

# LIFESTYLE

AMERICAN INTERNATIONAL CLUB OF GENEVA / ANNUAL ISSUE 2018 **contacts · culture · people**



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INTERNATIONAL  
CLUB OF GENEVA





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**VISION** Embracing the American values of enthusiasm, entrepreneurship, openness, intellectual curiosity and diversity, the AIC strives to be the English language club of reference for the Lac Léman region that welcomes and builds bridges across all nationalities and communities.

**MISSION** To organize events (social, cultural, sports and professional programs) for our members and the international community of the Lac Léman region that are varied, informative, enjoyable, and encourage networking and friendships. Our prestigious Speakers Program attracts global, relevant leaders to exchange ideas and knowledge with our members and guests on topics making an impact on the world.

The American International Club (AIC) was founded in 1951 by a consortium of American, Swiss and international businessmen. It also offered unique networking opportunities for local non-US businessmen tapping into the US's post-World War II economic development programs. The Club has a current membership of 600 members and a mailing list of more than 2,000, comprising current and past members, corporate partners and sponsors, and attendees at professional, cultural and social events throughout the year. It continues to be the most well-known and respected club of its kind in Geneva. Its members are comprised of residents of the Canton of Geneva and the surrounding region.





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RONALD LEE BANKS

*AIC President*

Dear AIC Members,

Whether you are reading this online or on paper, Welcome! to the 2018 AIC Lifestyle Magazine. This is the second magazine we have made available in a digital format and we hope you enjoy it.

2018 has been full of events and new ideas. In this edition, you will read about the interesting line up of Speakers, the Golf and Tennis Tournaments, the 4th of July, the second AIC Corporate Partners Thank You Dinner and our famous Thanksgiving Dinner. The monthly AIC Apéro have been an enormous success this year and have attracted many new members.

This year we continued joining forces with the British Swiss Chamber of Commerce, the Swiss American Chamber of Commerce, the Career Women's Forum, the Swiss Italian Chamber of Commerce, The Geneva Chamber of Commerce, Industry and Services (CCIG) Geneva and the American International Woman's Club on several events. These joint events provide higher event attendance, strengthen the AIC's stature in the community and provide valuable networking opportunities for our members.

The AIC is committed to continuing to deliver value to our members by providing interesting events at great venues at affordable prices. In fact, the price of the luncheons has remained low.

In 2018, the AIC Student Leadership Program was launched, which is open to all university students. The goal is to provide these future leaders with a new learning opportunity and to introduce them to a network of business leaders in the Club.

This year more members have volunteered to help at events, to work on committees and to help promote the AIC. We appreciate your support as it helps to create a great atmosphere of people working together and having fun. We see this trend

increasing in 2019 and we welcome all members to volunteer. Please contact the AIC office if you wish to lend a hand.

Speaking of changes, I hope you have noticed the continued improvement in the AIC website. The committee has been working all year and is making gradual improvements to the site. You should find it easier and simpler to use. The team will continue to make it better and more efficient.

For those of you on social media, LinkedIn, Facebook and Twitter—thanks for sharing and liking the AIC events. We also appreciate your comments. During the past three years the AIC Social Media efforts have more than doubled and the results are very positive. The Social Media team will continue to communicate on these channels and if you have any interesting stories or comments, please share them with us.

I would like to thank the Club officers, Vice Presidents—Paige Holt, Michael Parmly and Ed Schneider; the Treasurer Giovanni Urso, Phillip Sundquist our Secretary who stepped in as Treasurer at mid-

year, as well as Mark Mason, Barbara Wetsig-Lynam and Robert Race for their tireless efforts this year and for their support. The Executive Committee is comprised of many long-time members and new

members. With their hard work and dedication to the Club, we can provide our members with interesting and fun events.

Most of all, I want to thank you, the AIC members, for your loyal attendance and support for the Club. Together we will continue to make the AIC the English language club of reference in the Lac Léman region as we continue to welcome all nationalities.

I look forward to seeing you at future events.

**Ron Banks** AIC President 2018



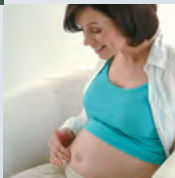
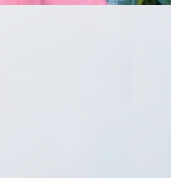
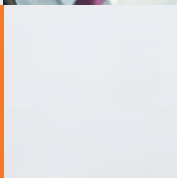
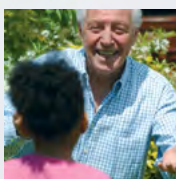
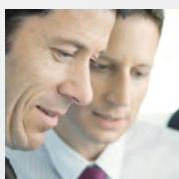
Ron Banks with Guillaume Barazzone

**“Together we will continue to make the AIC the English language club of reference in the Lake Léman region as we continue to welcome all nationalities.”**





# Ferring — for life



Headquartered in Switzerland, Ferring Pharmaceuticals is a research-driven, specialty biopharmaceutical group active in global markets. The company identifies, develops and markets innovative products in the areas of reproductive health, urology, gastroenterology, endocrinology and orthopaedics.

Ferring has its own operating subsidiaries in nearly 60 countries and markets its products in 110 countries. To learn more about Ferring or its products please visit [www.ferring.com](http://www.ferring.com)



PAIGE HOLT

*Editor-in-Chief AIC Lifestyle Magazine*

EXHILARATING AND DAUNTING. This is how I describe this special time of year when I put together the annual *AIC Lifestyle Magazine*. It's daunting because a year with the AIC is so rich in events and news that it's a real challenge to collect, collate and represent all of them in one publication. It's daunting because, as a member-led club, we are all pitching in on nights and weekends outside of our work hours. My kids say, "Oh, Mom is working on her magazine again" when they see on a Sunday afternoon that the dining table is covered in papers, layouts and magazines of years past. Of course, close to a dozen members contribute articles and photos and for this I am very grateful.

Despite all the work, it is an exhilarating moment to look back at the past year and see all the amaz-

**"It is an exhilarating moment to look back at the past year and see all the amazing things we have accomplished"**

ing things we have accomplished. I spend hours going through photos of each event to pick the best ones for print. It is so much fun to see this member getting down on the dance floor at the Thanksgiving celebration, or that member chowing down on a lobster roll at the 4th of July picnic. My favorites are the pictures where I see a new member and an old member—who have just met—laughing together. It makes me proud to be a part of this club, whose *raison d'être* is to foster relationships.

I hope you enjoy this edition of the magazine. I hope you will laugh, too, when you see the fun photos and maybe one of yourself! If you couldn't make all the events, then be sure to read up on the ones you missed. And as always, if you have any feedback for us, please write to [admin@amclub.ch](mailto:admin@amclub.ch).



## A HISTORY OF THE AMERICAN INTERNATIONAL CLUB

THE ORIGINAL IDEA for the American International Club came from Henry St. Leger of the International Standards Organization and Henry W. Dunning of the League of Red Cross Societies. Its first constitution established that “the purpose of this organization shall be to foster and promote friendly relationships among American men residing or sojourning in Switzerland.”

Past Presidents have included the CEOs of Ford Motor Corporation, Pan American Airways, IBM, Caterpillar, DuPont, UNHCR, Procter & Gamble, JP Morgan and the World Heart Federation. Beginning with a modest goal of 100 members, the Club currently has more than 600 members—men and women whose pursuit of excellence and intellectual curiosity binds them together in the continuing search of global knowledge.

The AIC reflects the city of Geneva, the unique international City of Peace, where the world’s most important global multinationals, financial institutions and intergovernmental organizations co-exist and complement one another in their diverse and worthy pursuits.

Over the past 65 years, the AIC has hosted a great diversity of global leaders from the worlds of business, government, international arts and sciences—from Richard Nixon, Mikhail Gorbachev, Arnold Schwarzenegger, Mikhail Gorbachev, Shimon Peres, George Bush, Sir Peter Ustinov and Prince Saddrudin Aga Khan to foreign journalists such as Arnaud de Borchgrave of Newsweek and United Press International and William F. Buckley.

