna in the temple. Obviously, some people adhere to vegetarianism due to spiritual and religious reasons, mine is humaneness.

**Maria Baideldinova, Assistant Professor, School of Law**

to compose a balanced diet to make sure my child received all the necessary nutrients. I'm the only vegetarian in my family and I'm not insisting on my child becoming vegetarian like me.

I try to avoid catching attention by my eating style and certainly I don't promote vegetarianism to others. It is my personal conscious decision. If I happen to be at the party where every single dish contains meat, I will just take out the meat and eat the rest of the dish, instead of sitting in the corner and asking to cook something else.

I don't think that my personal renunciation of meat will change anything in the meat production practices. But some public person's vegetarian lifestyle, like Umberto Veronesi (Italian Health Minister) might influence many people's lives.

Every single semester I teach Animal Law at KIMEP, I survey students in my class asking "How often you consume meat?"

**99-100% of students eat meat everyday**



I learnt about details of the meat production processes when started to practice Animal Law five years ago. Everyone knows that here is an alive cow and here is a cutlet, but most of us prefer not to bother about what is in between of these two states or pretend that animals don't suffer much. The data I've studied says that

**animals feel bad in the process, very bad**

I visited the website of the World Health Organization (WHO) to find out if people are able to survive without meat. And yes, the only difference is that certain substances are in the bigger concentration in meat rather than in vegetable foods. I do eat products of animal origin except for meat itself and I also eat fish because so far I couldn't find evidence of fish being able to feel pain.

Last year I became a mother and throughout the whole pregnancy period I kept on my usual vegetarian habits. My doctor helped me

and often they do it multiple times per day. This shows what the situation with vegetarians in Kazakhstan is like.

While in Spain every block in every city has vegetarian or vegan restaurants and special grocery shops, in Kazakhstan sometimes dishes qualified as vegetarian in menu might in reality contain just slightly smaller amounts of meat than non-vegetarian ones. But it is always possible to find something suitable. For instance, pizza called Margarita is a very good vegetarian food for me. It looks like I eat a lot and saves me from unnecessary worries of my close ones.

At KIMEP campus we unfortunately have almost no food for vegetarians and the only option is to eat a salad or a side dish. Main courses always contain meat and it is my luck if there is a fish option, which happens sometimes. You can still hunger but there is absolutely no way you can eat balanced, full-valued vegetarian meal.

# Benefiting by donating blood: Donor's Day at KIMEP

words by  
Sabina Bekbenbetova



**A**ctions in support of blood donation have swept over the globe. KIMEP also holds the Donor's Day to contribute to the resolution of the issue by promoting blood donation among students.

Zhetpistay Bulekbaev, the Director of Publishing Department at KIMEP, is an honored donor. He started donating blood in 1969 when one of his friends was in an urgent need of blood transfusion and Mr. Bulekbaev could not stay indifferent. Since that time, he donates blood regularly and feels good about it. He says "...you feel important when you make something significant for society, especially if you save lives."

In support of his words, let us share that American researches proved that most donors feel significant because of their willing to help someone without receiving anything in return, in other words, this act of altruism increases a donor's self-evaluation.

(Butterworth V., Schimmel M., Simmons R., 1993) Martin Luther King Jr., the leader in the African-American Civil Rights Movement, once said that "every man must decide whether he will walk in the light of creative altruism or in the darkness of destructive selfishness."

The President of Kazakhstan Donor Association, Gulsagira Sarsembina, states that 67% of blood donors in Kazakhstan are relatives and friends of patients (Tengrinews, 2011). Unfortunately, it may happen that no one of relatives and friends is a matching donor. In such cases, the only hope are people who replenish blood reserves regularly.

