

# Missing doctor found drowned in Oakland estuary

**SAM RAO**

Oakland, Calif.

THE Oakland Police last week recovered the body of the Indian-American physician, Dr Zehra Attari, who went missing more than a month ago. Her body was found drowned into the Oakland estuary.

Susan Heely, an East Bay resident who thought she may have seen Dr Attari "driving seemingly lost" in Oakland, called the Attari family on December 19. The resultant search by the Oakland Police located the car and the body of the 55-year old physician, at the end of Grant Street leading into the Oakland estuary.

Dr Attari's daughter Dr Ruby Ali said, "We are fortunate that we found the body. At least, there is closure to the incident. It was

very hard not knowing what had happened."

Last seen driving her grey Honda Accord (license plate 4MUH810), Dr Attari was on schedule to attend a medical conference in the city of Alameda in North Bay area—only about 5 miles away from her clinic in Oakland. However, she never made it to the conference that evening. In fact, cell phone records indicate last usage only at 1 p.m. She was reportedly carrying \$700. The Oakland Police Department, under whose jurisdiction the missing persons case is filed had made a city wide search and also posted a statewide notification.



Over the past month, several candlelight vigils have been held, pictures and fliers have been spread and massive word of mouth has taken place in the community. The Attari family had even offered a \$20,000 reward and hired a private PR relations firm for the purpose.

Heely, who called in about a possible woman lost in Oakland and "looking for an address or phone booth", was able to locate the car possibly to be on Grant Street. This street is among the few which directly leads into the boat ramp and into the Oakland river estuary. There is no gate or block on the ramp leading to the water.

Oakland Police Deputy Chief Howard Johnson, who ordered divers to look into a small river canal in Oakland, had ruled out the FBI's involvement in the case as a hate crime unless there was clear evidence for foul play and a violation of the federal laws. "In 46 years, we have had only one incident of a car and person drowning at that site. The last reported fatalities were of two fishermen who died in a similar accident. Currently, there are flashing signs and warning signs posted at the end of the street and beginning of the ramp," he said.

Dr Attari is survived by her husband Taq Tassaddaq and two daughters Ruby and Huma. Her elder daughter is Dr Ruby in her first year of residency in Sacramento and her youngest, Huma, is a Junior at UC Berkeley majoring in Biological Sciences.

## Bollywood to Hollywood: The face of 2005

Aishwarya Rai spreads her charm from India to America and shortens the distance between the two

**KALYANI VASAN**

Los Angeles, Calif.

HER magic spell has touched nearly every aspect of American life in 2005. Exaggerating? Not really! Take a look at her record—she has appeared on hit talkshows, her hair glistened in magazines, her slender wrist has flaunted expensive watches. Add to this her grand debut in the international release of *Bride and Prejudice*. Aishwarya Rai became more than just another Bollywood actor in 2005.

The former Miss World's face was beamed into millions of American living rooms as she flipped her hair and giggled with Oprah. Her flirtatious smile warmed the cockles of David Letterman's heart and millions of other males around the country. It was Aishwarya's slender wrist that glistened with Longines watches in glamour magazines and graced coffee tables, hair salons and news stands. Just when you thought she possibly could not be featured anywhere else, her brown highlights beckoned you in *Vanity Fair*, *Vogue* and *Bazaar*.

Add to this her shooting stint in the Bay Area of California for *The Mistress of Spices* directed by Gurinder Chadha—the British filmmaker who's now a popular name in Hollywood.

Is Aishwarya India's jewel or is she America's princess? The answer lies somewhere in between: Rai has shortened the distance between Bollywood and Hollywood even more than Air India's latest direct flights from Los Angeles to Mumbai.

While the Indian press frowned upon her giggling on

the talk shows, the Western media accepted it as part of her bubbly personality and charm. Rai too retorted to the Indian press that giggling was not a 'newly acquired affectation but really a facet of her personality.' In fact, she even went on to

indignantly remind them to credit her with 'more substance than that.'

Talking of substance, Rai was all that in *Bride and Prejudice*, the desi version of Jane Austen's social drama, *Pride and Prejudice* in which she

starred as the charming Lolita—a girl of substance. Although, the movie did not create the waves it was expected to, Rai no doubt became a name in Britain's film circles. Her flawless English and polish won the hearts of many.

She scored another first when she was cast as Tilo in the *Mistress of Spices*, the cinematic version of Indian American author Chitra Divakaruni's novel of the same name.

While she was in San Francisco shooting for the movie, Rai added another feather in her cap. She was invited to present an Oscar at the annual Academy Awards, making her the first Indian actor to receive this honor. However, her tight schedule disappointed her fans. Rai was unable to make it to the function.

For those who think Miss Rai is a flash in the pan, here are some statistics. She is the first Indian female to be immortalized in wax at the world famous Madame Tussaud's Wax Museum in London. She has graced the covers of *India Today* and the prestigious *TIME* Magazine. *Time* Magazine has also listed her among the "100 most influential people in the world today."

Rai graduated with honors from Arya Vidya Mandir in Mumbai and then went on to attend DG Ruparel College where her professor—who was also an avid photographer—clicked her at a photo shoot. It was these pictures that caught the eye of the modeling gurus who propelled her career as a model, leading later on to becoming Miss World and on to being Bollywood's most sought after actresses.

The year 2005 belongs to Aishwarya Rai hands down!



## Real world marketing experience by FBI, CIA and Dept of State

**SAM RAO**

San Jose, Calif.

"LOOKING for an innovative way to bring real-world marketing experience to your students?" This is the question posed to faculty and administrators across the campuses by EdVenture Partners, a marketing consultant firm.

EdVenture was speaking on behalf of their clients the FBI, CIA and Department of State (DOS) and came knocking to a few campuses in California. The firm was chosen to "soften the image of the FBI and help recruit from a more diverse workforce".

To market and recruit more women, young people and minorities, for the DOS and FBI, the University of California Berkeley, San Jose State University were among the few campuses chosen to launch a marketing program designed and executed by students themselves. The DOS was also interested in recruiting applicants for Foreign Service Officer (FSO) career opportunities.

To get a buy in from the administrators, the DOS came up with a program called US DOS Student Marketing Program—with advantages spelt out to the educators and students.

EdVentures, based in Orinda, California, has a number of separate marketing programs aimed at college students at nearly 400 campuses across the US. For the DOS and FBI, the state of California was chosen because of the high number of minority students on campuses. At the Berkeley campus, more than 40 percent of the student population is Asian American and nearly 54 percent is female.

As part of a class project, about 30 students from the UC Berkeley Haas School of Business and San Jose State University are collaborating to launch a marketing campaign. EdVentures announced that students from nine schools around the country were also involved in a similar marketing and recruitment effort.

In recent years, recruitment for many government jobs including career diplomats, international law enforcement and armed forces have been low, mainly among the 18-30 year old demographic. Also, minorities are sparse in these agencies—especially experts in "desirable skills" like foreign languages, mathematics, computer sciences etc. DOS stated that a previously run campaign was successful at the San Francisco State University, resulting in increasing awareness of FSO career opportunities, and increased applicants for the Foreign Services exam (FSWE.)

