

Regional news : USA

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Dear Readers in the United States

We traveled to Switzerland towards the end of May. In previous years, once there, we always had to buy a sweater or something else to keep us warm. So this time I was going to pack accordingly! And then we spent the first part of our vacation sweating - and sweating some more. No air-condition to keep us cool. There went my intelligent suitcase packing and planning!

When you haven't been to Switzerland for a while, you notice things that change. This time it was the coffee machines. Everybody we visited had one of those fancy machines where you insert a capsule or a disk and the machine makes an espresso, a latte or a decaf. Before that, many years ago, it started with everybody having a humidifier. Then came the machines where you insert a capsule and your water turned into fizzy water. Last time it was the ironing. Each housewife looked like a professional drycleaner! But one thing still hasn't changed: Swiss have not yet learned how to stand in line!!!

On another note: In Swiss Review # 1/09 we welcomed the readers from Bermuda. Well, the short article certainly hit its mark. Just check out the two letters below.

Bermuda Letters

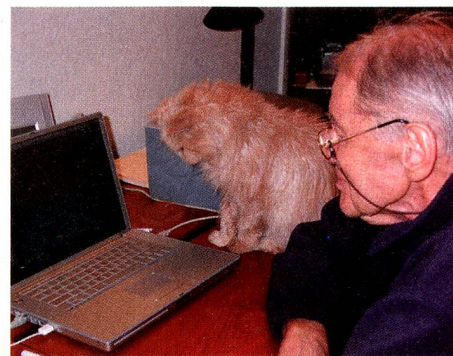
Dear Mrs. Baur, I really got a chuckle out of the "Where is Bermuda?" article! In 1953 I asked the same question. I was working in St. Moritz when a position became available in Bermuda. I accepted it and stayed there from 1954 to 1956. There were 4 large hotels and quite a few guesthouses. It was, and probably still is, a colorful little island full of colonial traditions. Bermuda's agriculture was thriving with bananas, strawberries, onions, potatoes, watermelons and more. One of the characteristics of Bermuda is the whitewashed roof. The reason: rainwater. There is a perpetual shortage of good water. Well-water is salty. Rainwater runs off the roofs and is collected in holding tanks that are partially underground, next to the house. The speed limit was 25 mph. There were no cars for the public, only mopeds and motorcycles and driving on the left.

No two-piece bathing suits for young ladies and no short shorts in town, or you were asking for a ticket! Segregation was as bad as it used to be here in the Southern States. I really enjoyed the weather with the warm ocean, but not the high humidity in the summer months with temperatures in the 90's. In winter it dropped down to 60o F or 65o F Brrr! All in all it was a good life until one day the island was getting too small for me. So, Good-Bye

Bermuda! Such was life in the early 50's. FRITZ SCHLATTER, NOW LIVING IN SHORELINE, WA

Hello Mrs. Baur, I'm writing in responds to your article in the Swiss Review. I come from Wohlen, Aargau, and before I came to Bermuda I didn't know anything about the island. I actually had to look it up on a map to see where it was. My first impression of Bermuda

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Let me present the rest of the editorial team: our previous Persian cat Mopsi with my husband Köbi, both intently checking out an article to be published!

WAL BAUR, EDITOR, REGIONAL NEWS USA

was how beautiful it was, the color of the water, how clean it was, and the many colorful houses. Also the friendliness of the people here, locals and expats mixed in with a general air of relaxation about the Island. I think the hardest thing I had to get used to when moving to Bermuda was the pace of life here. I was used to going 100 miles per hour all the time. Here, life is more relaxed and a little slower. The best thing about Bermuda (apart from it's stunning scenery) is the attitude of the people who live here. They are friendly and helpful whenever possible. As you mentioned we have about 200 Swiss living here and we have about 50 in our Suisse Club. We started the club 5 years ago with the main events being the 1st of August and 6th of December. We also will be part of this year's 400th anniversary of Bermuda in May. We will have an opportunity to showcase the club and share the beauty of Switzerland with the Bermudians. More info about the club at: www.clubssuisse.bm/ Thank you for all your work.

DONALD DUERR
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Note from the editor: Both texts had to be shortened due to lack of space.