Blood is an essential component which is lost in huge volumes due to accidents, operations, and other medical involvements. Every third person needs blood transfusion at least once during entire lifetime (Kazinform, 2013). According to the recommendations of the World Health Organization

(WHO), 50-60 donors should be accounted for 1,000 people. In Almaty there are only 30 donors per 1,000 citizens, and overall throughout Kazakhstan, the numbers are even smaller about 18-20 donors (Prokopenko, 2013).

In 2015, 900 liters of blood were donated in Almaty during HotBloodchallenge relay (Tengrinews, 2015). According to the rules of this challenge, a participant should donate his or her blood and pass the baton to his friends, relatives, and colleagues. Thereafter, they should donate blood during 24 hours if they are not able to do so, they transfer 10 USD to "Bauyrzhan" fund that renders assistance to children diagnosed with cancer. More than 1,600 people participated in this charity event. KIMEP has not fallen behind and organized the Donor's Day annually.

22, 23 and 24 January are noticed as the days when every willing person could save someone's

life, videlicet it was The Donor's Days at KIMEP University. Senior Doctor at KIMEP Medical Center Natalya Ussorokh tells us that this time the number of donors was not as high as expected, especially because of seasonal flu. Only 65 people, among them 14 staff members and 49 students, participated in this charity event. However, 26 liters of blood that were donated during these days are also tangible help for those who have no other way to survive. On this basis, KIMEP Medical Center decided to hold The Donor's Day again in the Spring semester. However, not only the flu is the cause of the lack of people who want to donate. Prejudice and ignorance frighten people and, hence, stop them on the way to donation.

First and foremost, the procedure of donation is quick, easy, and safe. It takes about 30 minutes to fulfill the blank, to pass quick check up and donate 350-450 milliliters of blood. During the donation, doctors use only disposable, individual, and ster-

ile systems, thus, eliminating any the possibility of infection. Moreover, they open these systems in a donor's presence to show that they are new.

Secondly, donors are healthier than other people. Studies of Finnish and American scientists prove that regular blood donation reduces the risk of cardiovascular diseases. Excess of blood and, especially of iron, is the extra load on your heart.

Finally, a nice bonus is free testing on HIV, hepatitis B and C, and syphilis. In the middle class clinique like Suncar, HIV test costs 2500 tenge, syphilis - 1100 tenge, hepatitis B and C examination - 5500 - 7500 tenge. Can you imagine how much money you can save still examining your health?

Actually, none of these reasons can be compared with the value of life. We cannot be heroes and supermen to make this world better; we can just donate something that we have in abundance.

# My exchange semester and the refugee lessons

words by  
Altnay Rais  
from Graz, Austria  
for KIMEP Times



**W**hen the refugee crisis has started, I watched it on TV, and it seemed to me like something far and something which will not touch me. I could not imagine at that time that after several months, I would live in one community with them. Now I want to tell what I have learned about refugees during my exchange semester in Graz, Austria.

**Firstly, no, they are not dangerous!**

"Are there any refugees?" and "Are they dangerous?" are two the most popular questions which I heard during my stay in Austria. When I came to Graz, the second largest city of this country, various welcoming concerts were organized here as well. Not for me, but for 3,000 refugees who arrived here. There are even inscriptions on the walls: "Refugees, Welcome!". At first, it was strange and grim to see them among light and blond Europeans, but now I cannot imagine Graz without refugees. Every day they go to shops, supermarkets, walk in the park, and live peacefully with locals. Even if Europeans do not like them, at least they do not show that.

**Nothing is granted for refugees**

There is an opinion that the major-

ity of refugees do not escape from war but just seek a better life. I do not exclude this possibility. But all migrants who intend to get a refugee status have to undergo interviews where they have to prove that they are individuals lacking protection in their own countries. Each case is examined individually. Nobody gets the refugee status just because he or she is from Syria or Iraq.

Another case is the cost of the travel. As Mohammad, a Syrian refugee says, an average cost of the travel from Syria to Europe costs from 3,000 to 15,000 EUR per person. If you want to be safe, you pay more. If they have such money, probably an economic condition of their country was not so bad.

