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## Editorial. Dear Readers in the United States

Not long ago my husband and I went to the memorial service for a friend. It took us 1 1/2 hours to get there. As I looked around I realized that I knew most people in the church. They had come from all over the Greater Los Angeles area to pay their respects. And then it dawned on me why this was so. Most of us are first generation immigrants and therefore have a very small circle of relatives here in the US. For this reason we all feel that our friends are our family. We care very much about each other and are there to share joys and sorrows. It used to be that we all met at weddings. Now that we get older we see each other at funerals and memorial services. Still, it is heart warming to know that you can count on your friends. But that's what friends are for!

On another note: Most Swiss clubs are in desperate need of new members and I am sure there would be one that suites you to a T. Be it shooting, singing or just socializing, you will find one to your liking. It's the easiest way to make friends. And to your surprise you also might find out that the members are not all "Heimweh-Schweizer" but people just like you! The nearest Consulate will gladly furnish you with a contact address. You can also download the information. Go to: [www.eda.admin.ch/](http://www.eda.admin.ch/), click on "Representations" and then the name of your consulate. On the right hand side you will find links to Swiss Club lists. I can assure you that you will never regret your decision.

WAL BAUR, EDITOR, REGIONAL NEWS USA



Dear Readers, instead of looking at a picture of me each time, I thought you might want to meet my staff in the next several Swiss Reviews. So, to begin with, please meet my "Editor in Chief" named Cloud!

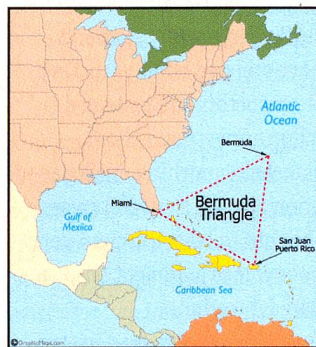
Regional news I

## Bermuda Swiss Review Welcomes New Readers

Until recently, the Swiss Embassy in London was in charge of the Swiss living in the Bermudas. Since October 1<sup>st</sup> 2008, the Swiss Consulate General in New York has taken over. That means also that these Swiss – about 180 persons in 100 households – will no longer receive the British version of Swiss Review, but the USA one.

I am looking forward to receiving an article about life on this paradise island!

WAL BAUR  
wbaur@roadrunner.com

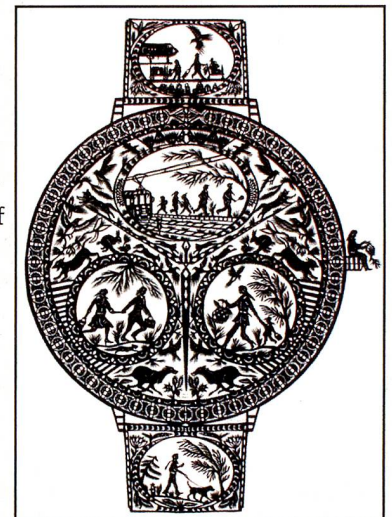


Just in case you always wondered, where exactly Bermuda was, well here it is: Check out the top right hand corner of triangle on the map. And for a more detailed look, see the map above.

## New Mexico Congratulations!

On Saturday September 27<sup>th</sup>, 2008 the opening of the Southwest Biennial took place at the Albuquerque Museum of Art and History, in New Mexico, and Catherine Winkler Rayroud picked up the best in show prize for her papercutting which she made this year about people never having time or taking the time for each other. It is called "I have no Time – 21<sup>st</sup> century Motto". This piece is actually a Swiss Watch... What a better way to talk about time...

The museum received 1400 entries and 85 pieces from 65 artists where chosen. An interesting point about this exhibition is that it is a contemporary art show and it was the first time for Catherine that a papercutting was actually considered a piece of contemporary art. The website of the museum is [www.cabq.gov/museum](http://www.cabq.gov/museum) The artist can be contacted at [www.catherinewinkler.com](http://www.catherinewinkler.com)



The award-winning papercutting  
"I have no time"

## REGIONAL NEWS USA

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### Next Regional News

Swiss Review 2/09  
Deadline USA Feb. 19, 2009  
Approx. Arrival USA Beg. May, 2009

Swiss Review 3/09  
Deadline USA July 2, 2009  
Approx. Arrival USA Mid Sept. 09

Swiss Review 4/09  
Deadline USA Sept. 3, 2009  
Approx. Arrival USA Mid Nov. 09

## Book Review

### *The Rabbi and the CEO*

By Dr. Thomas D. Zweifel

Every day we hear yet another story of economic meltdown. Once-stalwart financial institutions are going out of business. Our leaders are struggling to come up with a recipe. It's a dark time indeed.

For Thomas Zweifel, the solution comes from an unexpected source: the 3,000-year-old tradition of Judaism, which is not only a religion but also a time-honored system for ethical decision-making. Torah, Talmud and Kabbalah offer astonishingly practical lessons for twenty-first-century managers.

In a unique synergy, the author has teamed up with Rabbi Aaron L. Raskin, to blend the timeless wisdom of the Ten Commandments with a cutting-edge methodology based on 25 years of coaching leaders.

The book is available at [www.amazon.com](http://www.amazon.com) and [www.barnesandnoble.com](http://www.barnesandnoble.com). The cover price is \$16.95.

Thomas D. Zweifel, Ph.D. is the Chief Executive Officer of Swiss Consulting Group, a New York-based global leadership development and performance management company. He has been a professor of leadership at Columbia University and at the St. Gallen Business School.

### *The Solution for the Crisis: A New Leadership Framework*

As U.S. President Barack Obama begins his term as the world's most powerful leader, he faces a world in crisis, from terrorism and war to the threat of a global economic meltdown.