Others have included Antonio Guterres, UN High Commissioner for Refugees of UNHCR (and the current UN Secretary General), Arthur Rubenstein and Vladimir Ashkenazy as well as leading Swiss government officials, such as former Presidents Adolf Ogi and Micheline Calmy-Rey.

**“Over the past 65 years, the AIC has hosted a great diversity of global leaders from the worlds of business, government, international arts and sciences”**

Global business leaders such as Umberto Agnelli, Managing Director, Fiat, Edgar Bronfman, CEO, Seagram’s, Ivan Pictet, Senior Partner of Banque Pictet, Nestlé CEO Peter Brabeck-Letmathe, Jean-Claude Biver of Hublot Watches and Richemont Group CEO Richard Lepeu have also addressed our members with inspiring talks on current trends and emerging technologies.

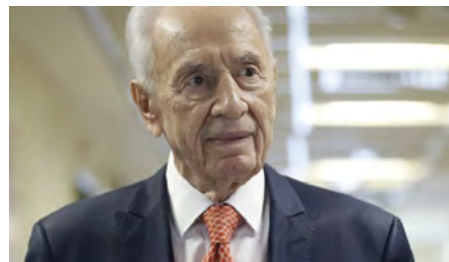
But, we’re up for a little fun and adventure, too. We have also welcomed global personalities such as Solar Impulse founder Bertrand Piccard, Professor Henry Markram, Director of the Blue Brain Project, as well as Sir Jackie Stewart, Alain Prost and John McEnroe, among others.

The flagship activity of the American International Club remains its prestigious Speakers Program whose participants, in their actions and decisions, have often had a remarkable impact on the world. Some of the most important and influential leaders have spoken to the AIC community. What other city could feature such important and diverse global speakers and topics but Geneva?

With 600+ members, the AIC has successfully integrated both the American, Swiss and international communities of Geneva. We also host Professional Programs, Cultural Events and annual festivities such as our Thanksgiving Gala dinner and the July 4th Celebration. In addition, we offer fun sporting competitions, including golf, tennis, games, bowling events and more.

The American International Club embraces intellectual and cultural pursuits, as well civic concerns, encouraging on-going social interaction amongst its members on a regular basis. Our international membership is comprised of 30% American nationals with the balance coming from more than 45 different countries. Come join us—welcoming all nationalities for over 65 years!





## EXECUTIVE COMMITTEE

The AIC Executive Committee is comprised of a cross-section of leaders from local and multinational businesses and organizations, government and civil societies based in Geneva and the surrounding regions. With their years of accumulated experience and fresh ideas, our Executive Committee makes the vital strategic plans and decisions, ensuring that the AIC is the most relevant club for new, future and existing members.



**RON BANKS**  
*President*



**MARY BERNASCONI**  
*Civic Concerns Chair*



**PATRIZIA CARLEVARO**  
*AIC Business Leader  
Forum Chair*



**JEAN-LUC CHOPARD**  
*Geneva Liaison*



**KEVIN CROWLEY**  
*Membership Committee*



**RUTH DYSON**  
*Office Manager*



**GIORGIO FERRERO**  
*Speaker Committee Co-Chair*



**EDWARD FLAHERTY**  
*Club Development Chair*



**PAIGE HOLT**  
*Vice President, Editor-in-Chief*



**EDWARD KARR**  
*Nominating Committee Chair*



**CARLO LAMPRECHT**  
*Honorary Vice President*



**MARK MASON**  
*Sports Chair*



## EXECUTIVE COMMITTEE



**JEAN-CLAUDE PETERSCHMITT**  
*Speakers Committee*



**FRANCIS PRIBULA**  
*Speakers Committee*



**ROBERT RACE**  
*Cultural Events and  
Thanksgiving Chair*



**ROY RYAN**  
*Club Development Committee*



**ED SCHNEIDER**  
*Vice President, Speaker  
Committee Co-Chair*



**PHILLIP SUNDQUIST**  
*Treasurer*



**ANDRE TOMBET**  
*Legal Advisor*



**CHARLES UPCHURCH**  
*Business Development Chair*



**NHAT VUONG**  
*Social Media and Young  
Professionals Chair*



**BARBARA WETSIG-LYNAM**  
*Membership Chair*

## OUTGOING



**MICHAEL PARMLY**  
*Vice President and 4th of July Chair*



**THOMAS (TODD) PIERCE**  
*US Mission Liaison*



**GIOVANNI URSO**  
*Treasurer*



## BARBARA WETSIG-LYNAM

*Membership Chair*

JUST PRIOR TO summer I had the privilege to take up the Membership Chair from Phillip Sundquist who has become the AIC Treasurer. Thank you Phillip for your investigative work through the membership survey! And thank you to you readers who took the time to give the AIC helpful feedback.

We received a decent response rate from diverse current and former members in terms of number of years as a member, nationality, domicile and professional background. It was clear from your responses that a key value to you is our speakers' luncheons. We plan to put even more energy and resources behind bringing you high quality, diverse and relevant luncheons. We also heard that you value diversity in the membership. To that end, we have already implemented new initiatives for young professionals as well as events aimed to improve our gender diversity. In order to remain relevant to our members and ensure we are bringing you value for your membership, we will start a Welcome Lunch for new members to meet

**"We have implemented new initiatives for young professionals as well as events aimed to improve our gender diversity"**

some of the Executive Committee and share interests and expectations.

As I am a relative newcomer to the AIC and to the Executive Committee I thought I might end with what drew me to the AIC and to volunteer my time in support of the Club. I became a member for two key reasons: 1) the great speakers' luncheons brought me closer to the political and economic issues impact-

ing Geneva and Switzerland as well as helpful networking and 2) the family-friendly American cultural events I wanted my kids to experience like the 4th of July and Thanksgiving. I also realized the best way to ensure value for my membership

was to become active through volunteering on planning committees. I encourage each of you to make the most of your membership, get your voices heard, join committees to help create events that you find of value and know others would too. I look forward to seeing and meeting many of you at our Thanksgiving dinner and as always would like to hear your ideas and suggestions for a vibrant AIC membership!





## MEMBER BENEFITS

**As a member of the AIC, you benefit from exclusive discounts and offers from leading vendors and retailers in the Geneva and the surrounding region.**



**BENEFIT** 15% DISCOUNT AT MANOR

Purchase a CHF 100 voucher for CHF 85 from the AIC office.

**TERMS** You must buy the discount cards at the AIC Office (c/o Schibler Hovagemyan Attorneys @ Law LLC, Boulevard du Theatre 3bis, 1211 Geneva 11). Please call 022 310 0015 in advance. No quantity limits or expiration dates apply.

[www.manor.ch](http://www.manor.ch)



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# A new cancer treatment centre for Hôpital de La Tour

Thanks to advances in medicine, cancer is causing fewer deaths. And yet the number of cases is rising, the reasons being population growth and, especially, ageing. Today, around 42,000 new cases of cancer are diagnosed every year in Switzerland. Approximately half concern people aged 70 and above, and it is estimated that one in three people on average will be affected during their lifetime. In Geneva, around 20,000 people are living with cancer, which is four times more than in 1980.

To meet the needs of the population, Hôpital de La Tour has channelled significant investments into developing its services in oncology. Since 2017, the co-operation agreement signed between Hôpital de La Tour and the HUG (Geneva University Hospitals) has enabled the establishment to offer cancer patients in the canton of Geneva the chance to get treatment close to their homes and benefit from highly specialised care services.

With a view to providing multidisciplinary care via a full array of technical facilities, Hôpital de La Tour has taken an important step by acquiring state-of-the-art equipment for the diagnosis, treatment and monitoring of its patients. The new technical facilities include a Philips VEREOS

Digital PET/CT, capable of detecting cancer at an early stage. It is also equipped with the Varian EDGE linear particle accelerator for radiation therapy.

