
ASFM Network Newsletter

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Letters

From the Editors

The first issue of this newsletter was warmly received by alumni and other members of the ASFM community. On the week following publication, we received a number of welcoming letters (a selection is reproduced below). Also, we received a number of articles for publication in this issue. This has been encouraging, assuring us that the ASFM Network will continue growing, receiving input from its members, and thus fulfilling its mission as a mechanism for alumni to share, discuss, consult, and converse with each other.

The articles published here are of many varieties: David Osorio (ASFM '01, UIUC '06) and Gaby Gutierrez (ASFM '03, ITESM '08) articulate opinions and ideas informed by their academic work; Judith de los Santos (ASFM MS '98, Berklee '05) and Pablo Landa (ASFM '01, Yale '05) narrate episodes from the world of interviews, bosses and paychecks; Rafa Scarnati (ASFM '01, UVictoria '06) speaks of his memories and experiences as a student and friend of Mr. Van der Eyken, who, after six years of fruitful work, is leaving ASFM this spring; and Eugenio Garza (ASFM '06), this year's student council president, shares a note on the organization's activities over the past months.

Eugenio's text is relevant in the context of the ASFM Network since it sets the base for a greater involvement of alumni in current student activities by informing them, while showing how current students can reach out to alumni.

Additionally, this issue features a letter from Andrea Victor (ASFM '01, NYU '05) responding to Jordan Treviño's (ASFM '03, Yale '07) article in the last issue. We are glad this article stimulated debate, and we hope that other articles here also will.

We hope you find this issue of the Newsletter enjoyable. We thank all of those who have corresponded with us, and invite the rest of you to send us your letters or articles for the next issue.

Until then,
—The Editors

From Our Readers

Dear Editors and Contributors to the first edition of the ASFM Network Newsletter,

Wow! You are off to a great start! I loved the articles, but you folks may scare off others from wanting to write articles for future additions. It's going to be hard to match that level of writing! I read them like a "proud papa"! ASFM is honored to have played a part in your education and development as people!

Thanks again for your efforts to keep the ASFM Alumni connected to their Alma Mater and to their friends and classmates!

Most sincerely,
Dr. Jeff Keller, ASFM Superintendent

* * *

Estimados Editores,

Una felicitación por esta 'newsletter.' Refleja un excelente trabajo y sin lugar a dudas será muy útil para mantener contacto entre los ex-alumnos.

Seguimos en contacto y para cualquier cosa en que pueda apoyar a este proyecto estoy a sus órdenes.

Saludos.
Hernan Salinas Wolberg, ASFM '00.

* * *

Dear Editors,

I just wanted to send a quick e-mail saying congratulations on this new network. As an ASFM student it makes me proud to know that even if I

am graduating this year, Eagles will always keep in touch with each other through this newsletter.

Thank you for helping us do this, and I hope that this network will continue for lots of years to come.

Carlos Saldivar, ASFM'06.

* * *

To the Editors of this wonderful idea turned into something concrete:

I graduated from ASFM on 1978. How is that for an ASFM alumnus of long ago?

I am very interested on receiving your newsletter. The articles are intellectually interesting and it will help give cohesion to our community and a new vision to the possibilities ASFM alumni can accomplish together in society and the world. I could relate to all of the experiences reflected in the articles. Could it be a common denominator given our backgrounds?

Well keep it up, and include me on your mailing list.

Sandra Zorrilla Mc Lellan de Landa ASFM'78.

* * *

Editores,

Me dio mucho gusto enterarme de esta newsletter a través de Stephanie Finnel, tanto que quisiera que me añadieran a la lista para recibirla. Me imagino que ustedes ya deben estar graduados o a punto de terminar la carrera. Yo estoy terminando el cuarto año de medicina. Este semestre me vine de intercambio a mi tierra, en la Universidade de São Paulo, Brasil, y en agosto me regreso a la UDEM para empezar el quinto y último año antes de empezar mi internado y servicio social.

En lo que pueda servir para el newsletter me pongo a su disposición. Es siempre bueno recibir noticias del Americano y de quienes conocimos ahí. Espero que estén bien y aguardo noticias.

Saludos,

Carlos "Cadu" Carlomagno, ASFM '02

* * *

To the Editors:

I reject the idea of a US-Mexico border wall.

Albeit a *lofty* attempt to support this view, Treviño's "Building the Wall Betrays America" (Winter 2006 Volume 1, Number 1) provides a great disservice by demeaning and debasing all anti-wall arguments.

For starters, comparing the prospective US-Mexico border-wall with the Berlin Wall is a poor historical parallel. (The Berlin Wall was constructed in order to keep people in: to prevent the well-educated East Germans from leaving Eastern Germany). Any other historical wall would have provided a more suitable comparison (i.e.: Jericho's Wall, Hadrian's Wall, The Great Wall of China).

Additionally, to speak of the struggles of studying in the U.S. at a top university alongside the strife of the underpaid and exploited Mexican immigrants is awfully presumptuous. I love how the author believes that the aim of humanity should be to create an "open community." Maybe he should write a letter to the Mexican government about opening the gates for illegal immigrants from Guatemala and El Salvador to freely enter Mexico instead of killing themselves trying to get there.

I find it ironic that someone from a country where nepotism rules and the caste system virtually still exists to call the citizens of a country where at the very least affirmative action and welfare tries to change things, xenophobic. At least the debate over intelligent design or the inequality of gender and race is discussed as opposed to swept under the rug where poverty is left to fester indefinitely as is the case in Chiapas and other economically depressed (and interestingly enough, largely Indian) areas. Maybe we should ask fellow country-women about the "open community" just in Mexico and how it empowers them to become working professionals.

Please understand that I am happy Treviño expressed his beliefs in a system he disapproves of even though he is a part of it — it is healthy. However, he seems so disenfranchised with what surrounds him at Yale, would it not make more sense for him to go study in Mexico or Germany, where Nazi-like Americans won't look right through him and think he's nothing but trash?

— Andrea Victor
ASFM '01, NYU '05

News and Announcements

Adopt a Tree

The High School Student Council has launched an end of the year project in conjunction with the Consejo Juvenil de Chipinque. These two organizations will “donate a tree to every family who wishes plant and take care of it.” **Eugenio Garza**, the student council's president, is leading this initiative. If you would like to receive a tree or participate in any other way, contact him at garzaeugenio@gmail.com.