How do we get out of this mess? Bailouts and crisis management are not enough. We need to get to the root cause of the crisis, the lynchpin issue that underlies all the others. And the root cause is the lack of twenty-first century leadership—leadership

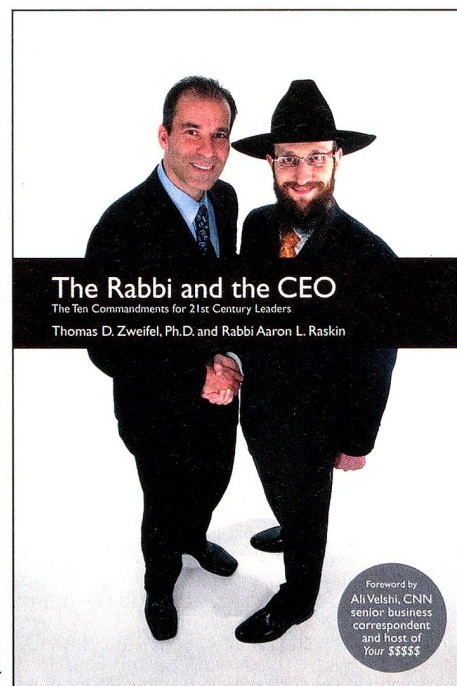
that can meet the unprecedented challenges of our time. Of times like these the late economist and philosopher Kenneth Boulding once said, "The greatest need for leadership is in the dark. It is when the system is changing so rapidly ... that old prescriptions and old wisdoms can only lead to catastrophe and leadership is necessary to call people to the very strangeness of the new world being born." The old leadership model is bankrupt. Why? Because a new leadership landscape—globalization and democratization, flattening organizational hierarchies and virtual teams, outsourcing and offshoring, the Internet and ubiquitous media makes leading a more complex challenge than ever. Even the twentieth century's greatest leaders might have had a hard time leading in the twenty-first. President Franklin D. Roosevelt's debilitating polio would be all over the Internet, had he ever become chief executive. John F. Kennedy's chronic affairs would haunt him while he faced not one but multiple enemies. And Winston Churchill would be on YouTube for his "battle with the bottle." Churchill was famous for saying that the higher you rise, the more clearly you see the big picture of vision and strategy. (He also said, presciently, that the higher the ape climbs, the more you can see of his bottom.) But is that still true today, when the receptionist or the front-line salesperson interface with customers every day and may have as much insight into the market as top managers and board members? Even the military recognizes that soldiers on the ground in Sadr City or Seoul have more access to local strategic intelligence than commanders at headquarters and need to take part in strategic decision-making. In complex environments, top-down leadership no longer works.

The good news is that leadership is no longer confined to the realm of the select few. Throughout history, leadership was scarce. Now it is a public good. Google and Wikipedia put knowledge at people's fingertips with the click of a mouse. Skype and Facebook connect them across the world for free or next to nothing. In the last century, consumers chose among a few TV channels and magazines; by 2007 there were 70 million blogs on the World Wide Web. MySpace and YouTube, where 65,000 videos are posted daily, democratize entertainment and give anyone a shot at being a musician or movie director. Thanks to Macs and Web 2.0, you too can be an industrial designer in the new "design democracy." So-called "lead users" are often on the forefront of innovation and product development, from software to high-performance windsurfing equipment. Patients have stopped blindly trusting their doctors and instead demand answers and choice—something unthinkable a generation ago, when doctors were thought to be omniscient demigods whose judgment no-one dared question. But how are we to lead in this new environment? It is a tough question. We need a new framework of leadership, a phoenix to rise out of the ashes of the old. What would such a framework look like in practice? Take a cue from Warren Buffett, the chairman of Berkshire Hathaway, one financial services company to emerge from the crisis unscathed. He announced plans to hire a younger person (or several) to understudy him in managing Berkshire's investments, he did *not* mention financial

savvy or technical skills or even strategic thinking. Qualified candidates, Buffett noted, must possess "independent thinking, emotional stability, and a keen understanding of both human and institutional behavior." I call it "The 3 Cs": *Co-leadership* (not imposing solutions unilaterally, but empowering leaders at all levels to own the strategy and make decisions); *Communication* (not only broadcasting down the hierarchy, but listening up to get vital intelligence from the market and the field into the boardroom); and *Cross-cultural savvy* (working with people of other value-systems, standing in their shoes and seeing the world from their point of view to foresee strategic moves by adversaries and competitors). As Herb Kelleher, the former leader of Southwest Airlines, one of few airlines that have remained consistently profitable, put it recently, "a humanistic approach to business *can* pay dividends – and believe me, I'm *not* off my meds!" If more leaders had followed Buffett's and Kelleher's (or Obama's) example, they would not be in the predicament they are in. Neither would we.

THOMAS D. ZWEIFEL

[tdz@swissconsultinggroup.com](mailto:tdz@swissconsultinggroup.com)



## Georgia

### Change of guard at the Consulate General in Atlanta

In February, after 3 years and 3 months being posted in Atlanta, my wife and I will be off to new

Switzerland in the fields of higher education, science and technology, as well as a travel destination.

After more than 8 combined years in Atlanta and the South-east, it will not be easy for us to



Claudio Leoncavallo and his wife Monique. Will arrive from Abidjan / Ivory Coast

horizons. Once the agreement from the Indian authorities has been obtained, Switzerland is planning to open a new Consulate General and Swissnex Office in Bangalore India. Again pending the agreement of the Indian authorities, I am expected to be in charge of this new Consulate General and we hope to travel to India the end of February. As Bangalore is the Silicon Valley of India, Switzerland has decided to increase its presence in this area, not only for consular matters but foremost to promote

say goodbye to all the many friends and to this comfortable American life. On the other hand we are truly looking forward to discover a new subcontinent, its culture and people.

Our successors will be Claudio Leoncavallo and his wife Monique. Their arrival from Abidjan, Ivory Coast, is planned for the end of February 2009. Best wishes for an interesting and enjoyable stay in Atlanta go to Claudio and Monique.

ULRICH HUNN  
CONSUL GENERAL

## Louisiana

### Change of Swiss Honorary Consul in New Orleans

After 23 years of excellent services rendered, our Honorary Consul in New Orleans, Mr. John Geiser, had to retire due to

able assistance during all these years and best wishes for the future.