REGIONAL NEWS USA

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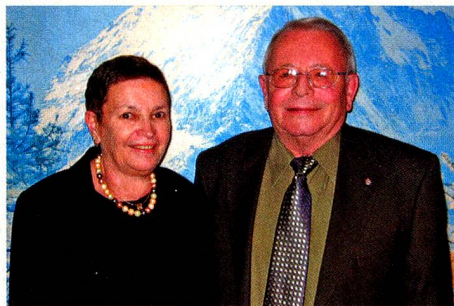
Next Regional News
Swiss Review 4/09
Deadline USA
September 3, 2009
Approx. Arrival USA
Middle of November 2009

Colorado

New Honorary Consul

Taking leave from Honorary Consul Emeritus Walter Wyss and introducing Honorary Consul Konrad Steffen on the occasion of the launching of the ThinkSwiss Climate Trail Exhibition in Boulder/Colorado on June 26, 2009

Professor Dr. Walter Wyss, after 22 years of service as Switzerland's Honorary Consul in Colorado, reached the mandatory retirement age at the end of 2008. He solved many a consular problem on behalf of our home country, opened doors and held the



Retiring Honorary Consul Professor Dr. Walter Wyss and his wife Yvonne

Swiss flag high whenever necessary. Dr. Wyss studied Physics and Mathematics at the renowned ETH in Zurich. He then moved on to Princeton University and later to the University of Colorado where he taught Mathematics and Physics for almost 40 years until 2006. He well earned his retirement both as a Professor Emeritus and as a Consul Emeritus after an impressive career. I wish to thank him and his lovely wife Yvonne warmly for relentlessly and successfully

defending Swiss interests during all these years.

It was not easy to find a successor, not because there was a lack of very capable candidates – quite the contrary! The choice was difficult. The procedure took time as many authorities were involved. We all know how fast and how much the world has changed. To appoint a well-connected personality, who will be instrumental to open economic, political and scientific doors for our Ambassador and Consuls General visiting Colorado, was a necessity. Our Honorary Consul is also called upon to be a link with the numerous and so highly

appreciated Swiss nationals living in Colorado. The field of action of a modern and initiative Honorary Consul is therefore extensive and more varied than ever. Professor Dr. Konrad Steffen, a Swiss national, corresponds ideally to these future oriented demands. Having been involved early in his career with the Cooperative Institute for Research in Environmental Sciences, CIRES, at the University of Colorado in Boulder, Dr. Steffen became its Director in 2005. He received his degrees from ETH Zurich where he also was a lecturer before he moved on as a visiting Professor to McGill University in Montreal and subsequently to CIRES in Boulder. He studies the climate and cryo-

sphere interaction in polar and alpine regions. For many summers, Dr. Steffen and his team of scientists have worked on the Greenland ice sheet and found alarming results such as the rapid increase in melt area and mass loss.

Author of numerous publications, his research has been studied by international scientists, experts and governmental officials and is being featured on TV, radio and in many scientific and popular magazines, including in Switzerland. Konrad Steffen and his charming wife Regula have two children, daughter Anico, 21 and son Simon, 19. Where else but under the auspices of CIRES and Konrad Steffen could we have better presented the ThinkSwiss Climate Trail Exhibition, produced under the auspices of the Swiss Confederation (www.thinkswiss.org)? Global warming is one of the most pressing environmental challenges that we face today. The ThinkSwiss Climate Trail has become a road show in the U.S.

travelling to numerous cities from the East Coast to the West Coast and explains the causes of global warming as well as its impact on our planet. The launching of the Exhibit combined with the introduction of the new Honorary Consul Konrad Steffen on June 26 at



New Honorary Consul Professor Dr. Konrad Steffen and his wife Regula

the beautiful North Club Room of the University's Stadium attracted almost 100 American and Swiss guests who showed a keen interest in the ThinkSwiss Climate Trail. I hope that these new ways of Swiss-American cooperation will benefit Swiss universities, foster our bilateral Swiss-US relationship and encourage the viewer to learn more about Swiss research excellence.

Once again, I warmly thank



Inauguration of the ThinkSwiss Climate Trail Exhibition on June 26. Konrad and Regula Steffen with Alfred Gnädinger, President of the Swiss Club Colorado Springs, and wife Susanne

Honorary Consul Emeritus Walter Wyss and his wife Yvonne and wish the best of luck and success to our new Honorary Consul Konrad Steffen (denver@honorarvertretung.ch) and his wife Regula!