Where is James Crayk?

Last week the ASFM Network received the following letter from **Mr. Joe Gransow**:

Greetings from Malaysia, I am a past teacher at ASFM. I was the Secondary Music teacher at Hausteca campus from 1997-2001. I am trying to contact a student who was there the same time I was but left after graduating from grade 8. Do you have records on file for this, or could you please forward this to someone who might have a contact number? Thank you. The student is **James Crayk**.

—Joseph M. Granzow

James is not in our database, but we offered to publish this request in case somebody knows his whereabouts. If you do, please send an e-mail to the ASFM Network, and we will forward it to Mr. Gransow.

Class of 2001 Reunion

Five years have passed since graduation, so it is time for this class' first reunion. The place and date will be announced soon – for the moment, it has been determined that it will take place in the second half of June. People who graduated from middle school in 1998 or high school in 2001 are all welcome to attend.

For further information contact **Alonso Bustamante** (University of Chicago '05), at alonso.bustamante@mac.com.

ASFM Class of 2006, Join!

We invite you to become a member of the ASFM Network. To do so, please write us at asfmnetwork@gmail.com and we will send you the registration form. By being in our database, you will be able to stay in touch with each other, establish contact with people from other classes, and you will receive this Newsletter.

Also, although the Network's database has not been made public, feel free to send us an e-mail if you want to have the contact information of ASFM alumni in the college you are planning to attend or studying a major you are interested in. They will be willing to answer any questions you might have.

Articles

Minorities, Medicine and Marxism

David E. Osorio, ASFM '01, UIUC '06

In 1968, my father, who had never been outside of the state of Oaxaca, was being kept from studying accountancy by the violent student protests that rocked many Mexican universities. By his account, you could pass all your classes by attending just a few weeks of school: the students and professors were on strike for months at a time.

Rather than stay in Oaxaca with his marijuana-smoking, Che Guevara-idolizing classmates, my father continued his studies in the most capitalist city in Mexico: Monterrey.

The opportunity to get a real education in Monterrey is the inheritance that my father and his two brothers received from their parents. His mother never finished primary school, and is embarrassed to share her delicious recipes (which gave her husband two heart attacks) because of her bad spelling. My dad's father studied until he got his topography license, and went on to be a shopkeeper until he was in his 70s. They both knew the immense value of a good education.

So does my dad, and that is why he agreed to pay "*lo que me cueste*"¹ for me to come to school in U.S.—*esa va a ser tu única herencia!*²

With the weight of this background ever present, I definitely felt something funny in my guts when I read an article for my class by David Lawrence, *Race, Health and Wealth*.³ A quick 'due diligence' uncovered that the source of his article, *Political*

¹whatever it may cost

²That will be your only inheritance!

³David Lawrence, *Race, Health and Wealth*, in *Political Affairs*, February 2005.

Affairs, is a publication of the Communist Party. The 'about us' section of the *PA* website states: "In the pages of *PA* we start from the most basic fact of life: the ongoing struggle between the working class and the capitalist class."

Despite starting from differing "basic facts," leftists and their more reasonable counterparts do agree on some things. Lawrence's article, for instance, is right about many things: Disparities in health between races are a shame to this country, especially when they are the result of current racism, but also when they result from the lingering effects of past racism. The tragedy of high infant mortality amongst minorities attests to the fact that they suffer in health from the day that they are born and through no fault of their own. Something needs to be done to counteract this.

Few souls would disagree with that...the disagreements begin when the discussion shifts from the problems to the solutions.

So, what does our marxist friend propose? Lawrence's quaintly titled "What is to be done?" section presents us with the revolutionary thought of "building broader, more effective coalitions to fight these struggles in a new, united way [...]" By golly, I daresay we could use this fleeting chance to bring together the struggling masses and develop a new eco-socialist paradigm as a serious contender against the sterile flatlands of capitalist culture and ideology⁴...but I thought we were talking about health care!

Of course, Lawrence does not bother with concrete proposals for reform; but if this is a sin of omission, it is compounded by his misleading insinuations.

⁴Thanks to, Walt Contreras Sheasby of the Green Party for the fancy words. Thank you, even more, Sergey Brin and Larry Page, for giving me the search engine (Google) to instantly find sources of marxist inspiration! It is amazing how your ingenuity and selfless generosity has empowered the proletariat... Information is the biggest threat to capitalism!

See biographies of these brave comrades in Forbes.com, they are numbers 16 and 17, respectively, in the list of the 400 richest Americans, worth about 11 billion each!

Statements such as “low-quality education systems and subsequent poor student performance in low-income communities, are shaped in large part by racism that remains pervasive in society.” do not mention that the education system that low-income communities use is the *public* education system, brought to us by the same magnificent government that socialists and “liberals” would have us trust to solve the problem.

The K-12 public education system in the United States, as it is now, is designed to protect the interests of current teachers, as dictated by the teachers’ union. Unsurprisingly, the efforts that the teachers’ union promotes for improving education follow the tired formula of increasing the barriers to entry for new teachers with new-fangled certification requirements that current teachers need not meet.

Of course, another popular complaint is that teachers don’t earn “decent” wages. Teachers don’t need to be paid more. . . *good* teachers need to be paid more. In fact, good teachers *are* paid more—at private schools, where the ‘unhealthy’ competition that public schools fear turns out to do wonders for students’ results.

Lawrence then moves to talking about problems in the actual health care system, lamenting that they “have been compounded by recent funding cuts to public health and hospital facilities, which have forced these facilities to restrict a range of critically important ‘safety net’ services.”

Of course, elitist capitalists would sooner reduce taxes and have individuals decide for themselves what services are critical for them—but the nanny-state socialists and their liberal friends, ever mistrustful of elites, believe that they know better what is best for the country and so they can skip the consumer altogether and subsidize the producer. After all, subsidizing the producer works in the public school system, right? Hmm. . .

Of course, the paragraph above could be found guilty of the mortal sin of advocating tax-cuts. . . covert praise of George Bush’s “cowboy capitalism.” Never mind that, even after his tax-cuts for the rich, the top 1 percent of taxpayers, ranked

by adjusted gross income, paid 34.3 percent of all federal income taxes. The top quarter of taxpayers paid 83.9 percent.⁵

“At some point, those on the left must decide what really matters to them—the appearance of soaking the rich by imposing high statutory tax rates that may cause actual tax payments by the wealthy to fall, or lower rates that may bring in more revenue that can pay for government programs to aid the poor? Sadly, the left nearly always votes for appearances over reality, favoring high rates that bring in little revenue even when lower rates would bring in more.”⁶

The left also chooses appearances over reality when arguing for increases in the minimum wage. . .