**Unemployment is a problem**

Even though the life quality in Europe is high, the life of refugees is not a sugar. Until a migrant gets a refugee status, she is basically nobody. They have no rights, no work, no opportunities to complain. Until the interview, refugees live on money they saved from their home country. But it is not always certain when the interview will be scheduled, and usually it takes from five to nine months.

**Integration into society is not easy**

Many refugees have problems with integration into society. Firstly, because they are refugees, and

secondly, because they don't speak a local language. Mohammad, a refugee who has been waiting for an interview since July 2015, says that sometimes local people look offended because of their appearance. The situation became even more complicated after the attack in Paris. "They have a stereotype that if our skin is dark, we are potential terrorists," says Mohammad.

Concerning the language, it is really easy to live in Austria, even if you do not speak German since the majority of local population speaks English. But if you would like to settle here and find a job, a knowledge of the German language is required.

**I knew nothing about Syria**

Mohammad is a refugee from Damascus, the capital of Syria. He came to the class of International Migration Law and Human Rights to share his story. He had to flee his home, because he was invited to do military service in the Syrian National Army, which for him meant to participate in the war. He lives in Austria from July 2015 and studies German language. The main thing which makes him sad is the fact that people do not know anything about Syria, except that there is a war there. "The only thing you know here is that there is a war in Syria, and there are terrorists. And they are fighting with each other," he says. "But in fact only 20% of



refugees are Syrians."

To tell the truth, when he started to show the pictures of Syria before the war, I was surprised. It was a beautiful and flourishing country. Also, I was surprised by Syrians themselves. All refugees from this country with whom I talked to are smart and well-educated people who speak very good English.

**Refugees are welcome... or not?**

As an Austrian citizen Sarah says,

there are people who find refugees a problem for Europe, because governments have to spend a lot of money on them. But in everyday life you cannot see offensive actions from locals. If you ask Austrians what they think about the refugee crisis, they will most likely answer "We must help each other." However, there are many people who would admit that no matter they are for or against it, they are not able to stop the refugee flow.

## New Vice President

continued from page 1

Just as more occurs in a home than just sleeping, more also occurs in a residence hall. The professional and semi-professional staffs of the residence halls provide programming, tutoring, socializing, counseling, emotional support, discipline, leadership skills acquisition and a myriad of opportunities to grow and develop." So we think a residence hall should be a place where students live, make friends, and go through various types of educational experiences.

### A brief summary:

I worked as a Director of Student Activities at Wheaton College in Chicago.

As Associate Dean of Students, at Biola University.

In Loyola University New Orleans, as a Director of their Student Center, which is a place that manages offices, food services, different small business and student government.

My first job as a Vice President for Student Affairs was at Northern State University in Aberdeen South Dakota. I was there for 4 years.

From there I moved to Alaska to work at the University of Alaska Fairbanks, as a Vice President for Student Affairs and Enrollment Management and I was there for 6 years.

From there I went to the University of Illinois Springfield, same position of Vice President of Student Affairs and Enrollment Management. I left University of Illinois Springfield because I wanted to work overseas and I had an opportunity to work in Singapore.

From Singapore I went to Dalian

University of Foreign Languages. I taught courses in marketing, strategic planning and leadership. There I hear about the the opportunity to get back into administrative work at KIMEP University and here I am.

### About Sport

During my undergraduate studies at Nebraska, I was involved in sport called crew. It is rowing. It is a great sport and I continued rowing in graduate school. When I was working at Loyola University, I coached a university rowing team there. I love this sport. Another sport I love is Frisbee golf. I've done it all my life pretty much because it is fun and easy sport. One thing I would like to do here at KIMEP is I would like to put up a Frisbee golf course on the campus, a small one. We could put a five or six baskets. I've already walked around and figured out where I would put them. I think, students would love it. Last May when I came for interview I saw there two guys playing Frisbee on the campus (\* Abay and Nurzhan).