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As a completely emission-free form of transportation, bicycling is one of the simplest ways to reduce our carbon footprint and make our communities more livable. Yet, to make bicycling feasible requires specific infrastruc-



Washington D.C. Receives Artistic Bike Racks from Switzerland. From left to right: Vincent Gray, Chairman D.C. Council; Elmar Ledergerber, Former Mayor, Zurich; Annina Luck, Swiss-American artist; Adrian Fenty, Mayor District of Columbia; Urs Ziswiler, Swiss Ambassador to the United States; Jim Graham, Councilmember, Washington, D.C.; Gabe Klein, Director, D.C. Dept. of Transportation; Scott Kratz, Vice-President for Education, National Building Museum; George Hawkins, Director, District Dept. of the Environment

ture, financing, and a commitment of political and public will. On May 13, 2009, Swiss and American experts from government and the private sector met to hold an expert forum on strategies for making our cities and nations more bicycle friendly. Over 120 people attended to hear presentations by Elmar Ledergerber, Former Mayor of Zurich, Switzerland; Tommy

Wells, Councilmember, Washington, D.C.; Michelle Kranz, Manager, Media Relations, Switzerland Tourism; and Thomas Gotschi, Ph.D., Director of Research, Rails-To-Trails Conservancy. The event was moderated by Michael Jackson, Director of Bicycle and Pedestrian Access, Maryland Department of Transportation. Congressman

Earl Blumenauer, (D, OR), founder of the bipartisan Congressional Bicycle Caucus also attended the event and gave a talk at the reception on the importance of bicycle transportation. Two days later, on



The merrily decorated bicycle racks

May 15, Bike-To-Work Day, Switzerland was downtown early on Freedom Plaza in Washington, D.C. to greet the more than 1,000 people who biked to work that day and to offer them chocolate and encouragement about biking, Swiss style. At 9:30 a.m. Mayor Fenty arrived to receive Switzerland's gift of 10 artistic bike racks to the city. The racks, painted in whimsical Swiss themes by Swiss-American artist Annina Luck, were placed at 5 locations around D.C. for the use of residents and visitors. "The racks "symbolize the cooperation between our communities in finding solutions to the environmental challenges that face us," said Swiss Ambassador

Urs Ziswiler. Washington D.C. Councilman Tommy Wells expressed the city's gratitude for the racks and said "Without feasible bike parking, none of our work building bicycle lanes would be fruitful." These events are part of Switzerland's U.S.-based program, ThinkSwiss—Brainstorm the Future. As a leading country in science, research and technology, Switzerland is working with its American counterparts to address key global topics like public transportation, to better understand trends and arrive at solutions. For more information about other events, please visit www.thinkswiss.org.

Search for heirs

In an estate matter filed with the Court in Vallemaggia, the Swiss authorities are looking for information about the following person: Alberto Giacomo Filippo Morganti, born February 10, 1888, from Cevio, son of Filippo and Rachele Caterina née Calanchini. He probably died in Modesto (California) on February 24, 1920. This person, resp. his descendents, or anyone who can give information about them, is herewith requested to contact the undersigned office by August 30, 2009.

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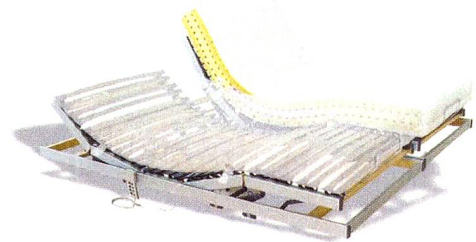
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Michigan Ambassador Ziswiler Brings Swiss Spirit of Innovation to America's Manufacturing Heartland

Urs Ziswiler, the Swiss Ambassador to the United States, was the featured guest at business presentations and tours of companies in southeastern Michigan



Karl Pfister with event host Dan Denison of the International Institute for Management Development (IMD) in Lausanne

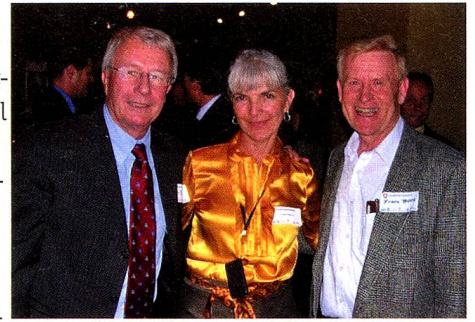
during a recent, three-day visit to America's manufacturing heartland.

At the University of Michigan in Ann Arbor, Ziswiler helped inaugurate a touring exhibit -- "Sustainable Transportation" -- which was created as part of the

ThinkSwiss program by the science section of the Embassy of Switzerland in Washington, D.C. Also featured was a panel discussion entitled "Public Transportation - Lessons Learned in Switzerland." Dr. Peter Sweatman, director and research scientist for that University of Michigan Transportation Research Institute, served as moderator. Among the panelists were Kurt Stredle, director of the Michigan Department of Transportation, and Ann Arbor Mayor John Hieftje. Dr. Thomas Zurbuchen, a Swiss native and director of the Center for Entrepreneurship and professor of Space Science and Aerospace Engineering, hosted the exhibit and panel discussion at the university's Aerospace Building, which is named after François-Xavier Bagnoud, a Swiss helicopter pilot specialized in rescue operations.