If this discussion seems to stray too much from the topic of health care, let us recall some of Lawrence’s closing words “The uniting banner of public health makes it clear that the struggle for health care, a living wage, clean air and water, and a safe neighborhood are all the same struggle.”

They are, indeed, and we could learn something from the capitalists on how to solve those issues for the public at large. The true answer to the problems he mentions is hidden another statement:

“A good education, a decent occupation, and the accumulation of modest wealth [. . .], enable families to be healthy. In fact, education and income levels are among the strongest predictors of good health.”

What wealth and education really do for health care is provide, on the one hand, the money to chose

⁵From 2003 Internal Revenue Service data as discussed by Bruce Bartlett’s December 2005 article *Who Pays the Taxes*, available at townhall.com.

Interestingly, Bartlett is also the proud author of *Impostor: How George W. Bush Bankrupted America and Betrayed the Reagan Legacy* published in 2006.

⁶Bartlett, *supra*.

See also *How to Soak the Rich (the George Bush Way)*, by Stephen Moore, in *The Wall Street Journal*, May 5, 2006.

the best service available (rarely from the government, mind you), and, on the other, the sense to know how to choose which service is best in the first place.

The Robin Hood proposals touted leftists do everything they can to *limit* choice: they seek to mandate ceiling prices for medications (undermining the incentive to develop them in the first place and, thus, reducing the choices you will have in the future) and even mandating the coverage that health insurers must provide (some states, for instance, mandate coverage for chiropractors, but the costs inevitably show up on insurance premiums that people must pay.)

The leftist approach inevitably leaves only the wealthiest with the ability to opt out and pay for the services they really need—and doing so does wonders for their health!

Some interesting proposals about how to close the health care gap do exist—proposals that focus more on solving problems than on emulating Robin Hood. Promoting Health Savings Accounts (HSAs) through tax-incentives⁷, and allowing businesses and individuals to buy health insurance across state lines⁸, are starts. What real solutions have in common is that they should allow people to *choose* how much they want to spend, and what kind of coverage they want.

This article is adapted from a paper for Sociology/African-American Studies 225: Race and Ethnicity.

⁷see *Big Health-Care Ideas*, in *The Wall Street Journal*, February 21, 2006.

⁸see *Health Insurance Showdown*, in *The Wall Street Journal*, May 9, 2006.

Reina, Presidenta de Consejo de Acción Social ¿El Evento que une al Tec, Campus Monterrey?

Gabriela Gutiérrez Ramírez, ASFM '03, ITESM '08
con Elsa Patricia García Núñez de Cáceres

El Tecnológico de Monterrey está íntimamente atado a sus tradiciones e idiosincrasias, reflejo de una dialéctica entre tradiciones mexicanas y estadounidenses. Modelada a la imagen y semejanza de las universidades de la “Ivy League” de los Estados Unidos, no sólo supo emular el modelo de enseñanza de éstas sino también algunas de sus memes sociales. Entre éstas hallamos el característico Baile de Reinas, el cual es uno más de los varios celebrados anualmente en la ciudad de Monterrey. Su particularidad es la naturaleza de su sede. Los varios clubes sociales en la ciudad que sirven de sede a estos bailes, como el Club Campestre o el Casino Monterrey, son simplemente eso: clubes sociales privados. El Instituto Tecnológico y de Estudios Superiores de Monterrey, en cambio, es una institución educativa que se enorgullece de promover la excelencia académica y la profesionalidad, por lo que un evento que es percibido por los miembros de su comunidad como un concurso de belleza, ciertamente genera dudas acerca de su legitimidad.

Partiendo del compromiso del Tecnológico, en su misión 2015, con la participación, el diálogo y la retroalimentación dados en un ambiente de civilidad y respeto mutuo, esta investigación busca comprender el funcionamiento del concurso titulado “Reina, Presidenta del Consejo de Acción Social”, el cual culmina en el tradicional Baile de Reinas y la elección de la ganadora del título. Nuestro objetivo es comprender si es percibido como legítimo por la comunidad del Tecnológico y su impacto social, particularmente en el rol de las mujeres. También buscamos encontrar las razones por las cuales el concurso fue creado, para así entender sus funciones y por qué se ha conservado.

Antes que nada, es importante comprender que los concursos de belleza han estado presentes por cientos de años en las diferentes civilizaciones y que tienen funciones sociales. Invariablemente, la elección de una reina en una comunidad o institución significa la exaltación de algún valor o ideología de esa sociedad encarnado en una mujer. Esto no es nada nuevo pero, como lo razona Lipovetsky, “Lo notable, en este terreno es que el advenimiento del mundo democrático no ha hecho retroceder en modo alguno la idolatría estética hacia la mujer, antes bien, paradójicamente, la ha intensificado”. La interrogante radica, entonces, en descifrar las razones por las cuales una comunidad como la del Tecnológico de Monterrey, decide no sólo adoptar estas prácticas de exaltación, sino también protegerlas a través y a pesar de seis décadas de cambios radicales en la realidad percibida, práctica y política, de la mujer en la sociedad mundial.

Para responder nuestra pregunta, se realizó una investigación tanto cuantitativa como cualitativa, basada en encuestas y grupos de enfoque con alumnos y candidatas a la corona de la sexagésima edición del concurso. Se efectuaron también entrevistas de profundidad con expertos como la socióloga y académica de estudios de género Anne Fouquet y la editorialista de Grupo Reforma y ex-directiva del Campus Monterrey, Rosaura Barahona, así como también con alumnos directamente vinculados con el certamen, como la presidenta del Comité Electoral FEITESM (CEFEITESM). Finalmente, con el objetivo de ahondar más en los conocimientos de los procesos electorales detrás del concurso, se llevaron a cabo algunas instancias de observación participante durante la campaña y la elección.

Los resultados más importantes arrojados por nuestra investigación, tienen que ver con los rubros que se detallan a continuación.

- 1) Falta de legitimación del concurso.