Moreover, I used to run marathons and road races for many years in States until I suffered a leg injury. I enjoy other activities such as skiing, hiking, golf, biking, going to the gym and using the weight room and torture machines.

### About Apple

I bought an Apple computer in 1986 when I was doing my first graduate studies. All I've ever used is Apple. So, when it is PC on my desk like this (\*regular KIMEP computer), it is like an alien.

### About Morning Traditions

When I wake up and hear the

alarm, I usually hit the snooze button and roll over and think why do I want to get up today. And when I do get out of the bed, I turn on the hot water, so I can have a tea and if it is a weekend, I will fix a big American breakfast. If it is a weekday, I will eat some fruit or some homemade bread. I read some news and check my email to see what is happening in the United States. During Fall Semester, I would also always check University of Nebraska's athletic and sports events because we are so supportive of our athletic teams, football, and volleyball.

### About KIMEP University

I was looking through Higher Ed Jobs, an online job forum for people looking for teaching and administrative positions all over the world in higher education. I taught in Saint-Petersburg, Russia for five summers and wondered what it would be like returning to work in a Russian-speaking country.

\* \* \*

Those departments report to me: Quality Assurance, Admissions and Enrollment, International Academic Mobility and Support Services, Corporate Development and Marketing.

### About KIMEP's performance compared to western higher education schools

To be honest, from what I have seen, I think that KIMEP is doing a lot of things very well. In the States, many students choose a university based on the success rate of graduates finding good paying jobs immediately after graduation. It is important for parents and students and they decide on the universities based on the graduation job success and KIMEP shows 93% in this respect, which is very impressive. There is a strong focus on career development and internships.

High quality residence halls, apartments and food service operation have become very important trend in attracting students to universities in the United States. There was an article in the Washington Post a few weeks ago describing university apartments and residence halls as five star hotels. The renovations in KIMEP's residence Hall (dorm), I think is really helping to improve the quality of life on the campus.

Community service is a very important both in States and Europe and becoming much that way in South America as well, when students spend time helping others either by doing tutoring, whether tutoring English or Math or Science, helping to rebuild a house that has been torn down because of the storm, cleaning up trash in areas that have lots of trash, helping single parents and elderly people with specific needs. Just to give an example, in 2005 Hurricane Katrina hit New Orleans and thousands of homes that were destroyed by this hurricane. Students from all over the United States at different times, usually Spring Break and summer vacation over the last ten years came to have rebuild homes and build new homes. Some students work in groups and go to low income grade schools every week and help tutor students.

One thing that is different between states and here is that students here are multilingual. Most students in United States speak English and that is the only language they speak. Here students at least speak Kazakh and Russian and English. And some students here learn more languages than that. For me that's amazing. Myself, I speak Spanish, I speak a little bit of Russian, a little bit of Chinese and a little bit of German.

One thing that Dr. Bang wants to do is to focus on Customer Service

for students. This Spring a group of students and staff have been meeting to discuss how to improve customer service. The first issue we are going to address is what we call the "run around" program. It is where a student goes to an office for help, but the staff in the office don't know how to help so they send the student to another office, that office can't help either so they send the student to another office. We want to stop the practice and find a way to help staff help students by giving them the information they need to help the student or be able to find the office that can help the student without making the student spend half a day going from office to office.

Once you say hello to students at KIMEP, they are friendly and talk to you. Otherwise...the difference is that people here don't look you in the eye. In the US when you are walking around the campus people see you, look at you and say "hi". Here people are much more guarded and don't look other people in the eye. They either look down or to the side.

Kazakhstan seem so diverse, there are Kazakhs, there are Slavic people, there are people with more Korean or Chinese background. And people interact differently. You walk to Ramstore and they see that you speak English and they start conversations with you because they want to practice their English. In Dostyk Plaza they are much more reserved and they are not willing to engage in a conversation even though it is much nicer facility.