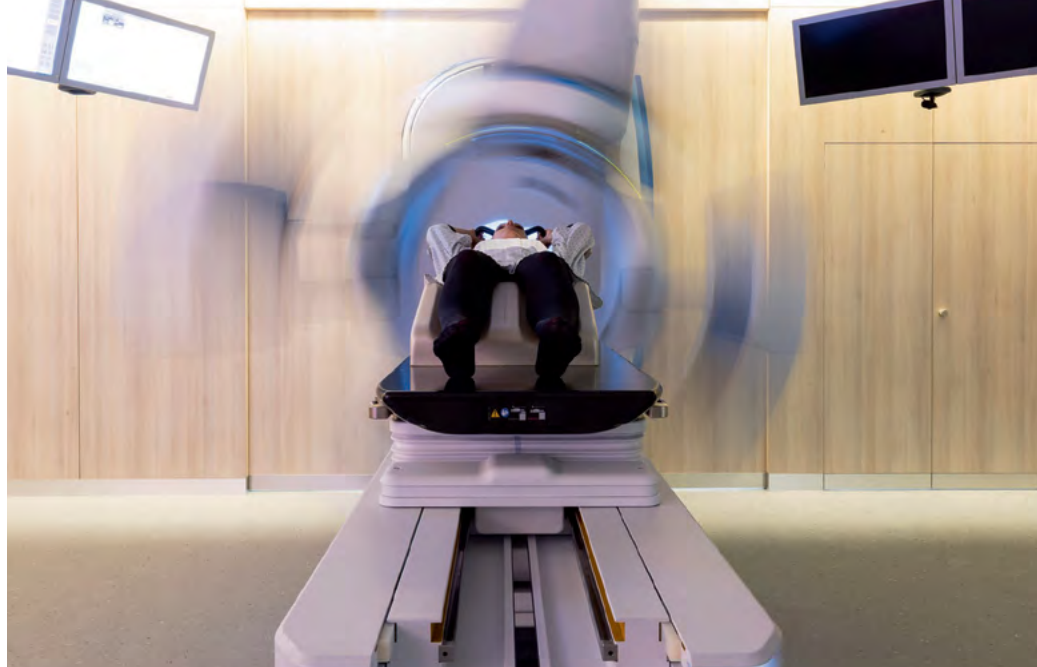
## **High clinical added value of digital PET/CT for the best therapeutic decision-making**

The Hôpital de La Tour is the first medical institution in the canton to acquire a brand new state-of-the-art digital PET/CT. With its high image quality, this camera plays a decisive role at all stages of the disease, from the initial diagnosis, namely by establishing an accurate map of the cancer's spread (staging), through to the end of treatment, i.e. by monitoring the response of the disease in each individual patient.

Due to its very high sensitivity and ability to detect photons emitted by cancer cells, our physicians are able to find very small tumours (just a few millimetres in size) with a high degree of reliability.

Offering significantly improved diagnostic accuracy, the digital PET/CT enables oncologists to make the best therapeutic decisions with great confidence.





The chances of a successful treatment are therefore considerably increased.

The digital camera's unique intrinsic performances also make it possible to meet the growing challenge of protecting against radiation caused by medical exposure. It enables us, in effect, to reduce the amount of radioactivity injected into patients by at least 30%. Patient and staff exposure to radiation is thus reduced proportionately.

### **Preserving healthy tissue**

The goal of external beam radiotherapy is to destroy a maximum number of cancerous cells, while minimising the irradiation of neighbouring healthy areas, which can be a delicate operation when dealing with organs that move with breathing (breast, liver and lung cancer). The Varian EDGE is able to synchronise the treatment delivery with the physiological movements of the tumour, or involuntary movements of the patient during irradiation, and thus adapting the treatment in real time. Diseased tissue is therefore targeted with a very high degree of precision, an advantage that helps to avoid some surgical procedures and reduce the duration and number of treatment sessions.

Featuring a powerful KV embedded imaging system, high-definition collimation, robotic positioning and automation for stereotactic procedures, the facilities provide a versatile resource for ensuring improved treatment quality and patient safety. The new department also boasts state-of-the-art imaging technology, including MR-only based planning (Philips RTdrive) for accurate target delineation.

### **Highly specialised personalised medical care**

Sufferers treated at La Tour are monitored by the same doctor and nursing team for the duration of their treatment. Furthermore, Hôpital de La Tour brings together on one site all the specialists best placed to treat all aspects of the disease. Patients also benefit from monitoring provided by specialised physiotherapists and personalised nutritional follow-up.

### **LA TOUR MEDICAL GROUP**

Let's build tomorrow's healthcare together.



**FRANCIS M.S. PEEL**

**February 16, 1927 – June 18, 2018**

LONG TIME AIC MEMBER and perennial membership contest winner/runner up, Francis (Frank) Peel, passed away of natural causes on June 18th 2018 at his home in Naples, Florida, surrounded by his loved ones. He was 91 and had lived a good life. An attorney with an international reputation and an international lifestyle, Frank was born in London in 1927 and during the Blitz was a boy bicycle messenger. He was the son of Gisele née Mirmovitch and Rabbi Maurice Perlzweig, a leader long associated with human rights at the United Nations. During the worst of WWII, the family moved to New York where he joined the US Army and gained dual citizenship.

A graduate of Cornell and the Columbia Law School and passionate about political life, he worked on Adlai Stephenson's campaign. Frank returned to Europe in 1957 and settled in Geneva, Switzerland to become Chief of Planning for the International Labor Organization. His career later included roles as legal advisor for a variety of United Nations divisions including UNESCO and the World Health Organization. Among his many accomplishments, he helped found the European campuses for Webster College of St. Louis in Geneva, Vienna, London and Leiden. An adept speaker, he was a prominent political commentator in Geneva and on trans-Atlantic cruises. Migrating back to the US, he campaigned with Jimmy Carter in 1976 and was a member of the President's transition team with the US Department of Commerce.

An inveterate networker, Frank was a fixture at the AIC for some 40 years, having recruited many of our current members. Indeed, he recruited me to join the Club some 6 months before I moved to Geneva in 1995!!

Upon retirement to Florida in 2008, Frank shared his lifetime view of world events and was active as a lecturer on cruise ships and in Naples. He made a whirlwind return to Geneva in his 90th year, and gave a cocktail presentation to the Club on 14 June 2016 at the Hotel Metropole, titled "The Next President of the United States". Although he ultimately predicted that Hilary Clinton at that time looked to be the presumptive favorite to win, he hedged his bets about the chances of Donald Trump, and gifted his AIC hosts with red Make America Great Again hats.

He had been married to Jane Irene Zielonko, a Slavic scholar and translator of Nobel-winning author Milosz. Predeceased by his brother Robert Perlzweig, he is survived by his daughter, Suzi Peel of Trappe Maryland, and his two granddaughters Julia Warczyk and Ania Warczyk Payne.

Please direct all condolences or correspondence to [suzipeel@icloud.com](mailto:suzipeel@icloud.com).  
In his memory, donations may be made to the World Wildlife Fund [www.WWF.org](http://www.WWF.org)

6 September 2018

EP Flaherty, AIC Club President (2014-15)





ROBERT RACE

Cultural Events Chair



FOR GENEVA AND much of Switzerland, the cultural event of the year 2018 was the 100th anniversary of the death of Ferdinand Hodler (1853 - 1918), the famous Swiss painter. And on the very anniversary date, 19 May, a small group of AIC members and partners enjoyed an informative private tour with an English-speaking guide at the *Hodler // Parallelism* exhibition at the Musée Rath in Geneva. Afterwards, we had a delightful Italian lunch on the patio of Il Carosello nearby.

During his lifetime, Hodler was well received throughout Europe—in Paris, in Germany, in Vienna as a member of the Secession, in Bern, the city of his birth—except in Geneva! Hodler arrived here at age 18 to study with Barthélemy Menn and never left. For whatever reason, he had difficulties with the Geneva authorities. His early exhibitions were all private. Hodler only became a citizen of Geneva a few months before his death. His most famous (infamous?) painting, *The Night*, was excluded from the Geneva Exhibition 1890; the authorities considered it obscene. It was a triumph at the Salon du Champ-de-Mars in Paris in 1891. *The Night* eventually went to Bern where it has been ever since—never on loan—except for this exhibition at Musée Rath!