La mayoría de los alumnos sabe que existe el concurso pero no muestran elevado interés por votar en las elecciones, no saben quién es la reina actual y no saben para qué funciones sirven tanto el concurso como la reina electa. En sí, el número de alumnos que pudieron corroborar que sabían quién era la reina en turno fue alarmantemente bajo. Esto puede ser responsabilidad de Desarrollo Estudiantil (DE), al no hacer los resultados del conocimiento directo del estudiantado.

- 2) El género masculino otorga más importancia a la belleza de la candidata y al evento que el género femenino.

Los hombres clasifican de “Muy Importante” o “Importante”, la apariencia estética de la candidata. La proporción de respuestas masculinas contra femeninas en la categoría de “Muy Importante” es de siete contra tres, lo que indica que a la hora de emisión del voto es más importante para los hombres que para las mujeres que la candidata sea bella. Inversamente, en el tipo de “Nada Importante” la proporción de respuestas femeninas contra masculinas es de cuatro a una. El dato con mayor discrepancia entre los sexos está en la categoría de “Neutral”, donde se ve una relación de casi nueve a uno. Al parecer, la mayoría de los estudiantes acepta el hecho de que la belleza es un factor importante en la emisión de su voto, pero entre quienes deciden no considerar este factor (Neutral), la discrepancia entre géneros es más marcada.

Los demás resultados del muestreo evidencian que, en realidad, es poca la gente que considera este evento importante para la Comunidad del Tecnológico. Entre otros resultados sobresalientes, se encontró que la inteligencia de la candidata es un factor importante al emitir el voto, así como su personalidad y sus propuestas. Lo menos importante a la hora de la emisión del voto son los regalos que ésta pudiera repartir durante su campaña.

- 3) El concurso no tiene una función social que

amerite su institucionalización.

Nuestra investigación dicta que, en sus orígenes y según cuenta Rosaura Barahona, el concurso tenía la función social especializada de introducir mujeres a la comunidad Tec. Esta función promocional ya está cumplida, pues ya es palpable el equilibrio entre géneros en el Campus Monterrey. Por lo tanto, ésta no puede ser la razón por la cual se conserve el concurso. De hecho, no hemos obtenido una razón completamente satisfactoria sobre su conservación. Se nos ha mencionado que el concurso tiene el propósito de unir a los estudiantes y de enaltecer a las mujeres, al garantizarles su participación en los foros estudiantiles, lo cual resulta en un caso de discriminación positiva. Sin embargo, los mecanismos de elección de las reinas invalidan notoriamente estas últimas aspiraciones.

Otro aspecto inexplicable es que la Reina electa asuma los mismos derechos y responsabilidades ante el Consejo Estudiantil que el presidente de éste, el del Comité Ejecutivo (FEITESM), y el del Comité Electoral. No existe evidencia que explique o defienda el derecho de la reina electa a emitir un voto de semejante peso dentro del máximo órgano de legislación estudiantil. A nuestro parecer, la creación del llamado “Consejo de Acción Social”, es un simple artilugio para justificar la conservación del concurso, puesto que este órgano, a diferencia de los otros tres, no abarca ningún ámbito de la legislación académica.

4) Discrepancia entre el discurso emitido por DE y la realidad observada.

Las autoridades de DE aseguran que la elección de la reina no es un concurso de belleza, sino un proceso de elección de la presidenta del Consejo de Acción Social (cuyo título completo incluye también el de Reina). Esta actitud es comprensible, en el sentido de la inverosimilitud que provoca el que una universidad auspicie un evento en el que se cosifica al género femenino, además de que promueve valores y estereotipos erróneos sobre su lugar en la sociedad. Sin embargo, la evidencia

indica que el Comité Ejecutivo y particularmente el Comité Electoral, dejan mucho que desear en sus procesos.

El mejor ejemplo es el de las publicaciones alrededor del concurso. Durante el semestre Enero-Mayo 2005, una manta de unos dos metros cuadrados estuvo colgada en el Centro Estudiantil, proclamando en grandes letras cursivas “Belleza=Inteligencia”, bajo una tiara de brillantes. El Comité Ejecutivo, en su publicidad para el baile, colocó carteles que mostraban figuras femeninas esbeltas portando vestidos elegantes y tiaras brillantes. Igualmente, el Comité Electoral, en su publicidad para la Presentación de Candidatas, colocó carteles impresos en varios tonos de rosa, con una tiara de diamantes en el centro, y en los cuales se leía la leyenda: “Presentación de candidatas a Reyna del Tec Se Grande”. Sin mencionar la falta de educación y profesionalismo de los errores ortográficos en estas impresiones, nos parece contradictorio que en sus intentos por darle un nuevo giro al concurso (con la invención de la presidencia de acción social), los responsables del proceso electoral utilicen esta iconografía tan severamente estereotípica de un concurso de belleza. Al respecto, comentó Anne Fouquet, estas publicidades son “una puesta en escena de los cánones típicos de la belleza de la mujer, aunque para poder legitimar este concurso no se le llame concurso de belleza, sino que se insiste en otro tipo de cualidades como la inteligencia o el promedio escolar. Sin embargo, no deja de ser puro discurso”. Así, todos los artilugios que descubren al certamen como un concurso de belleza que ignora al intelecto y la educación de las participantes se evidencian en todo el proceso de elección. Por ejemplo, las candidatas tienen un asesor de modas, proporcionado por DE, quien les elabora los vestidos que usan durante la Presentación y el Baile. Aunado a eso, las concursantes tienen la obligación de cumplir con clases de modelaje y pasarela, a las que asisten en shorts de lycra, medias, top y zapatos de tacón.

El Comité Electoral no hace nada por evitar que el evento parezca un concurso de belleza. Por ejem-

plo, las boletas donde se emiten los votos tienen las fotos de las candidatas. Esto propicia que los estudiantes emitan un “voto estético”, basado en las apariencias. De igual forma, la “Presentación”, está enfocada en su totalidad a los atributos físicos de las candidatas. Tras desfilan en vestidos de noche, y no en traje sastre como las demás presidentas de grupo de Desarrollo Estudiantil, un miembro del Comité Electoral las hace pasar una por una al frente, mientras soportan chiflidos y aplausos y las hace girar en contra de su voluntad, para que sean apreciadas por todo el público. Resulta increíble que en este evento, donde las contendientes tienen que presentarse, no se les da oportunidad de decir nada: solamente desfilan como las candidatas a reina de belleza de cualquier feria.