I am excited to be at KIMEP University. I have enjoyed working with the students here. They are great. The staff I have worked with also are wonderful. They really are committed to KIMEP University and to the students.

## Umedjon Kurbonali: What I've Learned

words by  
Umedjon Kurbonali  
photo by  
Dastan Akhtayev



**U**medjon, an international student from Tajikistan and US-CAEF Association president shares what he's learned from four years of studying at KIMEP

**The first semester** and first couple of months have been the hardest. New country, new city and completely new people.

**Almaty** is just twice as bigger than Dushanbe and has more population, but overall atmosphere of Dushanbe and Almaty are not very much different.

**Intersections** of streets are how people give directions in Almaty.

**Tenge bills** are larger than Somonis and more colorful. Counting things in thousands of tenge was something new since while one US dollar is 4.5 Somoni in Tajikistan it is 150 tenge here.

**No suit and tie everyday.** I immediately liked the fact that there is no strict dress code like it is in Dushanbe.

**Office hours** were another thing that I found new and very interesting. Taking advantage of office hours helped me greatly

in my first semester since professors were friendly and helpful, mostly.

**I never missed a deadline** because of forgetting or not knowing.

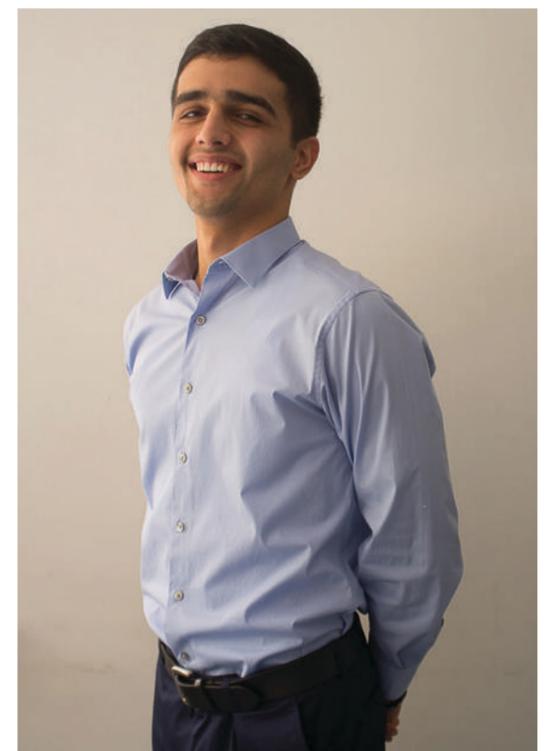
**I realized that I had to take care of everything myself;** be it cooking, doing laundry, cleaning up.

**I got food poisoning** in "Kaganat" once in my Junior year.

**I have grown to learn cooking well.** I also like and enjoy the process. Now I am sure that I can fix a meal for myself wherever I am - a big step towards becoming independent.

**Looking back,** I can definitely say that I have made a good progress towards my goal of becoming independent and self-reliant.

**Four years in Almaty** have been full of good times, great learning experiences and challenges.



## Book Review: Life without sugar

Food industry feed us with 63,5-68 kg of sugar annually

words by  
Daria Iugai



“Everyday passing by vending machine, I see a lot of sweet things: chocolate, cookies, jelly and so much more there. While looking at them, I start to feel the taste in my mouth and definitely decide to buy something.”

Since our childhood, we think sweets are good since they bring happiness. Over a third of our daily consumed calories is contributed by sugar. In turn, excessive sugar consumption significantly contributes to development of chronic fatigue, excess weight and obesity. Basically,

sugar which we perceive as happiness symbol, ruins our lives.