All of this history is of course forgotten. Hodler is now held in the highest esteem in Geneva. The Musée d'art et d'histoire (MAH) has the largest collection of his works: 150 painting, 800 drawings, notebooks, prints, and even some of his furniture. There have been many Hodler exhibitions at the MAH over the

years, but this exhibit was expanded to include the Cabinet d'art graphiques, Bibiothèque, and Musée Rath as well. Elsewhere in Switzerland, Hodler was the focus at the Kunstmuseum Bern; Musée d'art Pully (excellent!); and in Bulle. In Europe, museums made a point of exposing their Hodler collection.

What makes Hodler's works so approachable is that they have a recognizable subject, and the structure follows certain principals. In a lecture given in 1897 entitled *The Artist's Mission*, Holder set out his vision of nature and the world, organized in his view into large parallel lines. This visual and sensory experience was to inspire his compositions by being applied to mountains, clouds, and forests, as well as to people. *Parallelism* is the theme of this anniversary exhibition. Hodler wanted to paint beauty; beauty is found in nature; things in nature are regular and have order, with variety; therefore, parallelism. In his words, "It is my eyes, not yours, to put you in the position to see beauty."

Probably the best known human figure is his painting of William Tell holding a cross bow. Here, Hodler established the iconography of Tell that is still accepted today.

On the same wall as Tell are a painting of his son and a series of women. Our guide pointed out that Hodler's male figures appear well above the line of the horizon, while female figures are below it. For Hodler, *female* is incorporated into nature.

On the lower level, we encounter Hodler's monumental works: *Le Nuit* (1890); *Le Jour* (1900), and *La Vérité* (Truth, 1903). The subject of *La Vérité* of a naked Beatrice Jacques (his model and mistress) is not clear. When asked what it meant, Hodler had a one-word reply: "Dreyfus".

The exhibition ends with a couple of the 200 works Hodler did at the bedside of a dying Valentine Godé-Dorel, his last mistress. A spare deathbed drawing is hung next to the spare profile of a mountain and they both share the same silhouette outline in parallel. The postlude is more uplifting: a room full of classic Hodler painting of mountains, lakes and sky from his entire body of work.



## CHARLES UPCHURCH

*Business Development Chair*

THE CLUB HAD another great year with its Lac Léman business community relationship. In 2018, we had eight Corporate Partners who once again allowed the Club to offer a wide range of dynamic professional, cultural, social, and sports activities to our members.

Our business development vision is to make the Club even more attractive for Corporate Partners, both existing and future. We reinforced our Business Development team in 2018, streamlined our corporate sponsorship levels and improved our benefits for our much appreciated corporate sponsors. Our Business Development team spends considerable time reaching out to the Swiss and international companies in the region. These companies enjoy the benefit of partnering their brand alongside the AIC's 65+ years as a well-respected and renowned English-speaking club in the Geneva region. We help bring visibility for companies to an attractive target market of international business leaders.

In line with this business development vision, we introduced a new Young Professionals Program (YPP)

in 2018. The YPP is intended for business executives 40 years old and under and will focus on soft skills development, company visits and other concepts proposed by our Corporate Partners. Our objective is to help attract young members to the Club and to enhance our value to Corporate Partners. We expect to hold four events each year.

We would like to express our sincere appreciation to our Corporate Partners—Ferring Pharmaceuticals, Harsch, La Tour Medical Group, Montalba Architects, Performance Development Partners, PriceWaterhouseCoopers, Swiss and Webster University. Many of them joined us for a fun Corporate Partners Thank You Dinner in September.

The Club continues to grow the number and quality of its signature Speaker's Luncheons, the American Celebration Events, the enriching cultural events and the exciting sports events. If your company would like to learn more about becoming an AIC Corporate Partner or Event Sponsor, our team would be happy to meet with you at your convenience to discuss the various options. Please send us an email to [admin@amclub.ch](mailto:admin@amclub.ch).

**"The AIC provides excellent opportunities for businesses, large and small, to reach out to our large membership base and to provide local social, cultural and sports networking to their executives."**



# CORPORATE PARTNERS PROGRAM

*Corporate Partners for an Expanding Club*

**"These companies realize the benefit of partnering their brand alongside the AIC's 65+ years as one of the most respected networking and social clubs of its kind"**

THE CLUB CONTINUES to grow from strength to strength and it is in large part due to the support from the business community of Geneva and the surrounding region. This valuable support from business helps the Club offer its diverse program of exciting professional, cultural, social and sports activities to members and non-members alike. We owe a big round of thanks and our unwavering gratitude to our Corporate Partners for the past year:



**MONTALBA ARCHITECTS**



These companies realize the benefit of partnering their brand alongside the AIC's 65+ years as one of the most respected networking and social clubs of its kind in the Geneva region. They know the importance of maintaining contact with the many key international business leaders and decision makers who comprise our membership and the

larger audiences of affiliated organizations and concerns covering a huge sphere of Geneva's international business community.

The Club is constantly trying to improve the value created for our Corporate Partners. In 2018, we streamlined the sponsorship levels, added benefits and introduced a new Young Professionals Program (YPP). The YPP provides events for business executives 40 years old and under and focuses on soft skills development, company visits and other concepts proposed by our Corporate Partners. We are holding some of these events at our Corporate Partners' premises to increase their visibility and maximize the participation of their employees. Our objective is to provide professional development as well as access to a local professional, social, cultural, and sports networking environment.

We continued our Corporate Partners Thank You Dinner in September. This event honors the commitment and support of these invaluable companies and creates an opportunity for our Partners to get to know each other better and to do some face-to-face networking. It was an evening of celebration and laughter in a fun and relaxed environment.

We look forward to continuing to work with our current partners and to welcoming new ones in the coming year and beyond. If your company would like to learn more about becoming an AIC Corporate Partner, our Business Development team would be happy to meet with you at your convenience to discuss the various options. Please send us an email to [admin@amclub.ch](mailto:admin@amclub.ch).

**Charles Upchurch**



# If there's one thing Golf demands above all else, it's honesty

These words of Jack Nicklaus could just as well have been describing our business. Of all the values that guide the way we do things at PwC, integrity is the one we emphasise most in our assurance and advisory work for clients in Switzerland and the rest of the world.



#### Contact

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**14 offices in Switzerland**



**pwc**



The AIC 4th of July is always a family affair for the Ryan family! Patricia and Roy Ryan on either side of their daughter Elizabeth Tschanz, accompany Elizabeth's children (from left to right) Jeanne, Marie, Julie and Pierre.





THE WEATHER SHINED on the AIC's 2018 4th of July celebration once again.

This fantastic family event was enjoyed by 300 people who danced the night away to classic American hits with the Albert Mark Band, following a rousing singing of the National Anthem led by Patricia Ryan.

The spirit of summer on the east coast was provided by the delicious lobster rolls from our new food truck The Lobster Gentleman. The classic American BBQ was offered by Funky BBQ not to forget traditional American burgers from The Hamburger Foundation.

The food was washed down with cold soft drinks provided by our sponsor Coca-Cola, or a selection of American beers available at the bar. If the cocktail vibe was more to your liking, Fanan was juggling bottles and producing delicious Bacardi Cocktails—what the AIC 4th of July is renowned for!







The children were spoiled for choice with bouncy castles, pony rides, face painting, baseball—led by the Geneva Baseball Club—games and volley ball matches. If this built up an appetite then Harsch was on hand with their cotton candy stall.

However, the big draw of the night was the first-ever Great American Cookie Bake Off. A hotly fought competition sponsored by Toll House Chocolate chips, the winning cookie was a delicious, double chocolate cookie baked by Mary Bernasconi! Do you have a secret family cookie recipe? Then be sure to enter the 2nd annual event in next year's 4th of July!

Ruth Dyson





# Who will decide my future?



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# AIC CORPORATE PARTNER WEBSTER UNIVERSITY GENEVA CELEBRATES 40 YEARS IN SWITZERLAND



FOUNDED IN 1915 in St. Louis, Missouri, Webster University decided to open its first European campus in Geneva in 1978. In its 40 years just off the banks of the Lac Léman in Bellevue, Webster has established itself as an academic powerhouse in the region. It has also been one of longest-standing Corporate Partners of the AIC.