Federal Councillor Micheline Calmy-Rey has appointed Ms. Alexandra Mora as new Honorary Consul in New Orleans. She is a well introduced attorney in this city and took up her function as



Federal Councillor Micheline Calmy-Rey has appointed Ms. Alexandra Mora as new Honorary Consul in New Orleans.

reaching the age limit for serving in this position. The Swiss community in New Orleans as well as the Swiss Consulate General in Atlanta will miss his expertise and excellent contacts. Thank you so much John, also in the name of the staff of this Consulate General for your valu-

Swiss Honorary Consul beginning of October 2008. Ms. Mora is eager to get to know all of the Swiss community and is looking forward to be of assistance when needed. I wish her all the best in her new activity as Swiss Honorary Consul in New Orleans.

ULRICH HUNN  
CONSUL GENERAL

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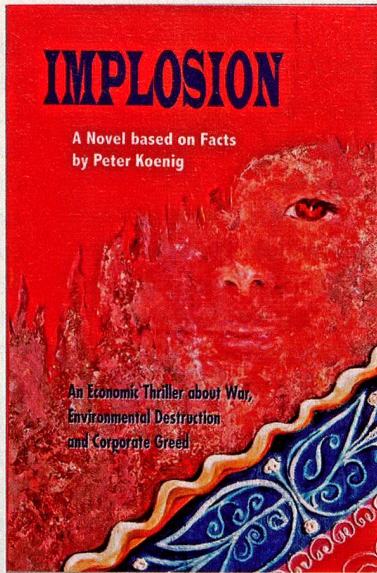
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## Book Reviews *Implosion*

Peter Koenig

The Swiss author hails from Menziken, in the Canton of Aargau. While on assignment, he worked in most countries described in the book. His novel is based on facts. A contemporary and bleak view of the whole world by a skeptic who weaves his experiences of 30+ years working for the World Bank around the world as an economist and a water resources specialist into a very moving and sometimes scaring novel. Whoever had at one time or another the feeling of being lied to by his Government or an International Organization, will find this riveting economic thriller an eye opener. Although written



in 2007, this novel is just as timely and very up to date. Implosion can be bought online from Amazon.com, iUniverse.com, BN.com and most online booksellers or ordered from any bookshop under the ISBN Number 978-0-595-45349-8..

J. BAUR

## Call for Heirs

In an estate matter filed by the Court of Locarno-Campagna, the Swiss authorities are looking for information regarding the following person: **Mario Del Thé**, born March 9, 1894, from Borgnone, Ticino, son of Maria Lucia Del Thé, died in San Bernardino, California, on February 6, 1969.

Anyone able to give information about the deceased is requested to contact the undersigned office by October 20, 2009.  
Pretura di Locarno-Campagna, Via della Pace 6, 6600 Locarno, Switzerland

In the matter of the estate of **Détraz-Blösch Gertrud**, widowed, born on June 10, 1919, from Lutry (canton of Vaud/Switzerland), who died on August 13, 1995 in Basel, the Office of Inheritance of the Canton of Basel-Stadt is seeking the descendants of the half sister, Kendrick - Stadler Carolina (Karolina) Maria Pia, born on February 24, 1930, and died on May 11, 1990 in Richmond (Virginia 23234). This half sister was living there and was widowed from Kendrick Henry S. Aside from a premarital son who is living in Switzerland she had probably 4 in the USA living sons; more information is not available.

Persons who derive their succession from the above relationship are hereby requested to report to the undersigned Office of Inheritance of Basel-Stadt (with documents proving the relationship) **within one year** from the publication of this invitation for purpose of the inheritance.

Basel, March 2, 2009

Erbschaftsamt Basel-Stadt  
Re: 1995 1706 MB  
P.O. Box  
CH-4001 Basel  
Switzerland

## Isidor

Text by Jolanda Bassi, artwork  
Ferdinand Bassi

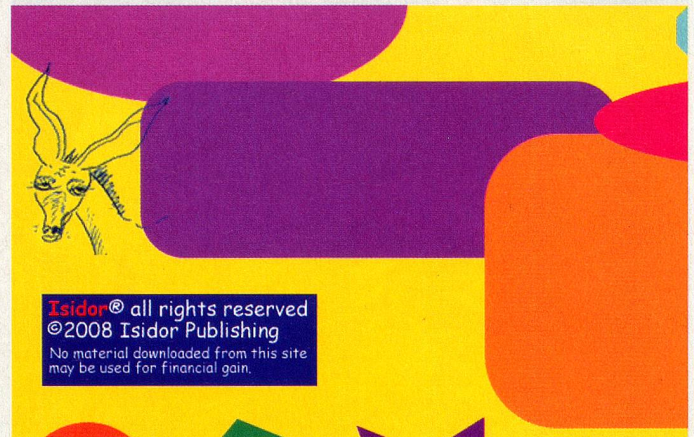
This is a New Winter Holiday Story! It's a joy for children to read, and a chuckle for adults as they say out loud "Hee-Haw." Sure to teach geography with this true story as it happened in Switzerland. In timeless history, to repeat during holiday time, at home or on vacation. During this tale of love and politics,

best of all there is no violence here. Or enjoy dialect and language differences for a holiday play Hee-Haw. Read this story over and over to a child for the love of a favorite donkey! Please say hallo to Isidor..."Hee-Haw." The book can be downloaded for free at:

[www.isidorpublishing.com](http://www.isidorpublishing.com)

JOLANDA BASSI

845-794-5958



In the matter of the estate of **Waters-Frey, Jolinda Barbara Ersilie**, born on June 8, 1926 in New York City (USA), deceased on February 26, 2008, a native of Basel, divorced from Waters William (British citizen), formerly resident at: Redingstrasse 20, 4052 Basel, the Office of Inheritance of Basel-City is searching for the legal heirs of the parental line, that is to say further descendants of Hans Ernst Frey and Karolina Johanne Wilhelmine born Meyn. If predeceased, we are searching for the legal heirs of the grandparental line on the father's and mother's side.

Persons who may be entitled to the estate of the above family are hereby required to present their genealogical proofs (family record, letters of administration, etc.) to the undersigned Office by February 4, 2010 settling the succession.