Pero lo más lamentable es que el otro foro propicio para que los alumnos escuchen a quien será una presidenta activa en el consejo estudiantil, el “debate de reinas”, no es tal cosa. Este evento no es un debate en ningún sentido, sino un foro abierto en el cual miembros de Comité Electoral y un jurado, por medio de preguntas abiertas, dan la oportunidad a las candidatas de exponer sus planes y de responder otras preguntas para darse a conocer entre los asistentes. No obstante, las preguntas formuladas son guiadas, parciales, arbitrarias y, en algunos casos, incoherentes e irrelevantes a los propósitos del evento, coartando las posibilidades de algunas de las candidatas de promoverse seriamente.

5) Indiferencia hacia el concurso por parte de los estudiantes.

El concurso se define como unificador de la comunidad estudiantil del Tecnológico, pero la investigación arrojó resultados que discrepaban con esto. Los alumnos no creen realmente que el certamen aporte algo significativo para la institución; más bien sienten a las reinas y al proceso como inútiles e intrascendentes. Observamos que existe una falta de identidad entre el concurso y el alumnado y, por lo tanto, todo el proceso de selección y elección de la reina no es tomado en cuenta por el grueso de la población estudiantil.

En el último proceso electoral, el rechazo por la boleta donde se votaba por la futura reina fue muy alto y notorio. Mientras que no se rechazó ninguna boleta para Sociedades de Alumnos o de Programas Internacionales, el hecho de que muchos alumnos se hayan negado a reconocer la validez y seriedad del concurso al no emitir un voto, es la prueba más clara de la ilegitimidad del concurso. Siendo este el caso, es imposible sostener que el evento es un espacio de unión estudiantil.

Todos estos resultados, nos llevaron a concluir que el concurso no tiene legitimidad institucional, que la Comunidad Tec no muestra interés en él y que es inherentemente discriminatorio. El concurso no tiene fundamentos legítimos congruentes que ameriten su institucionalización pues el Consejo de Acción Social parece que fue creado para justificar la existencia de la Reina, además de que los mecanismos provistos por Comité Electoral no miden las habilidades que permitirían a una candidata ser la presidenta de un Consejo de la FEITESM, ya que promueven el voto estético en lugar del educado. Al facultar a una persona que fue electa por atributos que no tienen que ver con su capacidad organizativa, administrativa y de liderazgo, el Tec de Monterrey está auspiciando esta fachada de legitimidad.

Aunado a esto tenemos el hecho de que la mayoría de los alumnos y otros miembros de la Comunidad Tec no muestran realmente interés por el concurso, que es además inherentemente discriminatorio, pues ningún miembro del sexo masculino puede presentar una candidatura, por más hábil que sea para ejecutar la presidencia del Consejo de Acción Social, simplemente por ser hombre. También hay discriminación dentro del sexo femenino, pues los mecanismos de elección emulan los de un concurso de belleza, donde sólo las mujeres que pertenecen a cierto canon de belleza pueden aspirar a ganar.

Una versión de este artículo fue publicada en Memorias, una revista académica del sistema Tec.

Van Der Eyken Has Left the Building

Rafael Scarnati, ASFM '01, University of Victoria '06

Upon knowledge that Mr. Robert Van der Eyken was leaving ASFM after six years of heading the Model UN program, I decided to write an article for this Newsletter on the life and times of this wonderful man. . . Well, maybe just about his time at ASFM. Swamped with final exams and papers, applying for a working visa, the worrisome search for a job and the notion of having to confront the real world in about a week, I was forced to ask myself, "What would Mr. Van der Eyken do?" It took me no longer than a couple of minutes to come up with the answer. Whenever you think this guy could not possibly do any more work, he comes up with something else to add to his plate. So here I am, at 2:30AM the day before my last final exam in university, reminiscing about my final year at ASFM and how lucky I was to have been part of Mr. Van der Eyken's first MUN class in 2000/2001.

Those of us who go back to the days of John Cronfel, and those of you who go way back to the days of Linda Schrick, probably remember the many challenges to organizing an MUN simulation with little or no experience. The outcome, no doubt, was of a very high quality; however, this quality depended on the individual performance of each secretariat. Needless to say, the wheel had to be reinvented each year, with countless hours spent riding the learning curve.

Now, to be honest, I was only involved with Model UN my last two years at ASFM, and although I have the deepest respect for Mrs. Lynda Schrick and the classes that started the program I'm pretty confident in saying that this program really took off when Mr. Van der Eyken showed up.

If there is one thing I remember from him, other than his crazy stories, it's his capacity to blindly trust a bunch of teenagers into organizing an inter-

national event which has practically no match.

When he first came to ASFM, our class already had the experience of organizing a middle school simulation, and with more or less the same people, we told him quite arrogantly to just back off and watch the magic. Well, although I think we did a pretty amazing job, it was not exactly magic he was watching.

Thinking back to it now, it takes a lot of guts for an 'advisor' to just sit back and learn from his 'students'. But he did, and that's what he has been doing for six years.

From the time I graduated from ASFM and left Monterrey until now, I have become one of those people the Bach III kids look at and say, "Who the hell is that guy? Isn't he so and so's older brother? What the hell is he still doing around here?" and so on. With the separation anxiety that plagues most of you, every time I go back to Monterrey to visit, I invariably stop by the school once or twice . . . or maybe three times to say hi to my old teachers.

Some I remember to visit, some I forget, but the one that has always been on my list is good ol' Rob Van der Eyken. It is amazing how much I still learn from him every time I go over there. What is even more amazing is the humility with which he receives me, even if he is in the middle of a class.

More than once I have gone through the embarrassment of being in the middle of an interesting conversation with him when the bell rings, his class comes in and he introduces me to them and asks me to tell them what I just told him about *X* or *Y* political issue. But, I guess that is just proof of how he has worked at ASFM all this time.

From my different political science courses, I have been taught that the best leaders are those who have enough sense of direction to steer a boat, but are smart enough to resist the temptation of rowing it. For six years Rob Van der Eyken has steered the MUN boat through incredible distances (yeah I know, pretty corny, but whatever), and has had enough sense not to want to meddle in what is the business of his students. By doing so, he has enabled that much needed continuity which I and

the generations before me did not really have.

