



WE ARE STRONG TOGETHER!

# aluma NEWS

WEEKLY UPDATE

No. 10: June 29, 2006

## DAVID AKOPYAN (MBA'1993): OPEN LETTER TO AUA ALUMNI



Dear AUA Alumni Association and all my colleagues - AUA graduates,

I am delighted to greet you all and welcome the AUA Alumni Association initiative to facilitate our professional networking. This initiative to network alumni is highly important and helps many generations of AUA graduates to know each other, share experiences, support each other. We, as a group of networked professionals, sharing the same spirit and combining our knowledge, energy and efforts can achieve much more than each of us individually.

I think that in addition to its initial objective, AUA through its numerous graduates also contributes to global development and provides qualified staff to many international organizations. I strongly believe that Armenia and Armenians have a lot to add to the global developmental debate and that the current bridge between Armenia and the rest of world should function in both directions. And AUA has its distinct place on that bridge.

I want to specially acknowledge those staying in Armenia contributing to our homeland development and I wish you the very best in that challenging task and I, together with the rest of the AUA expatriate community, will support you in any way I can.

I am pleased that my lecture [Trade Promotion in Central Asia: Opportunities and Obstacles](#) at American University of Central Asia (AUCA) raised an interest and is posted on AUA Alumni Association website. I will also facilitate establishment of direct contacts between AUA and AUCA since both institutions were created with the same spirit and share the same values.

My friends, once again please accept my warm wishes and let each of us, by making his/her own success story, contribute to AUA's and Armenia's success.

*Note: David Akopyan, MBA'1993* is the Chief, Technical Adviser at the Regional Trade Promotion Programme in Central Asia, International Trade Center, UNCTAD/WTO.

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## AUA ALUMNUS COMBINES WESTERN MODERN TECHNOLOGIES WITH LOCAL TRADITIONS

CheeZLer was an idea born in November 2004 while *Karen Darbinyan, MBA'2002*, the founder of the business, was participating in "Community Connections" hands-on training in and around Fitchburg, Massachusetts, USA. A unique chance of spending some time with Smith's Country Cheese Inc. led Karen to start his own cheese making business in Armenia according to western cheese making traditions.



"We are artisan cheese producers. All the cheeses we produce are hand-made," Karen mentions. "We try to keep the handmade traditions of cheese making. Our goal is to give local consumers an opportunity to taste western style, locally produced, special cheese and cheesecakes," says Karen. "We concentrate all our efforts on producing specialty premium quality cream cheese and cheesecake. Creating a good tradition of cheese making and consumption is one of CheeZLer's business priorities."

Also, Karen has donated *free* Mini Cheesecake Mix for the participants of the [Alumni for Children](#) (June 3) event organized by the AUA Alumni Association.

To learn more about the activities and products of CheeZLer visit: [www.cheezler.com](http://www.cheezler.com).

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In the next issue please read:

- ❖ AUA alumni "Discover Armenia" jointly with *Burg NGO*.
- ❖ AUA AA prepares a General Meeting of the Association members – **we count on your participation!**
- ❖ AUA AA discusses cooperation prospects with the president and vice-president of AUA.



American University of Armenia Alumni Association (AUA AA)

The AUA AA NGO was founded in 2003. Through various projects and activities, it promotes professional development of the graduates, advancement of the AUA, and wide cooperation.

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