Basel, February 4, 2009

Office of Inheritance of Basle-City  
Case No. 2008 0360/2sj  
P.O. Box  
CH-4001 Basel  
Switzerland

## Massachusetts Boston

The Swiss community in the Boston area is thriving because of numerous Swiss associations and their members. Among the many Swiss groups, five are briefly presented in this article.

**SwissLinkBoston**, founded in September 2006, is a networking platform of over 150 Swiss students, researchers and young



Four national languages are represented at a SwissLink-Boston gathering: German (Stefanie, TG), Italian (Yvonne, TI), Romansh (Peder, GR) and French (Philippe, FR)

professionals with diverse backgrounds. Our activities include monthly gatherings at pubs and restaurants in Boston or Cambridge to exchange study and professional experience, Jass nights, and bigger events such as a yearly August 1st BBQ. Anybody related to or with interest in Switzerland can join our mailing list. Visit [www.swisslinkboston.com](http://www.swisslinkboston.com) or email us at [swisslinkboston@gmail.com](mailto:swisslinkboston@gmail.com).



### swissnex Boston

**Consulate of Switzerland**, acts as a physical and virtual environment fostering closer ties between Switzerland, New England and Eastern Canada in academia, industry and society. It places particular emphasis on the next generation of creative thinkers and leaders, through a network that promotes the exchange of knowledge and generates cooperation in an innovative, inspiring, and rewarding atmosphere. Learn about the activities (especially on the blog) and sign up to be on the mailing

list at [www.swissnexboston.org](http://www.swissnexboston.org).

Founded in 1865, the **Swiss Benevolent Society** is a charitable and non profit organization, mostly a social club with fun activities for almost 400 members: many

Swiss living in and around Boston, Swiss-Americans and anybody interested in Switzerland. Information flows with the "Chuchi-chäschtli", an active email list and [www.swissocietyboston.org](http://www.swissocietyboston.org).

The most famous attraction is the 1. August celebration at the "Boston Rütli" with the Warren Family in Harvard, MA (for 47 years!). Other



Business Taxation workshop organized by swissnex Boston and Swiss-American Chamber of Commerce, Boston Chapter

activities include the formal Annual Meeting in March, playing Jass, hikes, Raclette and Samichlaus.

### Friends of Switzerland Inc.

**(FOSI)** is a non-profit corporation dedicated to the friendship among people who wish to express their interest in and admiration for Switzerland. FOSI holds monthly Stammtisch luncheons usually on the second

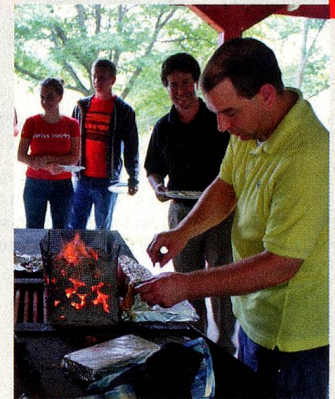


Election Night organized by swissnex Boston and Swiss-American Chamber of Commerce, Boston Chapter

Thursday of the months between October and May at the Harvard Club of Boston. Members receive a monthly letter advising them of the upcoming luncheons and speakers. FOSI furthers Swiss-American cultural relations through its Julius Adams Stratton Prizes and Fellowships. Parties interested (everybody welcome) in becoming a member contact Marc Redlich, Esq. at 617-720-0900 Ext. 21 or [mredlich@redlichlaw.net](mailto:mredlich@redlichlaw.net).

The **Swiss American Chamber of Commerce** is a 2,500 member not for profit organization com-

mitted to the promotion and facilitation of business relations between the United States of America and Switzerland. The



At the annual Raclette hosted by the Swiss Society of Boston. Emil Wyss from Swissnex Boston (Deputy Director, Consul) is waiting in line, smiling.

newly formed Boston Chapter wants to play a vital and active role in assisting Swiss companies in New England and U.S. Companies in Switzerland to expand their business in providing a networking platform to business executives, entrepreneurs, academia and young talents.

THOMAS BÜHLER, SWISSNEX BOSTON

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## Massachusetts Swimming "Swiss Style" Comes to the Charles River

In a country like Switzerland, where rivers define major cities such as Zurich and Basel it seems natural that urban river swimming has become an impor-



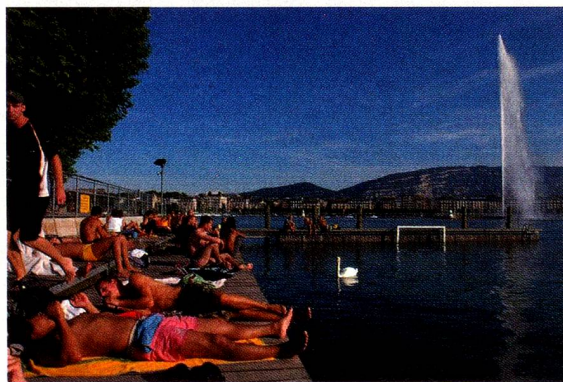
The three dimensional "Swiss Cross" viewer allows to envision the future of swimming on the Charles River with images from Swiss bathhouses. (photo copyright: Christina Stier Coelho)

tant part of a wonderful and active outdoor culture. Some swimmers dive right in off the riverbanks, but Swiss urban swimming is also supported by a long tradition of bathhouse structures offering convenient ways for residents and tourists to enjoy a swim at any time of the day, even in winter. More than just swimming, each of these structures offers its own distinct architectural and cultural twist: some bathhouses have saunas and show films, others offer meals and evening activities. Zurich's Frauenbad on the Stadthausquai has its own library, hosts concerts, and in the evenings opens up the "Barfussbar", a popular spot with one rule: you must go barefoot. The Oberer Letten, located on Zurich's Limmat River, was once home to an infamous drug scene but is now a trendy area in Switzerland's largest city. Despite their differences, all of the bathhouses offer one thing in common: the chance to swim in a beautiful river in the heart of a city.

In the middle of the twentieth century water quality issues led

to swimming bans in many Swiss rivers, and the current resurgence of this urban freshwater swim culture is a testament to the success of a strong commitment to environmental efforts. This all may seem like a fairy tale to most Americans. Here in the States, urban rivers are still considered unsuitable for swimming, but the Charles River flowing between Boston and Cambridge is hoping to emulate the Swiss in becoming the first major urban river where public swimming can bring similar pleasures to its citizens.