Although I feel very proud of my work in MUN, let's face it, things had to change. That whole MS/HSASFMMUN business was a bit much, and the change of image to a simple IMMUNS was a step in the right direction. With a simple name and a logo which has remained constant throughout the years, the simulation has managed to establish a better reputation for itself and continue expanding. Even though I thought his idea to join the middle school and high school simulations into one big one was crazy, he managed to pull off something way better than what we used to have.

Creating a secretariat class freed up some badly needed time for those planning the simulations and gave those who were not as interested in organization an opportunity to remain involved in the MUN program. Of course, nothing is ever enough for Van der Eyken, so now the regular MUN class has organized the Conference for the Understanding and Learning Towards Religious Acceptance (CULTRA) for the second year in a row.

In the year that I was his student, I organized a high school simulation and traveled with him to Mexico City and New York. In the five years since I have graduated, I have gone back and shared many stories with Mr. Van der Eyken, and I continue to learn enormously from his anecdotes and little bits of advice. The nature of this article does not permit me to share them all with you. However, out of all the things that he has taught me in our classes, our conversation and our travels, I have to say that the most valuable lesson I learned from him was in New York City.

As he was walking down the street in Manhattan with about seven Bach IIs and Bach IIIs behind him, he suddenly turned around and told us (well mostly me and the three other people that were next to him) "Whenever you are in a big city like this one and you want people to leave you alone, all you have to do is stick your hands in your pockets, walk really fast and act either really crazy or really mad. If you do this, nobody will want to mess with you. . . watch *this!*" Not only was it the funniest thing I've seen

him do, but every time I have to walk through the crack-filled areas of downtown Vancouver or Victoria, nobody even tries to ask me for a penny.

Thank you Mr. Van der Eyken.

Craig's List: The Polar Bear Incident

Judith De Los Santos, ASFM MS'98, Berklee '05

Craig's list

I recently found a job opening on Craig's List for a music publishing/licensing company that specializes on TV/Film music placement. I sent my résumé and got a call back about a week later to schedule an interview. The guy I talked to over the phone, whom we'll call John for the sake of anonymity, seemed like a no-nonsense, intense kind of person. I knew I had to prepare well for our meeting.

The night before the interview

The night before the interview I stayed up late because I hadn't done laundry in a million years. It was the perfect time to think of some answers to the basic interview questions. . . What are your strengths? What did your boss like most about you at your last job? Why do you want to work here? . . . And the all-time most dreaded question: What are 3 of your weaknesses?

That's a tricky one because it's hard to spin the answer so that it can still give you a positive light. I doubted they were going to ask that, so after two weaknesses, I let it go and moved on to watching infomercials on TV. It's not that I'm perfect, I've got enough weaknesses to go around, but you can't just say that, right? First impressions are a bitch.

The following morning

I got all my stuff together and left for the interview. The company is based out of someone's home in a really nice area of Studio City, CA. When I knocked on the door, a guy opened the door. I walked in and all of a sudden this huuuuge dog

came out of nowhere and jumped on me. I was wearing all black, and the dog was shedding uncontrollably. . . Let's just say, the outcome wasn't good. The guy got the dog under control and let me into a living room where I met John. What an unhappy bastard. . . He's one of those people that make you uncomfortable right from the start. Great.

And so it began . . .

We sat down for the interview and the first thing he asks is, "So, Judith, what are 3 of your weaknesses?" Oh, fuck. I'd only thought up of two the night before and I couldn't even remember those! So, I said something lame and we moved on to the other textbook interview questions. Overall, it went OK. Nothing fantastic, but nothing catastrophic either. . . That is, until the last question.

The last question

"So, Judith", John says. "If you could be any animal, what would you be and why?"

The last answer

That seemed like a silly question, so I assumed no-nonsense John was joking in an effort to ease the tension. I promptly replied, "I would love to be a polar bear."

John raised an eyebrow, looking a bit perplexed. "Why would you want to be a polar bear?"

I said, "Well, John, have you ever seen how polar bears slide down snowy slopes? They stick their front legs forward and their hind legs out so they can slide on their bellies, it's adorable."

The conclusion

John looked at me with a tiny, bemused smile. "Well, OK. . . Judith, thank you for coming. We'll give you a call and let you know if we'd like to have you back for a second interview."

On the way home

As I was walking back to my car, I started thinking about that last question and my answer. Then, I remembered that there's a bunch of stuff that relates animal personalities to human personalities. . . The

Chinese Horoscope and other Fen Shui kind of stuff. If this guy is into any of that, then the question was actually serious. And I thought "Well, shit. I just fucked up, didn't I?"

And I burst out laughing. John probably expected me to say I would be a dog because they're loyal. . . or an eagle because they fly high. . . or some deep, intelligent crap like that. . .

And there I was, a fucking polar bear.

First impressions are a bitch.

From the Working Life

Pablo Landa Ruiloba, ASFM '01, Yale '05

You could assume that once a person acquires the honorable title of "associate consultant" he adopts the sensible, self-respecting disposition of the rest of his breed. You could assume, for example, that this given person would store away all of his infamous country CDs in a carefully sealed and labeled box and put it away in a basement for the benefit of a future moment of remembrance — "I once thought this music agreeable. . . Oh! Those youthful days," or, "I stored this box on the week I started working. I was romantically committed to a true new beginning."

But I am committed to nothing—or so I like to believe—so, last week, as I packed for a three-day trip in Ciudad Victoria, I gave myself the time to select the most obtuse country records from my growing collection. Now that I have morphed into a consultant, I have also morphed into a "highway man" (like the one described by Johnny Cash and Willie Nelson in the homologous song), and for some reason, I associate driving with country. It might be because of the movies, or the feeling of the open land. Or it might be because I am actually committed to something—to liking the unlikable, hating the easily liked, and to remain unmoved by the fact that I carry business cards in my wallet.

* * *

What is more befitting a young man who attends meetings with cynical and well-ranked politicians in Ciudad Victoria: to take notes in a palm, to take notes in a worn school notebook, to take notes in loose paper, or not to take notes at all? I discovered, through scientific experimentation, that taking notes in a school notebook is the option that will get a young man the most respect. The reasons are still uncertain.

There are other things that can get you respect in this place: driving a pick up truck, specially if it has a large ice box for beer in the back, bragging about the size of a deer you hunted, and using the local sayings. Translation renders them awkward, but you can get the feeling:

“Trust lasts until it ends.”