At the SwissBizUSA meeting, the Ambassador was honored, and joined an informal discussion focusing on Swiss-U.S.

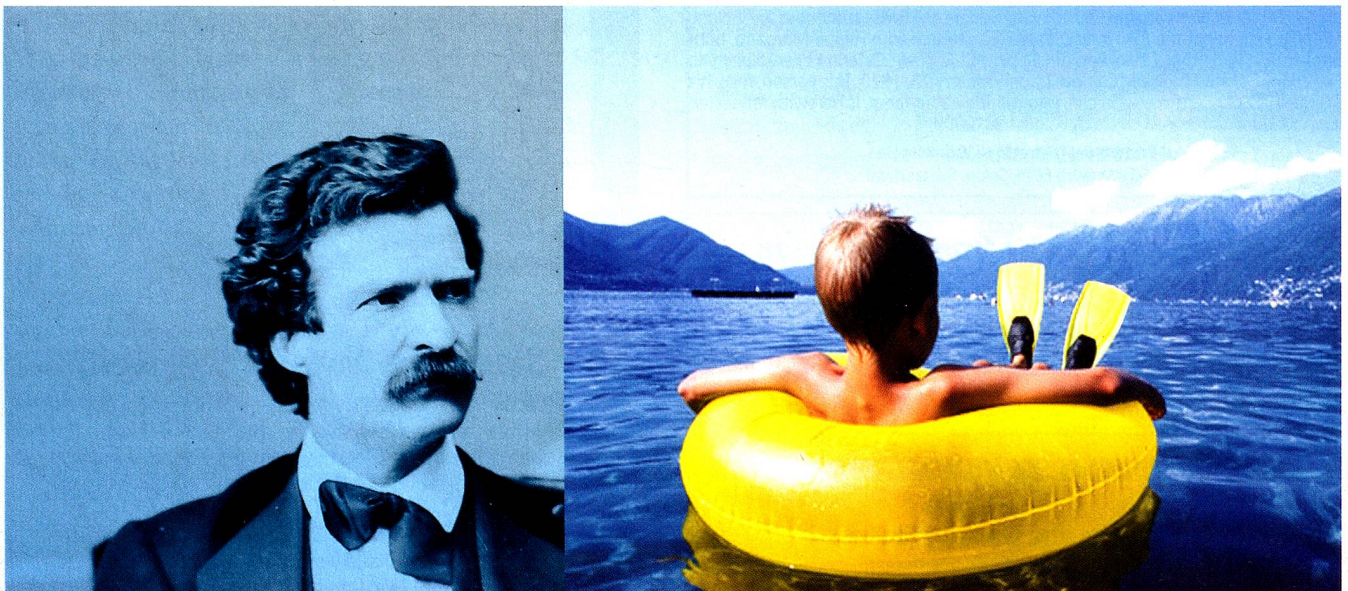
business, education and cultural links. Participants included Karl Pfister, honorary consul of Switzerland, Detroit; event host Dan Denison of the International Institute for Management Development (IMD) in Lausanne; and Ron Pruetter of UBS Financial Services - Peninsula Wealth Management Group (Bloomfield Hills, Michigan). The meeting was held at the Ann Arbor-based headquarters of Denison Consulting. The SwissBizUSA group was created in 2006 by James Macsary, a Swiss-American expert in leadership, relationship-building and communication. On March 12, Pfister led visits to a number of Swiss-owned businesses in the region, including cement producer Holcim (Dundee, Michigan) and Liebherr Company (Saline, Michigan), a producer of machine tool automation and aircraft components. Liebherr Saline is a sub-



Ambassador Ziswiler, Graciela Rubalcava Denison and Franz Boos

subsidiary of Liebherr International AG, Bulle, Switzerland. The Ambassador -- and others in the delegation -- also visited ABB of Auburn Hills, a subsidiary of ABB Baden. Focal points included the company's robotic applications and world-class customer training programs. A meeting with Swiss born Bob Lutz, vice chairman of General Motors at the General Motors Design Center in Warren, Michigan capped off the tour. GM's VOLT electric car, scheduled for a 2010 market debut, took center stage, in addition to discussions about challenges facing America's car industry.