The book “Best Sugar Addiction”, which uncovers the hidden part of sugar addiction, serves a basis for this article. Written by Jacob Teitelbaum, integrative Medicine physician who specializes in chronic fatigue syndrome, fibromyalgia, sleep disorders and expert on healthy lifestyle, the book classifies sugar addiction into four distinguishable types:

**1 Energy seekers.** People of this type believe that sugar energizes us, but in fact, it kills our energy. While they feel tiredness even more and keep feeding themselves with even more sugar slowly becoming

its hostage.

**2 Stressed machines.** People of this type are very sensitive and reactive for stressing factors in their surroundings. Their adrenal glands respond to that stress by releasing cortisol and adrenalin. However, adrenal glands stop responding at some critical point and sugar comes to fill that gap.

**3 Desserts lovers.** They consume sugar all day long starting from morning cookies, continuing with branchtime chocolate bar, lunchtime white-bread sandwich (which is also sugar) with sugared tea - this list can be endlessly continued. Sweets and desserts are everywhere in her car, office, fridge, and even

bed. As a bonus this type of sugar addicts get chronic fatigue and fibromyalgia and some other chronic digestive dysfunctions

**4 Hormone bomb.** Usually, sugar addictiveness of a fourth type becomes evident after 40 when people start experience radical hormone changes of insulin. These people are normally overweight and very nervous.

If you feel like these problems are of certain relevance to you, start acting immediately. Solutions are simple but still helpful: more sleep, stress elimination, regular workout, and increased water consumption. Stop being kept as a hostage by sugar!

## Coffee Gastronome: Espresso

words by  
Alina Tuleugazy



Freshly-brewed, spreading an exceptional smell of beans, exhilarating in its nature and leaving an after-taste of an obscure spice on your tongue - it's the espresso shot that so many people feel fancy about these days. A basis for an incredible amount of different coffee drinks, espresso, is as an essential part of today's life as are sugar, salt and water, but with one distinction - you can actually become a coffee snob while deciding on whether you want to drink Macchiato or Con Panna. Here are some hints as to how you can differentiate coffee types and, of course, show off a little bit.



Here we are, freaking out about all the various types of wine and cheese, while coffee types is a whole new level of confusing and complicated. Certainly, there are many more other drinks the names of which you could never memorize, but knowing the differences between these ones can earn you some credits among coffee gourmets for sure.

Keep in mind though, when traveling abroad

you might see the names of drinks that sound familiar but imply completely different things! Like Café Mélange once served for me in Vienna turned out to be same old Cappuccino and I still can't wrap my mind about what the difference is... But that, my friends, is already a different story. Enjoy your coffee and keep your powder dry for something new espresso-based, coffee maniacs!

### A Parable about Coffee:

Young daughter comes to her father and says, “Dad, I'm so tired, my life is very complicated and I have so many problems. I constantly swim against the current and I have no powers left... What should I do?”

Instead of answering, father puts on the stove three identical pots filled with water. He throws a carrot into the first one, an egg into the other and coffee grains in the last one. After a while he takes out a carrot and an egg from the water and pours himself a cup of coffee.

“What has changed?” he asks his daughter.

“The carrot and the egg are cooked now and the grains have melted into the water,” she replies.

“No, darling, you are paying attention merely to the surface. Have a look, a hard carrot put into a boiling water became soft and compliant, while fragile and liquid egg grew hard and unyielding. They didn't really change on the outside, but they changed on the inside under the influence of unfavorable conditions - being boiled in a hot water. People are the same: the strong ones can come apart and turn into feeble creatures in such situations, where the weakest and tender ones suddenly find powers and become vigorous.”

“What about coffee?”

“This is the most interesting part! Coffee grains have completely dissolved in the hostile environment and they changed it by turning boiling water in a majestic and fragrant drink.”

There are people who do not let the circumstances dictate their life, but bend them and turn into something new and wonderful, just like coffee turns simple water into an excellent brew. And who are you: a carrot, an egg, or a coffee bean? ☺

Source: <http://uduba.com/1419342/Pritcha-o-kofo>

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