The 40th anniversary celebrations began in September with an opening cocktail and the vernissage of an art exhibit by Sema Jonsson entitled “Women who Inspire”. A Community Day was also organized with a 5km race and a barbeque. Events are planned through April 2019 when a gala event will be held.

Dr. Clementina Acedo, Director General of Webster University Geneva, told the AIC:

“As we celebrate our 40th Anniversary of Webster University Geneva, we are proud of the impact of our American-Swiss heritage—combining the American liberal arts tradition with the incredibly rich and diverse cultural context of Geneva.

On behalf of our faculty, staff and more than 4,000 alumni, we are grateful to Switzerland and Geneva, and to the countless individuals and

associations like the American International Club, whose active participation in support of Webster University and our students over the decades have shaped our legacy in transforming students for global citizenship and individual excellence.

Throughout this 40th academic year, we are hosting a series of events that are open the broader community, on a range of themes that showcase our academic offering and ongoing research. We encourage AIC members to join us in our celebrations!”





## CORPORATE PARTNERS THANK YOU DINNER

2018



Dr. Clementina Acedo (Webster) with Charles Upchurch (AIC)

THE AIC IS HONORED To have many Corporate Partners who support the Club and this dinner is our modest way to say “thank you” to these great companies and provide them a chance to get to know each other better.

This second annual Thank You Dinner was held on September 26, at the Café Papon in the old town in Geneva. The evening started with a networking Apéro where we all had a chance to follow up on past conversations and begin new conversations.

Prior to the dinner being served, I welcomed everyone and started the evening with an ice-breaker question, which generated many funny comments and set the tone for an excellent evening of good conversation.



Dr. Dominique Jolly (Webster), Christian Schwab (Swiss) and David Mason (PwC)

With busy schedules, business commitments and travel, not all the Corporate Partners were able to attend. However, we were pleased to host PDP Performance Development Partners, Webster University, Swiss International and PwC. Unfortunately, due to a late plane arrival the representatives from Montalba Architects were not able to attend.

The AIC’s Business Development Chair, Charles Upchurch, also attended along with myself.

On behalf of the AIC, I wish to thank all our corporate partners, our program sponsors and the companies that provide discounts to our members. Your support of the club is appreciated and we are pleased to offer this dinner and the friendship of the AIC.

**Ron Banks**



## MARY BERNASCONI

*Civic Concerns Chair*

### Serving the Community of Geneva and the Surrounding Region

#### THE ANOUK FOUNDATION: BRIGHTENING LIVES

The AIC Civic Concerns Committee is dedicated to making a difference and enriching people's lives. We like to get out in the community, make connections with grass roots charities and volunteer at fundraising events to give back to society and network with other club members. As part of its annual Civic Concerns program, the AIC identifies a local charity to support.

Our beneficiary this year was the Anouk Foundation. Based in Geneva, their mission is to create soothing environments for children, the elderly and refugees staying in orphanages, hospitals, special needs institutions and nursing homes.

Since 2008, they have created art programs which foster healing and well-being throughout Europe's medical facilities, in 14 countries and over 160 projects.

**If you are interested in enriching your life by enriching the lives of others, contact the AIC Club office or fill in the volunteer form under the Civic Concerns section of the AIC website, [www.amclub.ch](http://www.amclub.ch).**

The Foundation finds small teams of highly-qualified local artists, trained in the distinct Anouk methodology, producing the transformative, therapeutic murals to help humanize hospitals and encourage interaction between caregivers and patients.

Vanessa von Richter, Project Manager at the Anouk Foundation, said "Our vision is to create a world where staying in pediatric hospitals and other medical institutions becomes a more colorful, welcoming and reassuring experience, reducing stress and aiding recovery."

Club members raised over CHF 6,000 in donations for Anouk Foundation at our annual AIC Thanksgiving Dinner to continue to enable them to warm hearts and brighten lives of the young and old.

Thanks to all who contributed so generously... and had fun while doing it.



AIC President Ron Banks and Civic Concerns Chair Mary Bernasconi present a check for CHF 6,000 to the Anouk Foundation



**MARK MASON**

*Sports Chair*

**Sports play a big part of the community life at the AIC. This last year was no different, with a tennis competition and golf tournament as well as various sports enjoyed at the 4th of July celebration and the occasion hockey or football game. Everyone is a winner since friendships are made and there is always a dinner or drink to celebrate the day's exploits!**

**THE AIC ANNUAL  
TENNIS TOURNAMENT  
JUNE 29, 2018**

At the lovely Eaux-Vives Tennis Club on a mild Friday afternoon, 16 participants served, lobbed and back-handed across four courts reserved for the event. Ranging in levels, backgrounds and ages, all competed fiercely for some of the fun prizes to be had, thanks to our official sports event sponsor **La Tour Medical Group**. No effort was spared, and the great weather gave advantage to all.

Their brave efforts were duly compensated by a cocktail and dinner on the glamorous terrace of the club. Refined dishes accompanied by fine wines contributed to the fun atmosphere that lasted throughout the tournament. And the winners—Audrey Barchha, Martine Banoun and Alice Thomson for the ladies and David-Lior Banoun Rappaz, Ed Schneider and John Martin for the men—were graciously compensated by vouchers for the tennis club's boutique distributed by our AIC President Ron Banks. The intimate atmosphere led to new friendships and many vowed to either repeat performance or seek victory in next year's edition.

**THE 5TH ANNUAL CHAND KAUL  
MEMORIAL GOLF TOURNAMENT  
SEPTEMBER 21, 2018**

On a gorgeous Friday morning, AIC golfers teed up at the Maison Blanche Golf Course in Exchenevex, France for the annual AIC golf tournament. The event is well-engrained in the agendas of long-time AIC members, but was recently given the name of a long-time club member and sports competition organizer Chand Kaul, who passed away in 2013.

The Shotgun Florida Scramble was sponsored by La Tour Medical Group (AIC Corporate Partner), and prizes were donated by Golf Center, Sandor Szabados/BTL, SVR Wine Lausanne, and RNJ Associates.

The Maison Blanche served a well-deserved lunch for all participants and made for an excellent start to the weekend!







## GIORGIO FERRERO & ED SCHNEIDER

*Speaker's Committee Co-Chairs*

THE AIC SPEAKER'S COMMITTEE has a long history of attracting world-famous figures ranging from Arnold Schwarzenegger to Peter Ustinov to John McEnroe. The Speaker's Committee has been a cornerstone of the American International Club dating back to its inception in 1951. Over this period, the AIC has organized 784 high-profile speaker events.

In addition to world-renown figures, many of the speakers are key local leaders—members of the Grand-Conseil of the Canton of Geneva, CEOs of premiere international companies and institutions with offices in Suisse Romande, US Ambassadors located in Switzerland, and leading innovators, professors, and artists. For example, we recently hosted Dr. Fabiola Gianotti, Director-General of CERN.

These events consist of a high-level speaker presentation combined with an open Q&A forum, where attendees can interact with the speakers and have a direct impact on our local economic and political environment. This unique platform of sharing professional and personal knowledge creates a very special experience for all attendees.

The AIC's ability to draw such speakers is twofold. First, the Speaker's Committee members have a net-

work of contacts from different walks of life ranging from academic, literary, business, innovation, and politics. Secondly, over the years, the AIC has developed a reputation for high-quality, well-attended events, so that local leaders are more than happy to accept our speaking invitations, often on more than one occasion.

The Speaker's Committee focuses on select, quality events. The speakers must be able to draw a large audience, and cover a topic of interest to our members and the local community. The committee does not allow promotional events, and tries to remain politically neutral.

The current Speaker's Committee is co-chaired by Edward Schneider and Giorgio Ferrero. Edward runs an international venture capital fund, and Giorgio spent many years as a high-level executive at Bacardi. Other members of the Speaker's Committee include Charles Méla (a renown French writer and professor of literature), Jean-Claude Peterschmitt (previous international head of Digital Equipment Corporation), among others. Tal Schibler, the longstanding former Chairman of the Speaker's Committee, continues to be a valuable contributor to the committee's efforts.