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American humorist and man of letters Samuel Langhorne Clemens was best known as "Mark Twain", author of literary classics such as *Tom Sawyer* and *Huckleberry Finn*. He was also a Switzerland enthusiast. His essay, *Switzerland, Cradle of Liberty*, which is part travelogue and part political satire is peppered with Jungfrau-inspired reveries and guest stars the King of Greece.



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California
*From Family History
to Documentary*

What if you were lucky enough to hold a genuine 150 year old diary of a world explorer in your own hands? What if that explorer was one of your ancestors? You would likely re-experience the same journey over and

over by reading it, wondering how the world traveler felt at the time, what were his joys and his fears. Swiss-American Jean François de Buren's great-great grandfa-



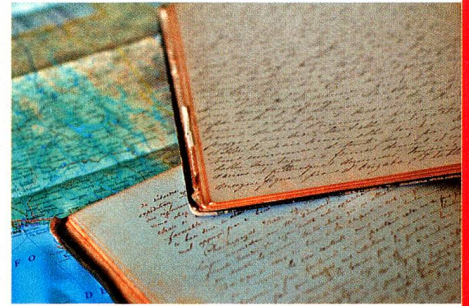
One of Henri's watercolor illustrations - Havana Harbor, 1852

ther Henri de Buren left Switzerland in the early 1850s and headed for the Americas. Along the way, the world traveler had a steady friend and loyal companion: his diary. Carefully written in his handwriting, the man documented his journey vigilantly, as well as illustrating his experiences artistically. Henri

landed in the US, traveled America and Canada, Cuba, Mexico, Panama, Peru and Brazil. Henri was a man born into privilege and wealth but part of that privilege vanished when noble

titles became purely ceremonial in the canton of Neuchâtel where he lived. He was moved to travel to the Americas by Alexander von Humbolt's accounts of the flora and fauna of Latin America. And he was certainly intrigued by the customs, lifestyles and politics of the new world. He would travel the Americas not only as a trained botanist, but also as a man of culture, stopping often to paint, engage in intellectual discourses with his contemporaries and document his observations in his journal and letters home to his family. His journal entries and letters ultimately paint a complex and nuanced portrait of a young man finding his identity. He comes across as a man of high principle and ideals but also as a classist. These passages are tempered by others that show his reverence for nature, and appreciation for human ingenuity. Henri ultimately left on a trip of scientific discovery and in the end found himself.

Four generations later, great-great-grandson Jean François de Buren has a dream. He wants to put together a documentary. He



The original Journal and Letters of Henri Von Buren

sees himself as the narrator of a movie, a reflection or a documentary about his great-great-grandfather's life and journey. However Jean-François is in need of financial support and welcomes assistance to help him realize the dream many of us have. He is convinced that he will contribute his talent and knowledge to make this project a success. He hopes for the interest of a film studio or private venture to knock at his door. No, he has not contacted Mr. Spielberg - but who knows? What do YOU think - Share your thoughts; Jean-François de Buren looks forward to hearing from you at "threebeehives@mac.com". You can also get more information on his great-great-grandfather and the preparation of his journey by visiting his blog at vodhdb.blogspot.com.

HILDA BIRCHMEIER
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Central Indiana Wildflowers and Wurst

On April 18 the Swiss Club of Central Indiana held their annual wildflowers and wurst spring social at the homestead farm of the Mary Jean Hass family. The farm has been in the same family for 150 years. Although the weather became a balmy 77 degrees, only a small gathering of club members attended. They enjoyed the culinary talents of Jim Weinmann at the BBQ and the delicious salads and desserts brought by those attending. The annual business meeting was held at the home of honorary Consul of Switzerland, Andreas Weber on the 14th of June. The meeting was conducted by Heinz Gonser the President of our club. Primary discussion concerned the upcoming "Ethnic Expo" in Columbus, IN, and the "International Festival" held at the fair grounds in Indianapolis. Our Club has a booth at both events to sell Swiss choco-



Some of the attendees enjoying the outdoors

late and an information booth at the International Festival. The schedule for the Ethnic Expo is October 9/10 and the International Festival is November 19-22. We also enjoyed a pot luck dinner before the meeting. Further information on the Swiss Club of Central Indiana can be found at our web site: swissclubindy.org

REGIS HAMMER

Southern California San Diego Romands

All Suisses-Romands in the San Diego area who would enjoy getting together, please contact Clementine Whelan at clemwhelan@yahoo.com to exchange ideas and plan social activities and informal gatherings.