In 2008, SwissNex Boston, Consulate of Switzerland partnered with the Charles River Conservancy to unveil "Think Swim, Think Swiss: Bringing Swiss-Style swimming to the Charles River", an exhibit aimed at providing inspiration to accelerate the efforts of bringing back public swimming. "Think Swiss", a US-wide initiative showcasing Switzerland as a knowledge-based country full of talent and creativity provided transferable en-



In the heart of the city's bustle, citizens of Geneva enjoy taking time off to swim at the Bains des Paquis, where a restaurant and health spa keep this swim facility busy year-round. (photo copyright: Geneva Tourism)

vironmental and design ideas. "Growing up in Switzerland, the urban river swimming in the Aare, Limmat, and Rhine were formative experiences both for environmental and recreational reasons," says Renata von Tschärner, president and co-

founder of the Conservancy. "Immigrating to the United States in 1979, I wanted to bring these benefits to American rivers. Switzerland can serve as an example of how urban river swimming could become a reality in the U.S. as well." The Conservancy received funding for these efforts from the Boston Foundation under its urban livability mission and from the Massachusetts Environmental Trust, a fund that disperses the revenue from specialty car plates to water quality awareness. The exhibit, which will also travel to Chicago and Washington, D.C., involves using three dimensional "Swiss Cross" viewers that superimpose images of Swiss bathhouses onto the banks of the Charles River next to the Harvard and M.I.T. campuses.

Until recently rowers who fell into the Charles River were rushed to the nearest hospital for a tetanus shot. Hundreds of millions of dollars have been spent, legislation has been passed, and tireless work by local, state and federal agencies, has gone into cleaning the river. The hard work has paid off, as since 2005 the Charles River has

been deemed safe for swimming except after heavy rain storms. Despite this great accomplishment, there are still no sanctioned places for public swimming along the river, but in 2007 and again in 2008 the river saw swimmers return to the water for a one mile swim race. "Swim races have been taking place right in the middle of Swiss cities for ages and it's got-

ten to the point that swimming is embedded in urban Swiss culture," said Swiss Consul Pascal Marmier, one of the 100 participants. "Being out on the Charles, swimming in a river enclosed by two great cities, helped to reaffirm my thoughts on the river's potential for all of the citizens of these towns. I hope that in a few years urban swimming is similarly embedded in the hearts of the citizens of Boston."



A triumphant Pascal Marmier, Swiss Consul of Boston, grins after a successful completion of the Charles River Swim Race while colleague Anina Koeppli-Hitz and his predecessor Christoph von Arb lend support. (photo copyright: Justin Knight)

The main impediments to a return of swimming arise from toxic sediments, a lack of swimming structures, and a general public wariness about dirty water. Yet Bostonians and citizens of other urban communities across America can look to the example offered by the Swiss rivers and their bathhouses. It is this spirit that Renata von Tschärner and the Conservancy are hoping to harness. "Swimming in the midst of the city will be the culmination of a long environmental battle," says von Tschärner. "It will add joy as well as healthy recreation within walking distance of hundreds of thousands of residences and work places, and I look forward to the day that I see the residents of the greater Boston area enjoying Swiss-style swimming in the Charles."

JOHN BRODERICK

*Washington  
Dionysus' Gift  
with Swiss Flair...*

"I consider the Art of Wine a Lifestyle" – When Thomas Vogele from Seattle speaks of wine, you listen. Second generation Swiss, Thomas graduated from the University of Washington in Seattle. His degree in Liberal Arts left him wondering how he could utilize his educational achievement lucratively. The family suggested that he should sell "something". Thomas followed their advice and ended up at the Gallo winery. Following Gallo he worked for Sutter Home, Robert Mondavi, and now Folio Fine Wine Partners. His clients responded enthusiastically to the young salesman's talent. When he realized how popular his new field of work made him, Thomas was sold. Thomas' wife Kristin and his Swiss-born parents Yvonne and Bruno Vögele soon suggested for Thomas to pioneer off into a family business under his own



Thomas and Kristin Vogele proudly present their creations: "Golden Delicious" Riesling and "Wild Sky" Cabernet

label. The Vogeles worked directly with the growers of single vineyards. This was a smart move that assured product consistency. With weather being the unpredictable variable, growing grapes is a science all of its own. Careful and close partnership of grower and wine maker pays off. Today, the Vogele wine label sports under the name: **ZERO ONE VINTNERS**. You may find its

precious concoction in restaurants and specialty stores or you may go on-line directly. Thomas affectionately explains that the Zero refers to all starts where there is "nothing". Mother Nature and earth start from scratch creating a treasure seemingly from "nothing". The One, so Thomas explains, is the start of everything and symbolically embraces the archetype of "every good start". The Vogeles presently produce two Washington wines under the Zero One label: a Riesling they call "Golden Delicious" and a Cabernet they refer to as "Wild Sky". The critiques call both

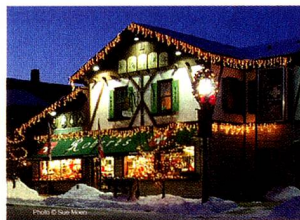
wines superb as the price is moderate. Esteemed gourmands appreciate the delicate tastes. Are you a wine connoisseur? – Yes or maybe? – You might want to taste this gift of nature! As this article is evolving, I receive an e-mail from Thomas Vogele: The Seattle Times has named the Zero One Golden Delicious among the best 100 wines. They write: "Quality is rarely an accident". Out of 100 points, this wonderful wine scored in the 90s. The newspaper states that 5 of 6 wineries in this state never make this prestigious list. Thomas and Kristin Vogele: Congratulations for this praiseworthy achievement! What can you say! – Hard work with good, solid Swiss quality! Now, my good friends you have the pleasure of exploring on your own. Enjoy! Visit the website: [www.zeroonevintners.com](http://www.zeroonevintners.com). Or contact Thomas Vogele directly at: [Thomas@ZeroOneVintners.com](mailto:Thomas@ZeroOneVintners.com)  
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*New York*  
125<sup>th</sup> Anniversary of  
the Swiss Gymnastic  
Society - 1884-2009

The Swiss Gymnastic Society will celebrate its 125<sup>th</sup> year of existence on Saturday, September 12, 2009 at the Chateau Hawthorn, Warwick, NY.