**"The AIC has organized 784 high-profile speaker events"**



Giorgio Ferrero with Anne Hornung-Soukup



Ed Schneider with speaker Marco Lambertini and AIC President Ron Banks



## SPEAKER'S LUNCHEONS HIGHLIGHTS

**Leading figures from the international business community share their insights with AIC members**



**Patrick Gleason, Director of State Affairs for Americans for Tax Reform (ATR) speaks on double-taxation on Americans**

ON JANUARY 17, Patrick Gleason, Director of State Affairs for Americans for Tax Reform (ATR), spoke about the continuing and highly-disputed policy of taxing U.S. citizens living and working abroad and why this policy was omitted from the most recent tax reform laws approved in December 2017. Before an audience of more than 70 members of the AIC, American Citizens Abroad (ACA), and guests gathered at the Ritz Carlton's Hotel de la Paix, Gleason addressed the ATR's plan for eliminating this controversial issue from U.S. tax law within the coming years.

A product of the Reagan era, Americans for Tax Reform was founded in 1985 by economist and former U.S. Chamber of Commerce speech writer Grover Norquist. It remains the most well-known (and controversial) player in opposing federal and local efforts to raise taxes on individuals and businesses. ATR's lobbying efforts have been influential in numerous tax reform laws that have been passed over the past thirty years. Known for its conservative agenda, Norquist and Gleason are frequent guests on media outlets as well as participants on countless public and private seminars and symposia, and numerous state and federal congressional hearings on the subject.

Gleason opened with a quick review of the major elements of the December 2017 tax reform plan, including reducing the U.S. corporate tax rate from 35% to 21%, and offered examples of how the reduced rates had encouraged more than 170 coupons in the U.S.—from giants like Walmart to many far smaller companies—who were passing on the savings to their workers in the form of year-end bonuses of \$1000 or more. Gleason added that the Trump tax plan would result in wage increases for American workers and that the U.S. corporate tax rate had gone from the

most expensive in the world to around 20th place because of the December 2017 revisions. He further said the Trump tax plan ended double taxation for U.S. corporations and that the same logic should be applied to individuals, too. Some audience members advocated surrendering their American passport to counter the overseas tax rules, which allow multiple layers of taxes in certain scenarios, but this was met with concerns about future Social Security allowances by some. Others cited the difficulty in working with Swiss banks to secure even basic accounts in many instances.

An advocate for ending the U.S.'s overseas taxation policies, Gleason added that 2018 would be a year to prepare wide-ranging education initiatives aimed at federal and local congressional staffs—many unaware of the overseas tax rules to begin with, and with select members of the Senate Finance and House Ways and Means committees. He also sees that the largely public misperception of expats as tax dodgers and cheats needs to be addressed. These are the ATR's key strategies for eliminating the foreign taxation statutes in 2019 ahead of the 2020 Presidential election.

Special kudos to ACA President Roland Crim and AIC Executive Committee member Francis Pribula for orchestrating the event, and to volunteers Isabel Montagne and Jing Pillet for their staffing and support.

**Chris Terry**







## US Ambassador to Switzerland Ed McMullen, Jr. speaks to the AIC

ON APRIL 25, 2018, just four months into his tenure as US Ambassador to Switzerland and Liechtenstein, Ed McMullen, Jr. spoke to nearly 100 attendees at the 764th AIC luncheon at the Metropole Hotel. A businessman based in South Carolina and former political strategist for Donald Trump, Ambassador McMullen sold his advertising firm to take up his position in Bern on December 15 of last year.

Ambassador McMullen is not a stranger to Switzerland. Under the American Swiss Foundation's Young Leaders Conference, initiated by one of his predecessors Ambassador Faith Whittlesey, young Ed McMullen, Jr. visited Switzerland in 1995 and met with Swiss businessmen, politicians and opinion leaders. He also came to Zermatt to ski as a boy and has continued to take his own family there on vacation. Ambassador McMullen expressed a true affinity with the country and described Switzerland as "amazing" on several occasions in his speech.

Beyond a clear affection for the country, McMullen expressed his belief in the true economic advantages of a strong relationship between the US and Switzerland. Both countries share common values such as democracy, the entrepreneurial spirit, the strive for innovation and individual responsibility. Switzerland and the US are ranked respectively number one and two in the Global Competitiveness Report 2017-2018 produced by the World Economic Forum. (McMullen joked that the US would fight Switzerland for the top place). The Ambassador also pointed out that Switzerland is the 7th largest foreign direct investor in the US. "Switzerland should be taken seriously and is a great place for business," he said. He further stated that institutions such as the AIC help to

**"Switzerland should be taken seriously and is a great place for business"**



strengthen ties between the two countries.

Ambassador McMullen addressed several issues that concern most of the 40,000 US citizens living in the country, notably the recent tax law changes and security for US expatriates. The Ambassador announced "good news": he was joining forces with ambassadors from seven other countries in similar situations to present the reality of US citizens abroad in terms of taxation to Congress. He encouraged those concerned in the audience to help him make his case.

In terms of security, he stated that "keeping our people safe and informed is a critical priority." He encouraged all US citizens and nationals to enroll in the Smart Traveler Enrollment Program (STEP, <https://step.state.gov/>). He informed the audience that he recently invited consular officers from many other countries to the Embassy in Bern to discuss the topic of safety, and that the Swiss officials were receptive to further the discussion.

The biggest news—for which he received a round of applause from the largely Lac Léman audience—was that the Geneva Consular Agency welcomed two new consular officers and that passport issuance and renewals, as well as notarial services would resume after nearly a year of interruption.

Despite clearly supporting the policies of President Donald Trump, Ambassador McMullen emphasized that he intended to remain nonpartisan in pursuing his duties as Ambassador, stating that whether we were Republicans or Democrats, "our flag is red, white and blue." He applauded former ambassador (under Obama) Suzy LeVine's work on bringing the apprenticeship program to the US and intends to carry on her work, and mentioned that former ambassador Don Beyer (also under Obama) has also been of great council.

Paige Holt



### Former Geneva City Mayor Discusses Geneva's Challenges

THE AIC WELCOMED Guillaume Barazzone, member of the Swiss Parliament, member of the Geneva City Government and former Mayor of Geneva, at the Swissôtel Metropole on March 22, 2018.

Geneva is ranked 8th in the quality of living by Mercer. Mr. Barazzone emphasized that Geneva has always been a small and beautiful city which is due to growth based on its diversified economy and a very open approach. However, Geneva is developing a few big-city challenges such as traffic. These problems are difficult to face because Geneva has not had a vision to manage this growth.

Mr. Barazzone described three big challenges facing Geneva. The first is to remain the capital of multilateralism by keeping International Geneva strong. The plan is to invest more in infrastructure in the next five years than in the past 50 years combined. This requires a continuing reinforcement of the airport capacity which is key to attracting more international companies and international diplomacy.

The second big challenge is securing a long-term relationship with the EU which is critical to retaining access to European markets. These negotiations continue but have been negatively impacted by Brexit and the far right political parties. The third big challenge is to pass the tax reform. Barazzone insists that Geneva needs to move quickly on a stable fiscal framework and good conditions for corporations in order to retain them. The Vaud tax reform, passed last year, puts pressure on Geneva to pass its bill soon or risk delocalization to Vaud.

Mr. Barazzone stressed that in addition to challenges there are continual improvement projects. He cited new projects such as the CEVA which is one of the largest subways in an existing city, the Nouvelle Comédie which is the biggest theater in French speaking Switzerland and La Cité de la Musique with an investment of more than CHF 250 million by a private foundation.

The presentation finished with a discussion on the lake shoreline which is being upgraded. A new port, a new space for the Geneva Nautical Society and the Eaux-Vives beach are underway and a new vision for the rest of the lake shore is being considered.

**Charles Upchurch**



### WWF's Director General Discusses Global Conservation Efforts

THE AMERICAN INTERNATIONAL Club (AIC) hosted a presentation by Marco Lambertini, Director General of the World Wide Fund for Nature (WWF) at the Swissôtel Metropole on February 28th, 2018. Headquartered in Gland, the WWF is a global federation of about 7,000 people located in 100 different countries. After the United Nations, the WWF is the most-followed organization in the world.