“If it has not rained by the last day of this month, it will not rain this month.”

“If two dogs are chasing a hare, and the one in front cannot reach it, the one in the back will not either.”

“Those who don’t die young, will not escape old-age.”

“I’m late, but I’m not sleepy.”

In this first business trip I have determined this much: there is no need to buy a palm, just like there is no need to start playing golf.

* * *

Ciudad Victoria is a strange place. Its Holiday Inn feels more like a market than anything else. The building could be off any highway in the U.S., but somehow people here have managed to turn it local (so much for globalization). Even before sunrise, large family groups roam in its hallways, carrying paper bags stained with the pork meat sandwiches they have within. If I were not wearing a suit and a tie, if I were not expecting the vice-minister of I don’t know what, I would go get a sandwich myself and enjoy this moment of communion with the national ethos.

ASFM Student Council — End of the Year Report

Eugenio Garza, ASFM '06

Summer vacations are around the corner and it is time to look back on the activities of the ASFM High School Student Council (HSSC) during the 2005-2006 school year. On the first semester we focused on organizing a number of events that are now HSSC traditions: the Halloween costume contest, the Día de Muertos altar contest, a Christmas Party for students, and a basket drive for the school’s maintenance and cleaning staff. During the school year’s first semester we also became a member organization of the Federación de Organizaciones Juveniles de Nuevo Leon (FOJ-NL), which is currently run by **Jorge Arrambide** (ASFM '02, ITESM '07), a former HSSC president.

During the second semester we reached out to the community in many ways. As president of HSSC, I led the electoral committee of the FOJ-NL during January. During March, I was a member of this organization’s “Honor y Justicia” committee, which was responsible of awarding the David Siller Medal to the most accomplished organization and volunteer of the state.

Additionally, we organized a number of lectures by distinguished speakers such as Fernando Elizondo and Benjamín Clariond for the ASFM student community. On Valentine’s Day, Marcelo Treviño delighted us with some songs from his forthcoming record. Also, during February, we hosted the school’s first “Don’t Drink and Drive Week”, which was supported by four institutions: NACE, BE PURE, Patronato Juan Angel and Aba Seguros. One of the week’s events was a lecture by Manuel Sada. The HSSC also supported events organized by other student groups in the school, including a Battle of the Bands and the Arts Festival.

ASOMEX was a great success for HSSC. We sold refreshments and souvenirs during the tournament, making a record profit. The council is currently discussing the gift to the school it will buy with this profit.

One of the council's final projects this year is called Adopt a Tree. In order to help our environment, the HSSC will donate a tree to every ASFM family that is willing to plant and take care of it.

This month we had elections; **Diego Guzmán** (ASFM '07) will be next year's president, **Nina García** (ASFM '08) vice-president, **Eduardo Rodríguez** (ASFM '07) treasurer, and **Lucas Lans** (ASFM '07) secretaries. I wish good luck to them and thank all of those who participated in the organization of this year's activities.

Class Notes

'01

A number of people from our class graduated this May. They include **Eduardo Padilla** (ASFM MS '98) from Emory, **Susana Odrizola** (ASFM MS '98) from Illinois Institute of Technology, **Columba González-Quintanilla** from Yale, **Cristina Gracia** (ASFM MS '98) from Boston University, **Alex Marín** from Cornell, **David Osorio** from the University of Illinois, **Rafael Scarnati** from University of Victoria, **Enrique Acosta**, **Katya García Maiz** (ASFM MS '98) and **Liliana Lozano**, from the Tec, and **Jorge Garza**, **Isabella Cota**, **Emma Cueva** and **Lucía Quintero** from UDEM.

Enrique Acosta is now working at **Banco Santander**. **David Osorio** will work for **Exxon-Mobil Development** in Houston. **Alain Villarreal** (ITESM '05) began working for **Ternium**

Hylsa, Techint Group. **Fernando Rodríguez** (ASFM MS '98, ITESM '05) began working for **Gamesa**. **Enrique Salas Ayala** (ASFM MS '98, ITESM '06) is currently doing a one-semester Co-Op with a New York architecture firm. **Raquel López** (Seattle '05) will return to Monterrey from San Diego to work in the Departamento de Desarrollo of the **UDEM**.

Pablo Landa (Yale '05) spoke about Judaism at the ASFM CULTRA (Congress for Understanding and Learning Towards Religious Acceptance) in March.

Also, **Ana Sofía Garza Barba's** (Brooks Institute of Film and Photography '04) video for Porter's song "Daphne," reached number one in Redsónica, a music video website.

'02

A number of people from this class graduated on May of this year. They include **Erika Martínez** from Notre Dame, and **Leticia Lanfranchi** and **Roxana Canales** from UChicago.

Roxana Canales has accepted a job at **UBS Warburg** in New York. In the last issue, we said she would be working for UBC, sorry!

Priscila Ayala graduated from the Tec this semester, and will marry **Polo Escudero** (ASFM '98, ITESM '04) this month.

'03

There are very exciting summer news about this generation.

Jorge Ortiz from Stanford University was awarded a summer internship at the prestigious Microsoft Corporation in Redmond, Washington; he will be starting there later this month.

Catalina Jáuregui and **Lorena Garza Sada** were selected among the several hundred students of the Economics program at Tec de Monterrey for an exclusive summer exchange program at Yale University in New Haven. On a side note, Lore will be celebrating her 22nd birthday whilst attending Yale.

Many of our classmates are going on business missions with Tec de Monterrey's PLEI program, of which **Ricky Villarreal** is president. Along with Ricky, the other ASFMM'03 participants on the Asian, Latin American, and East Asian missions are **Felipe Amores**, **Andrea González** and **Julieta Cruz**.

Another notable piece of news from this generation is **Rodrigo Ibarra's** success in the Feria Empresarial last year, where he and his team won first place and received a summer scholarship for a business program in Wellesley College.

Several of our classmates are happily engaged to be married this year. The lucky girls are **Caty Zambrano**, **Vicky Galán** and **Mónica Lobo**.

On other news, our friend **Fernando Lazos** has moved to Paris with his family and will continue his studies there. He will be missed.

Sofía Elizondo (ASFMM MS '01, UPenn '07) was elected president of the Mexican student organization at UPenn, Mex@Penn, for the next school year. Sofía will spend the summer in London, where she will intern at Barclays Capital.