We are proud to note, that the NYSGS is one of the oldest Swiss Clubs in New York. It all began in the spring of 1884, when some young Swiss in and around New York decided to join ranks to establish a Gymnastic Society with a Swiss character. The club was called "Schweizer Turn und Schwing Club". Our archives



At the jass championship: Arturo Truninger, Chef Gaspard Caloz, Chez Madeleine, Northvale, NJ and Fritz Eichenberger

have revealed names and stories of many Swiss Citizens, who came to the United States of America as emigrants. They were active participants in many "Turnvereins" in Switzerland and were eager to continue their favorite recreational activity in their newly adopted country. Despite difficulties which surfaced from time to time, the club endured due to highly motivated and dedicated men and women who encouraged the member-

ship to persevere. Browsing through neat handwritten records, one learns how hard they trained to perform.

In 1891, the NYSGS was made an honorary member of the "Eidgenössische Turnverein", the parent organization in Switzerland.

The first real event for the young club took place from September 5 to 7, 1891,

when all the Swiss in the New York Metropolitan area came together to celebrate the 600<sup>th</sup> anniversary of the Swiss Confederation. The Club participated actively at those patriotic festivities.

In the summer of 1893, a group of gymnasts took part at the "Eidgenössische Turnfest" in Lugano. Of course this was not a convenient trip like nowadays, but more like an expedition lasting a few months. We have at-

tended these events numerous times, granted not always as active gymnasts. In fact in June 2007 we were represented at the Federal Show of Gymnastics in Frauenfeld by Werner Jäggli, our former instructor and honorary member.

At the beginning of the 20<sup>th</sup> century, the Schweizer Turnverein of New York was an active soci-

perfect setting for spending a wonderful weekend with friends.

In 1939 and 1966, the New York Swiss Turnverein was honored to host the "Swiss American National Gymnastic Contest". The latter one was also the last Turnfest held. In the early seventies we still had our weekly gymnastic lessons, but the membership did not get any younger, no active Swiss Gymnasts were coming to the United States which ultimately brought our gymnastic activities to an end.

Since then the club puts together an annual calendar of events which include a fondue, the General Meeting, a couple of Jass tournaments and a picnic. True to our gymnastic heritage, we continue to organize nature hikes in the nearby Hudson Highlands region. The year ends with a well attended traditional Christmas party.

Our program is intended to give



In Minnewaska State Park Preserve, NY, sitting on a rocky lunch break during a hike, from left to right: Martin and Christine Jaeggli, Werner Jaeggli, Rudolf Bruhlmann, Yolanda Jordi (patial), Paul Jordi

ety, consisting of a male gymnastic section, one for boys and later also ladies. Camaraderie at social events played an important role, a fact that has not changed, even today. In the spring of 1946 our club decided to acquire a place where its members could escape from the steamy summers of New York. A piece of property was bought near Croton Falls, about 50 miles north of New York City. The much beloved camp near the shore of the Croton Falls Reservoir, surrounded by wooded hills, reminded many of the Swiss countryside. It was the

all of us an opportunity to have a good time in a relaxed atmosphere and to reminisce, like our fellow Swiss did over one hundred years ago. To date, the Swiss Turnverein consists of more than 80 members who are ready and willing to carry the banner and the legacy of our society towards the existence of another 125 years.

If you live in the Greater New York Area and are interested in a challenging game of Jass or any of our other activities, please contact us by E-mail at [pg125nysgs@hotmail.com](mailto:pg125nysgs@hotmail.com)

PETER GERMANN



**New York Swiss Gymnastic Society**

125 Years in Retrospect - 1884-2009

By: Felix W. Mick



At the 1966 Turnfest in New York, photo as book cover.

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## Massachusetts Stitching it together!

### Seven Swiss Contemporary quilt Artists exhibit in Lowell, MA

Although Switzerland has a strong textile tradition, quilts were barely known till the seventies. The Swiss sleep under



"California Poppies" by Ursula König

duvets and the use of fabric scraps reminded people of poverty not creativity. That changed in the sixties. Many companies sent employees to the USA to work or study. There, they encountered quilts in exhibits, through friends, or in quilting groups. They brought technical knowledge and quilts back to Switzerland. Quilt Houston organized the first quilt festival in Salzburg, the growing collection of quilters became aware of each other.

## New Glarus

### Beth Zurbuchen named President/CEO of Swiss Center of North America

New Glarus, Wisconsin, August 22, 2008, The Swiss Center of North America (SCNA) is pleased to announce that Beth Zurbuchen has been named President/CEO effective September 8.

"With her varied professional background, Beth has the skills and experience to lead our organization and develop local, national and international support for the Swiss Center," says interim board chairperson Brenda (Blanchard) Luckritz. "We look forward to benefiting from her fresh perspective and passion for achieving organizational success."

Zurbuchen has more than 30 years of media and organizational leadership credentials beginning with her years as a news anchor and reporter in La Crosse, Wausau and Madison, Wisconsin. Most recently she served as Executive Director for Ronald McDonald House Charities of Madison. She also has extensive experience in corporate, media and community relations, as well as fundraising.

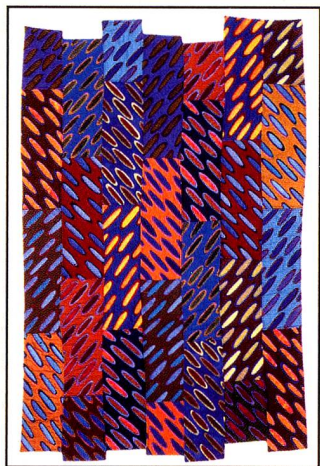
Beth Zurbuchen can be reached at:

bzurbuchen@theswisscenter.com, or phone 608-527-6565



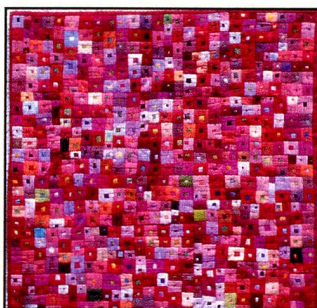
"Jester" by Sylvia Einstein

In 1986, the "Club de Patchwork du Littoral Neuchâtelois" organized the first Swiss exhibit and showed quilts as art. Other exhibits followed to much acclaim. Still, patchwork suffered from prejudice and museums rarely showed this new textile art. To combat this attitude a group of quilters, who had met at the Neuchâtel exhibit, founded "fabric-connection.ch" in 2005.