The WWF promotes living in harmony with our environment. The WWF's six areas of environmental conservation include Wildlife, Oceans, Forests, Freshwater, Climate & Energy, and Food. Mr. Lambertini pointed out that since the 1950s there has been a "great acceleration" in the human consumption of water, land, fish, and food to unsustainable levels. He added that humans have been taking nature for granted, and ignoring the consequences. Global warming has accelerated, leading to melting polar ice caps, flooding, and increasingly unstable weather patterns. Furthermore, wildlife has decreased by 60% from 1970 to 2012.

Mr. Lambertini, however, provided reasons to be hopeful about our planet's future. He said that in the 1990s, less than 1% of the Earth was government-protected. Through efforts in the forests of Sumatra and other countries, today 17% of the globe is protected. He was excited about the fact that China recently banned the sale of elephant ivory effective January 1st of this year.

Mr. Lambertini provided a vision of a world where individuals consume less and produce food more efficiently (generating more food with less resources). He stated that this more sustainable environment requires financial investment.

Traditionally, financial support for the WWF has come from philanthropy. Mr. Lambertini pointed to "impact investing" as a new source of funding. Impact investing includes a social/environmental benefit in the investors' total return. For example, high-tech fishing gear was provided to poor villagers in Mozambique to replace environmentally-destructive dynamite fishing.

AIC President, Ron Banks, closed out the event by thanking Mr. Lambertini and presenting him a gift and lifetime AIC membership.

**Ed Schneider**



### **Patrick Aebischer** **Discusses Swiss Innovation** **and Venture Funding**

DR. PATRICK AEBISCHER, President Emeritus of the EPFL, addressed the club on March 6, 2018. Dr. Aebischer is a leading figure in research, innovation, and entrepreneurship in Switzerland.

Dr. Aebischer stated that Switzerland's innovation, technology readiness, and higher education and training have led to a number one competitiveness ranking by the World Economic Forum. World-renown inventions emanating from Geneva include the world-wide web and restriction enzymes (which cut DNA into many pieces). Switzerland's weakness thus far has been an inability to capture the commercial value of these inventions.

He laid out an innovation framework consisting of 1) top universities that produce disruptive, world-class research, 2) an innovation ecosystem, 3) anchor companies that are global leaders (e.g. Google in Zurich), 4) access to venture capital and growth funds, 5) successful exits (M&A), and 6) pleasant living conditions. Switzerland checks the box in most of these categories. Switzerland's universities are ranked third globally behind the US and UK, and is number one on a per-capita basis. EPFL already has created 233 startups, and raised CHF 400 million in capital in 2016, versus only CHF 3 million in 2001.

Dr. Aebischer pointed out that while Switzerland

provides ample early-stage funding, the Swiss lack the growth capital needed for bigger ticket projects. The need for larger growth funds is a European-wide phenomenon. Europe accounted for just \$16 billion of the \$127 billion global venture capital investment last year, with Switzerland providing only \$1 billion. Other issues faced by Europe include fragmented national stock exchanges (versus the US Nasdaq)—dis-incentivizing IPOs, and too many acquisitions of early-stage startups before they mature. Dr. Aebischer countered that part of the solution lies in larger growth funds that can attract high-quality, experienced CEOs, which he is trying to implement in a new venture fund.

In an interactive discussion with the audience, Dr. Aebischer presented a Swiss education process that enables local school children to participate in tomorrow's innovative and dynamic economy. He provided his vision of future technology convergence at the nano, molecular and bio levels. One manifestation of this convergence is DNA archiving, where one can put the entire Montreux Jazz Festival on a DNA storage element that is no larger than a cube of sugar! He said one of the repercussions of robotics and artificial intelligence will be more leisure time. This will provide humans greater freedom to pursue the arts and humanities, so we can finally "give content to technology".

The event was well attended, including local luminaries such as Anne Hornung-Soukup, Chairperson of the Board of TPG, among others.

**Ed Schneider**







### Fabiola Gianotti Gives Enlightening Talk on Fundamental Research

THE AIC HOSTED an inspiring presentation by Dr. Fabiola Gianotti, Director-General of CERN, the European laboratory for particle physics on September 13th. Dr. Gianotti is a world-leading figure in fundamental physics research.

CERN is the largest particle physics lab in the world with a current annual budget of CHF 1.15 billion, local staff of 2,500, 13,000 users worldwide, and 130,000 visitors annually. CERN's accelerators, detectors, colliders, computer simulation and other tools help uncover the bricks of what make up the universe and ourselves, stated Dr. Gianotti.

Dr. Gianotti discussed the Big Bang theory of the evolution of our universe from its birth 13.7 billion years ago. Initially, elemental particles (quarks) began to bond, forming atoms, which later created matter, which eventually evolved into more complex organisms over time including humans. Light from these past billions of years can reach us today, providing a picture of our past. However, the first 380,000 years of our universe's history remains a mystery, as a dense dark mass from that time period blocks any light from reaching us today.

CERN assembled the large hadron collider (LHC) in 2010, a 27 km underground ring in the Geneva region, to help solve the mystery of the universe's first 380,000 years. Based on accelerated particle collisions in the LHC at CERN, Dr. Gianotti and her colleagues discovered the Higgs-Boson particle, which led to a Nobel Prize in Physics to Peter Higgs and François Englert, for their theoretical predictions of the existence of this elementary particle.

Dr. Gianotti stressed the importance of fundamental research to our society as a whole. While fundamental research initially does not have specific commercial benefits, it represents the highest expression of human intelligence. Moreover, this fundamental research then lays the foundation for future breakthroughs that help our society evolve.

Ed Schneider



### Ex-President of the Swiss National Bank Provides Financial Insights

DR. JEAN-PIERRE ROTH, the ex-President of the Swiss National Bank and former Chairman of Banque Cantonale de Genève, addressed the club on May 3rd. Roth began by his analysis of the global financial crisis of 2007-2009. Due to risky investment bank behavior and benign neglect by financial authorities, the sub-prime crisis slammed global financial markets in 2007. Central banks responded by injecting massive amounts of liquidity to prop-up the global interbank system, and to keep financial markets functioning.

While aggressive quantitative easing successfully rescued the markets from collapsing, Dr. Roth pointed out that these unconventional policies were never meant to become permanent. Central banks and federal governments have become complacent, and the collateral damage is building. He pointed out that penalizing savings with negative interest rates does not foster confidence. High public debt and asset price inflation are an increasing burden for central banks, and a rising danger for the global economy.

Dr. Roth views 2018 as the beginning of a normalization process. US interest rates already started to correct, and Europe is beginning to reverse its monetary easing policies. However, the magnitude of change required to syphon off this huge amount of excess liquidity is enormous. Central bankers face a daunting task.

Dr. Roth concluded that we are entering a new phase of monetary correction that could last for years. Economic growth will remain weak and financial markets fragile.



Dr. Roth with AIC members Giorgio Ferrero and Patrizia Carlevaro



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## REACHING OUT TO THE LARGER COMMUNITY

*The AIC's collaboration with other organizations*



AmCham's CEO Martin Naville with AIC President Ron Banks and US Ambassador Ed McMullen Jr.

FAITHFUL TO OUR vision of building bridges across all nationalities and communities in the Lac Léman region, the AIC reaches out to many other organizations to organize and co-sponsor events. In the recent past we have worked with the Swiss American Chamber of Commerce, the Career Women's Forum, the American International Women's Club, American Citizens Abroad, the British Swiss Chamber of Commerce, the Swiss Italian Chamber of Commerce, the Geneva Chamber of Commerce, Industry and Services and the Geneva Center for Security Policy, among many others.

Collaboration with other clubs and organizations

fosters good relations among the larger community, allows greater access to many amazing events and gives price reductions to the partners' members. For example, the "AmCham" sponsored our luncheon with the US Ambassador Ed McMullen Jr, and the AIC sponsored the AmCham's luncheon with Gert-Jan van den Akker, President & CEO of Cargill. By joining forces, we are also able to manage our respective agendas to ensure that our high-quality events do not overlap each other.