North Carolina SWISS SOCIETY OF CHARLOTTE

The Swiss Society of Charlotte is in existence for over 20 years by now and we are enjoying a steady membership of close to 100 people. Our activities are mainly based on Swiss traditions



August 1st Lampion Parade

and are attended by all the different age groups that you would find in a large city area like Charlotte; i.e. "older folks"; families with kids, teenagers, singles etc. The schedule for 2009: February 21st, Raclette Evening, August 1st, Swiss National Holiday Celebration, October 10th, "Jass" Tournament, November 7th, Annual Meeting and Dinner, December 7th, Santa Claus. We are all looking forward to seeing you at one of our events



Santa is coming to town!

and would like to hear from you. On behalf of the Board:
WALTER HESS
PRESIDENT
SWISS SOCIETY
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Connecticut Please join us

Please join us at our next event. We meet about 6 times a year and our organization has been around for over 70 years. We look forward to meeting more people of Swiss heritage. Please contact Ivan Krieg (contact info below) or Christine Durrer at (860) 466-0792. We look forward to hearing from you.

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Think Swiss Study Tour on Design & Innovation to Switzerland

In late April a group of ten American design and innovation specialists took off to discover Switzerland's creative scene. The trip was organized by Presence Switzerland in cooperation with swissnex San Francisco and the support of all Swiss representations in the USA.

Starting in Zurich, the delegation visited the Museum of De-



The group visiting a design exhibition

sign and its exhibit *Good Design, Good Business*, which showed Swiss graphic design and advertising by pharmaceuticals giant Geigy AG (now Novartis) from

1940 to 1970.

For the participants representing US design schools, Swiss academic think tanks like the University of Art and Design Lausanne (ECAL), were of particular interest. ECAL cooperates with the Federal Institute of Technology, Lausanne (EPFL) to foster innovation at the crossroads between technology, design and architecture. This is "an interesting concept to be learned from", said Simon John-

ston, professor at the Art Center College of Design in Pasadena, CA. The following days the delegation not only toured Swiss design gems such as Freitag in Zurich and the Design Center Langenthal, they also met with people from the industry to exchange ideas and possibly cooperate. Participant and editor Aaron Britt's impressions of the visits were documented live on the blog of *dwel*, a leading American architecture and



Art and design in Switzerland

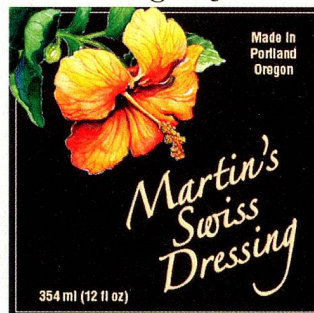
design magazine.

After an intensive five days, Caroline Baumann, Deputy Director at Cooper-Hewitt National Design Museum in New York described the tour as a big success, with "an inspiring, cohesive group of people excited about the impact of design on the world. We will continue our conversations among us and with Switzerland for years to come."

ANDREA INGLIN

WWW.SWISSNEXSANFRANCISCO.ORG/

Oregon Swiss Salad Dressing comes a long Way



My father is from Wädenswil, ZH, but ended up in Honolulu, HI as a chef at the Kahala Hilton. He married my mother who is from Hawai'i. After 18 years my parents and my Aunt opened the Swiss Inn restaurant in Honolulu. We had a house dressing, my Grossmutter's recipe, and our customers loved it. So when we sold the restaurant in 2000, my father promised the customers that he would continue producing the dressing. He still makes it in Honolulu under the name Swiss Inn Salad Dressing.

A year ago, my business partner, Dani Thiel, and I started producing the dressing here in Portland where I have lived for the last 15 years. It is the same recipe, but we decided to call it Martin's Swiss Dressing. Our

customers put it on everything. It is very savory and although Swiss people may be used to the flavor, not many Americans are familiar with Swiss style dressing. I don't believe there is anything else quite like it on the market in the States. We are now in 21 stores in Portland, and 2 in Eugene. We hope to grow and be able to distribute our dressing everywhere we can. We have built a reputation and now have many regular customers that swear it is the best dressing they have ever tasted. We will need to grow a lot more to be prosperous but it is so special, we have no doubt that we can share the



Jennie Wyss, left, and Dani Thiel, demonstrating Martin's Swiss Dressing

wonderful flavor of our dressing with everyone. For more details, call 503-329-7268 or email info@martinsswissdressing.com or check out the website: martinsswissdressing.com

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