"Collage 1"  
by Maryline Collioud Robert

The members Maryline Collioud Robert, Beatrice Lanter, Elisabeth Portmann, Ursula Kern, Ursula König, Katharina Della Chiesa and Sylvia Einstein (lives near Boston) have worked professionally for many years, each has developed her own style and has exhibited widely. They submitted a dossier, designed by a



"rot" by Beatrice Lanter

graphic artist, to about 11 galleries and museums. Only the gallery of the "Schule für Gestaltung" (School of Design) accepted the proposal leading to their first exhibit together, which took place in Basel in 2007. The gallery space highlighted the beauty of each work. The exhibit at the New England Quilt Museum in Lowell, MA lasts



"Yellow River" by Ursula Kern until April 18, 2009. The opening on January 31 was sponsored by Swissnex of Boston. For more information, go to: [www.fabric-connection.ch](http://www.fabric-connection.ch) or [www.nequiltmuseum.org](http://www.nequiltmuseum.org).

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"Mouvement VIII"  
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*Swiss Club News*  
*Indiana*  
*Swiss Club of*  
*Central Indiana*

The Swiss Club of Central Indiana held their annual Christmas potluck dinner and Samichlaus gift giving for the smaller children at St. Thomas Moore Catholic Church in Mooresville, IN on December 14, 2008. An enjoyable time was had by all attendees and the Swiss style food and deserts were a big hit as usual.



Above, left and right: view of the Christmas potluck dinner

REGIS HAMMER  
rehammer@sbcglobal.net

*Florida*  
*Swiss America Club*  
*of SW Florida*

On November 9, 2008, the Swiss American Club of SW Florida celebrated its tenth anniversary with a brunch on Useppa Island, a paradise in the Pine Island Sound north of Ft. Myers, accessible only by boat. After a one-

celebration. A group photo commemorates this milestone in one of America's youngest Swiss clubs. The traditional Chlaushock took place on St. Nicolas Day (December 6) at the President's House



Partial group of the original members who founded the SW Florida Club

hour trip on the M/V Lady Chadwick, 49 members and 2 guests walked the short distance from the dock to the Collier Inn. Brief remarks by Peter Moser, the first president of the organization, and Rosmarie Strother, the current president, were followed by a beautiful island BBQ. Of the original founding members of the club, twenty-three are still active and participate in the monthly get-togethers. Sixteen of them were present for the cel-

bration in Naples. Members of the Board of Directors put up the tables and chairs and decorated them in red, white and green for the occasion. Fifty members and seven guests ventured into the "house in the woods" for socializing and a meal of hot "Fleischkäse" and potato salad, followed by Key Lime Pie. As always, a good time was had by all!

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SWISS REVIEW FEBRUARY 2009 #61

*Texas  
Think Swiss  
Climate Trail*

Urs Ziswiler, Switzerland's ambassador to the United States, delivered a talk on climate change at Rice Memorial Center

most greenhouse gas-efficient economy in the world. After hurricane Ike roared through Houston in September, causing some \$90,000,000 in damage, it was more than appropriate to have "The Climate Change Symposium" at Rice

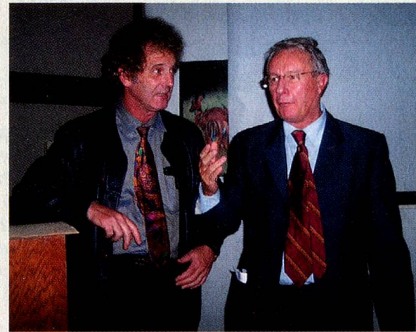


From left Ambassador Urs Ziswiler, Honorary Consul Margherita Young, Consul General Ulrich Hunn and wife Marie-Claire, at the reception

on October 30th to conclude a visit by his government's "Think Swiss Climate Trail", a set of posters displayed on campus, first at the Brochstein Pavilion and then at the RMC. The exhibit is touring the nation to trumpet Switzerland's standing as the

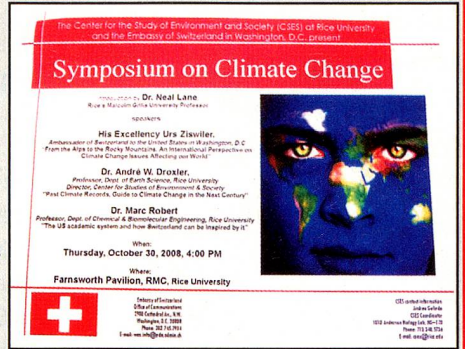
University. The Symposium was organized by Dr. Andre W. Droxler, Professor at the Department of Earth Science and Director of the Center for Studies of Environment and Society at Rice University. The meeting was well attended and very well received.

While Ambassador Ziswiler elaborated on the international perspective "From the Alps to the Rocky Mountains", Dr. Droxler brought with him a discussion of past climatic history, as well as a guide to climate change for the next century. Both experts and discussions complemented each other nicely.



From left: Dr. Marc Robert and Ambassador Urs Ziswiler in an animated conversation

The last speaker, Dr. Marc Robert, another well known Swiss Professor at Rice University diverted onto another topic by



The Climate Trail Poster

comparing the USA and Swiss academic systems, discussing their respective strengths and weaknesses. The attendees, including many members of the local Swiss community, thereafter enjoyed some traditional Swiss food and wine. All in all of the symposium presentations stimulated some very interesting and challenging conversations throughout the evening.