Jordán Treviño (Yale '07) will spend next semester in Germany for an internship.

Gaby Gutiérrez (ITESM '08) has been admitted for transfer into the University of Texas at Austin and Sarah Lawrence College. She is still undecided.

If you belonged to this generation, you can join their Yahoo! Group by sending an email to moderator **Pablo Fernández** at

asfmgraduates2003-subscribe@yahoogleroups.com.

(Thanks Gaby Gutiérrez for helping us get this information.)

'04

The members of this class at UPenn were elected to a number of positions for the next school year. **Federica Padilla** (ASFMM MS '01, UPenn '09) and **Oscar Ramírez** (UPenn '09) will be part of the board of Warton Latino. Oscar will also be involved in the Student Activities Council, and the university's Mexican Student Organization, Mex@Penn. **Luly Treviño** will be vice-president of Mex@Penn, and will be part of the executive board of the Newman Council, the university's Catholic organization. During the summer, Luly will work in the marketing department at Vitro, in Monterrey.

Mauricio González Kane will be in Singapore this summer for a Citybank internship.

(Thanks to Luly Treviño for helping us get this information!)

'05

WORK:

As summer approaches, many ASFMM alumni are on the lookout for summer jobs. Among those that have already secured work are **Lorenzo Barrera** (Notre Dame '09), **Ruben Olivier** (SMU '09), **Humberto Garza** (BU '09), and **Elizabeth Cerda** (ITESM '09) who will work in Base, CEMEX, Grupo Regio Gas, and CHN respectively, while **Claudio Canavati** (ITESM '09) will be working in commercial real estate. Also, **Monxi Garza** (ITESM '09), who has been giving Mandarin lessons for over a year now, has gotten together with the company Chino Fácil, and is selling a new self-teaching program: Chino Interactivo. She asks anyone interested to please call 83729381.

We also have people who will spend their summers volunteering. **Maria Richardson** (Yale '09) is spending her days at the MARCO, volunteering to teach about art and entertain children who visit the museum. **Ale Bustamante** (ITESM '09) will also be donating her time, only to a more political cause: she is one of the many students who are volunteering for the Felipe Calderón presidential campaign, and will take a very active role in the days leading up to the election.

TRAVEL:

The 2006 World Cup is also coming up, and various ASFM '05 alumni are planning to attend, including: **Andres Garza** (ITESM '09), **Humberto Garza** (BU '09), **Gabriel Rangel** (ITESM '09), **Werner Hussemann** (ITESM '09), **Eugenio Villarreal** (U-Waterloo '09), **Krystina Ruiz** (ASU '09), and **Javier Canavati** (Michigan '09).

Monxi Garza (ITESM '09) will be going to China for the summer, while **Eduardo Cienfuegos** (ITESM '09) will be travelling to Argentina and Chile; **Daniel Lankenau** (ITESM '09), **Mario Romero** (ITESM '09), and **Daniel González** (UDEM '10) will travel to Cancún.

SUMMER STUDIES:

Other alumni summer plans include going back to school. **Annie Dow** (BU '08) will be doing an exchange student program between BU and ITESM in order to advance on graduation credits. **Humberto Garza** (BU '09) will spend his summer at BU in order to advance his studies on Biomedical Engineering and Pre-Medicine. **Gerardo Giacomani** (Yale '09) will be studying in Denmark this summer, as well. Other students who will also be furthering their studies at ITESM are **Eduardo Cienfuegos** (ITESM '09), **Cesar Ruiz** (ITESM '09), **Mario Romero** (ITESM '09), **Ale Bustamante** (ITESM '09), and **Fernanda Diaz** (ITESM '09).

SPRING SEMESTER ACHIEVEMENTS:

The ASFM '05 generation has kept itself very active in the performing arts. This spring **Martha**

Sofia Ruiz (ITESM '09) starred in "Hairspray", a musical comedy that satirizes the 60's and criticizes racial discrimination. She was also in "Broadway Spectacular", an ensemble concert featuring the best of Broadway. Also, **Annie Dow** (BU '08) held the lead role in "Lend Me a Tenor" at Boston University, for which she received a Best Actress nomination; the play won an award for best BU show of the year. In Monterrey, Annie participated in a Broadway-themed concert at Chipinque, part of the concert series designed to provide funding for the preservation of the ecological park.

In the athletic field, **Lilian Asuaje** (N. Illinois '09) was titled Player of The Week, and was also nominated for the prestigious Rookie of the Year award. She is a proud member of the student athletic organization and is constantly outperforming others at tennis tournaments.

Various '05 alumni have joined greek life. During this academic year, **Sandra Treviño** (Stanford '09), **Ruben Olivier** (SMU '09), and **Gerardo Giacomani** (Yale '09) were pledged into Pi Beta Phi, Pi Kappa Alpha, and Sigma Chi, respectively.

Our alumni have also been promoted to leadership positions in their fields of study. **Eduardo Cienfuegos** (ITESM '09) (a LAF major) has just been inducted into IMEF (Instituto Mexicano Ejecutivo de Finanzas). **Dennise Marcos** (UDEM '09), who studies law, was elected into the Vice President/Treasurer positions for the Law Student Society executive board.

(Thanks Annie Dow for helping us get this information!)

'06

On March 28th, a group of students from the class of '06 organized the second edition of CULTRA. Fabiola Llaguno presided the event, which appeared in the *El Norte* article *Aprenden tolerancia con 'Jeopardy' religioso*.

Join the ASFM Network! Please write us at asfmnetwork@gmail.com and we will send you the registration form. By being in our database, you will be able to stay in touch with each other, establish contact with people from other classes, and you will receive this Newsletter.

Also, although the Network's database has not been made public, feel free to send us an e-mail if you want to have the contact information of ASFM alumni in the college you are planning to attend or studying a major you are interested in.

Please keep us updated with any interesting news!

Note on the Class Notes:

We have included every piece of news that we were able to gather from a few well-meaning individuals. In future issues of this newsletter we hope to publish notes on classes not represented here. If you belong to one of these classes, we encourage you to send relevant information to asfmnetwork@gmail.com. Also, if you belong to a class that is represented here, we encourage you to contribute with further news for our next issue, to appear in August. Finally, please let us know if you believe there is a mistake in the notes above.

—The Editors