Besides our own events, we also post other interesting events in town on the home page of our website, [www.amclub.ch](http://www.amclub.ch).

**"Faithful to our vision of building bridges across all nationalities and communities in the Lac Léman region, the AIC reaches out to many other organizations to organize and co-sponsor events."**





**NHAT VUONG**

*Social Media Chair*

## HIGHLIGHTING OUR MEMBERS GOING FORWARD

Looking back, I am sure you would all agree that a majority of our social media content has been surrounding our club events.

I believe it should also be part of our mission, as a club, to highlight relevant information from our members that could be beneficial to all of us.

With a membership of 600 people and 2,000 people on our mailing list, we should be able to count on our community here in Geneva to share expert insights from a wide range of business sectors.

Would you have some interesting piece of news about you or your company or have you written an informative blog article that you would like us to share on our social media?

If so, please visit our recently renewed website [www.amclub.ch](http://www.amclub.ch) and use the form to send your contributions. Note that it could also be an upcoming event that you think could be relevant to our members. I am looking forward to receiving your future contributions.

**“Let us hear from you!”**

The screenshot shows the homepage of the American International Club of Geneva. At the top, there is a navigation bar with links: Home, About, Join the AIC, AIC Events, Publications, Photos, Contact Us, and Other Events in Geneva. A search bar is also present. The main content area features a large image of a man in a gallery, with the caption "AIC provides cultural events to its members Private and exclusive events". To the right, there is a section for "UPCOMING EVENTS" listing three events: a Monthly Aperitif on Nov. 1, 2018, an Effective International Business Communication event on Nov. 14, 2018, and a panel discussion on Nov. 19, 2018. Below this, there are three more sections: "UPCOMING LUNCHEONS" featuring Ivan Pictet, Xavier Oberson, and Pierre Maudet; "AIC TV" with a video titled "Rejection OF RIE III: Wh... SWISS CORP > RATE TAXES"; and "OTHER AIC EVENTS" featuring a Thanksgiving Dinner on Friday November 23, 2018.

## AIC STUDENT LEADERSHIP PROGRAM

The AIC Student Leadership Program is designed to provide all qualified university students with an opportunity to join The American International Club of Geneva—a high-level business networking and social club, providing an opportunity to interact with business professions in the Lac Léman region.



### Who is it for?

The program is open to all qualified students from all universities.

### What are the benefits?

Membership in the AIC is free and students get all the benefits of regular AIC members. They can attend all AIC events at member prices. This includes the Speakers Luncheons, Sporting Events, Cultural Events, Young Professional Program Events, the Entrepreneurship Program events, the 4th of July and Thanksgiving Celebrations. As with all members, the students will need to register online for all activities.

In addition to attending the events, the students will be able to meet some of the top business leaders in Geneva and develop networking skills.

To get the maximum benefit of AIC membership, students are encouraged to take an active role in the Club. This means attending events and volunteering on committees. There could also be opportunities for students to manage their own events.

### What about after graduation?

Once the student graduates from university, they will have the opportunity to become an AIC member at member prices.

### Who to talk to about signing up?

Our Program Champion is Dr. Aleksandra Z. Jancikova. Dr. Jancikova is responsible for recruiting students from all local universities and will coordinate this program with the Co-Chair of the Speakers Committee. Email us at [admin@amclub.ch](mailto:admin@amclub.ch).

#### Ron Banks

*President, May 2018*

#### Dr. Aleksandra Z. Jancikova

*Champion  
AIC Leadership Program*

#### Giorgio Ferrero

*Co-Chair  
Speakers Committee*



# THANKSGIVING CELEBRATION 2017

## FOOD, FUN AND GOODWILL



FOR THANKSGIVING 2017, the celebration returned to the venue where it became a fixture on the Club's annual agenda—Hotel InterContinental in Geneva. At our first Thanksgiving there, we had over 400 members and guests! The hotel, under new management, was very pleased to have us return, and offered to accommodate a buffet format for starters and desserts, and “family style” service on each table. We certainly thank them for the excellent service provided in the planning and execution of this year's event. And we will return for Thanksgiving Celebration 2018.

This Thanksgiving Celebration was more active than usual. After the welcome cocktail, the doors to the Grand Ballroom opened, and guests went to find tables, look over the buffet stations with a variety of seasonal starters, and surveyed the tables displaying a wide selection of silent auction prizes. The silent auction proved a big hit, as several lots attracted quite competitive bidding. Later, there was a Live Auction before the renowned Albert Mark Trio added to the energy level.

This year's designated charity was the Geneva-based Anouk Foundation which offers a comprehensive program of arts and crafts decors for seriously ill patients, young and old. Anouk Foundation co-founder Vanessa von Richter was on hand for the event, making a brief introduction to the Foundation, and supplying ten prints from their program for the night's Silent Auction.

Sponsors donating prizes were SWISS, Manor, Hotel Metropole, Bongenie Grieder, Caran D'Ache, Escada, Firmenich, Kinloch, Lindegger Optics, Geneva Servette Hockey Club, TPG, our host Hotel InterContinental's

Woods Restaurant, as well as private individuals, members and non-members. The featured prizes included a three-hour coaching session with Visconti Partners, a diamond bracelet from Bucherer, two large prints by Lausanne-based artist Julie Birenbaum, and a ruby-red snow toboggan from KM Enterprises.

The Club's resident auctioneer, Ed Karr, provided the necessary mix of humor, price gouging, and prodding to keep the Live Auction rolling and the prices moving up. He also oversaw the draw of twelve exquisite items (including a magnum of wine from Mouton Cadet). AIC member Isabel Montagne managed the Silent Auction of another 30 items, including four lots of wine from Mendades Caves. By night's end, the representatives from Anouk seemed very pleased with how the spirited bidding and silent auction would benefit their charity.

After the auction and draw, the Albert Mark Trio launched into a number of familiar dance tunes from the '70s and '80s, bringing even the gravity-challenged to their collective feet. Midnight came just too soon for some.

Kudos to our volunteers Laurel, Reina, Chris, Isabel, and Jing, for a job well done before and during the event. Special kudos to AIC Thanksgiving chair Robert Race, and to our president Ron for surviving the evening with his voice intact.

Overall, it was a fun night for everyone and many went home with a full tummy, two tired feet, and some earthly treasures. Once again, we want to thank our many supporters from the corporate world, donors, our volunteers, and our honored guests. Everyone was a winner tonight!

**Chris Terry and Robert Race**





## AIC APÉROS



Bistrot 23, Rue de la Coulouvrenière 23, 1204 Geneva

THE FIRST THURSDAY of each month, you will find many AIC members and guests enjoying their favorite beverage at a local bistro after work. The AIC Apéro is a popular place to be and a great time to have a drink with other AIC members and to meet those interested in learning more about the AIC.

They are held in various establishments around town. In 2018 we held most of them at the Bistrot 23, a friendly and welcoming bistro in Geneva.

It is interesting to watch new people show up for the Apéro after hearing about it from a friend, from the AIC website or from an email. Upon arrival, they seem a bit shy and lost at times, but when they depart, it is as if they are leaving their friends, with smiles and handshakes.

It is also interesting to see that many of the guests are young professionals from many different busi-

ness sectors, but they all have one thing in common: an interest in the AIC and what the Club does. Many of these guests become active members and great ambassadors for the Club.

For the members attending, it is a chance to get caught up on past conversations. Each member is most willing to meet the guests and tell them about the AIC.

Overall, the AIC Apéro provides an opportunity to share life and the AIC with everyone. The AIC is the largest and oldest English-speaking club in the Lac Lemman region and we welcome all nationalities to become members.

As a long-time member once said, “the AIC is the best club in town”. Well, come and find out! You’ll know where to find me on the first Thursday of the month.

**Ron Banks**

**“The AIC Apéro provides an opportunity to share life and the AIC with everyone”**



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Market Santa Monica, California



Apartment Vevey, Switzerland



Hotel Suite Monthey, Switzerland



Industrial Warehouse Cossonay, Switzerland



Boutique Los Angeles, California

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