MARGHERITA YOUNG-ZELLWEGER  
HONORARY CONSUL OF SWITZERLAND  
HOUSTON, TEXAS  
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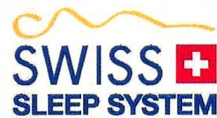
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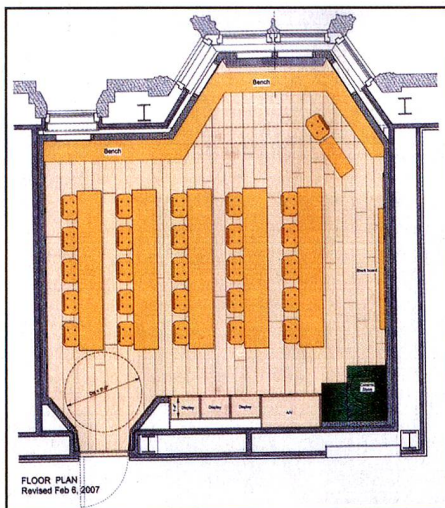
## Pennsylvania Fundraising Success Continues for Swiss Nationality Room

Pittsburgh -- The Swiss Nationality Room Committee is continuing to raise funds for the construction of a Swiss Nationality Room at the University of Pittsburgh's Cathedral of Learning.

Members of the Swiss-American Society of Pittsburgh as well as many friends from across the United States and Switzerland have provided generous support for the project. Recently, the US\$150,000 fundraising threshold was reached, which represents 60 percent of our US\$250,000 goal. During the Swiss-American Society of Pittsburgh's annual Au-

gust 1<sup>st</sup> celebration, an exciting new gift opportunity was unveiled. For a charitable gift of \$500, individuals can be a sponsor of one of the classroom's five student tables, which represent Switzerland's German, French, Italian, and Romansch linguistic regions as well as Swiss Abroad. There is a longstanding tradition of cultural groups in western Pennsylvania raising funds for the construction of Nationality Rooms at the Cathedral of Learning. Swiss architect Justin Rüssli, who also de-

signed the Swiss Ambassador's residence in Washington, D.C.,



Viewed from above, this is a floor plan of the Swiss Nationality Room that will be constructed at the University of Pittsburgh's Cathedral of Learning. Note that the 26 chairs represent Switzerland's 26 cantons, and the five student tables represent its four linguistic regions plus Swiss abroad. Leaded windows will be featured along the top wall, and a Kachelofen is planned for the lower right corner.

© Justin Rüssli/Lucerne, Switzerland

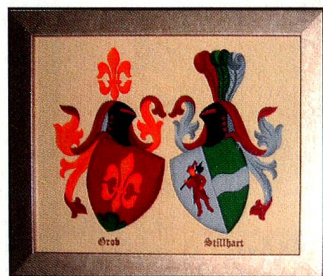
was commissioned to create architectural drawings for the planned Swiss Nationality Room. The room design features a classroom of the 16th-century Zurich area furnished with trestle tables, "Stabellen" chairs from that period, and a traditional Swiss Kachelofen (ceramic tiled oven). Construction of the room will begin once fundraising has been completed. The Swiss Room will be maintained in perpetuity by the University of Pittsburgh as a star in its constellation of internationally known Nationality Rooms.

For more information about the Swiss Nationality Room project, please contact Fred Carlson at [fred@carlsonstudio.com](mailto:fred@carlsonstudio.com) or 412-856-0982.

PHILIP BOTTONARI

## Illinois Looking for your roots?

Ursula Hegelbach lived from 2002 to 2005 in New York where her son Elias was born. The family moved back to Switzerland for two years and then came back in January 2008, this time to Chicago.



About 60 years ago, her father started a business in his own little studio. Painting family crests keeps the Swiss tradition alive and makes a lot of people happy since it is the symbol of each families roots. With a lot of dedication, he collected and kept every single crest he could find in his archive. Almost 20 years ago, Ursula took over the family business from her father. She now has access to thousands of Swiss crests. For the last 50 years, the family



has attended successfully the OLMA Fair in St. Gallen, where they get orders for different occasions such as marriage, birthdays or to honor somebody. Every crest is handpainted on different shapes of maple wood, parchment paper or calf leather. To see more of Ursula's work, go to her website: [www.hegelbach.com/familienwappen](http://www.hegelbach.com/familienwappen). Ursula Hegelbach-Jöhl can be contacted at: 915 Sheridan Road

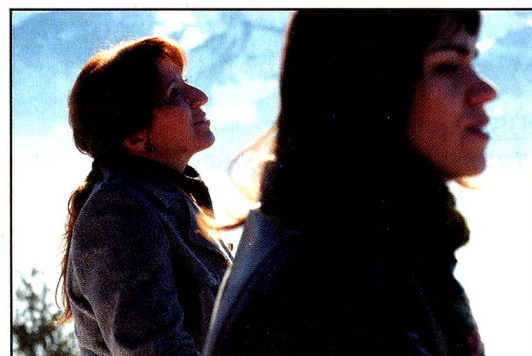


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## Film Review Locarno Golden Leopard Award Winner "Fraulein"

Film drama about the intersecting lives of three Émigrés from the former Yugoslavia FRAULEIN is a film by Swiss-Bosnian director Andrea Staka and has a running time of 81 min. Ruza left Belgrade more than 25 years ago to seek a new life in Zurich. Now in her fifties, she has completely detached herself from the past. She owns a cafeteria and maintains an orderly, joyless existence. Mila, a waitress there, is a good-humored Croatian woman who also emigrated decades ago, but, unlike Ruza, she dreams of returning to a house on the Croatian coast.

Both of them receive a jolt when Ana, a young, itinerant woman who has fled Sarajevo, breezes into the cafeteria looking for work. Ruza hires her but is annoyed by Ana's impulsive and spirited efforts to inject life into the cafeteria. Gradually the acrimony will dissipate, as Ana, who hides a tragic secret under her passionate spirit, begins to thaw Ruza's chill, and their relationship will change both women in ways they never anticipated.



The DVDs are available at Film Movement ([www.filmmovement.com](http://www.filmmovement.com)) and through major retailers such as Blockbuster, Amazon, Netflix and at Passion River Films ([www.passionriver.com](http://www.passionriver.com)).

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