



THE HUMAN BRAIN PROJECT



AMERICAN
INTERNATIONAL
CLUB OF GENEVA

Lifestyle
2014



FOUNDATION BEYELER



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A PART

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a'Home

VOTRE INTÉRIEUR FABULEUX

A'Home is the result of Ariane Halac's extensive experience in renovation, embellishment and improvement of properties in Geneva and Miami. Over the past 15 years, Ariane has renovated, updated and decorated houses and apartments of different sizes and styles. Through experience and meticulous attention to both excellence and value, she has assembled a network of professionals who consistently provide high quality, efficient and cost effective results.

What is the philosophy of A'Home?

A'Home believes that style does not have to be expensive, and is committed to exceeding your expectations while not exceeding your budget. We pride ourselves on delivering flawless, timely work at competitive prices, that meets your needs and reflects your personal taste.

What kind of services do you offer?

We offer a variety of home decoration and renovation services, such as:

- Preparing properties for rent or sale
- Interior staging and space management
- Resource referrals
- Project management
- Advice on decoration, color selection and design
- Furniture purchasing assistance
- Monitoring the project from A to Z
- Study of estimates and price negotiation
- Continuous site supervision
- Final inspection of the work
- Evaluation of all invoices before payment

How can A'Home help new arrivals to Geneva?

From personal experience, Ariane understands that moving can be an overwhelming experience, especially when relocating to a new country. Having worked extensively with service providers in Geneva and Miami, Ariane can navigate the complexities of the new market for you, while helping you to create a home that will truly feel like home.

More About Ariane Halac



Ariane is Swiss and was born, raised and educated in Geneva. She has traveled extensively throughout the world and lived many years abroad, including in Istanbul and Miami. She speaks fluent French, English and Turkish.

STYLE - QUALITY - PRICE

A'HOME GENÈVE

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CH-1205 GENEVE
SUISSE

A'HOME MIAMI

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MIAMI, FL 33131
USA

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a Home

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1. **Prof. Henry MARKRAM**, Director of the Human Brain Project. AIC 2014 Speaker
2. *La Vague*, **Gustave COURBET** Exhibition. AIC Cultural Trip to Basel, November 2014.

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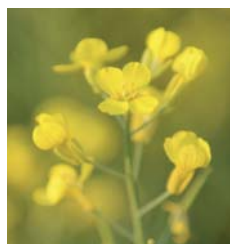
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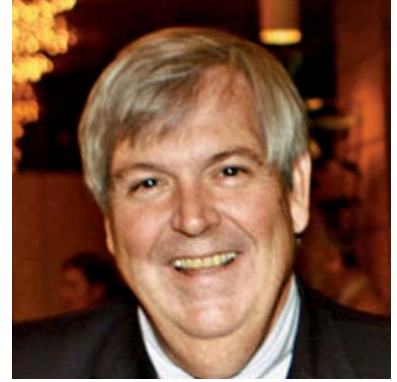
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EDWARD FLAHERTY

Message from the AIC President



Dear Fellow AIC Members,

As I write this coming up on the end of my first year as AIC President, I can't believe how quickly the time has passed!!

We had quite year with a great line-up of speakers (Micheline CALMY-REY, Anne-Marie de WECK, Sen Tim KAINE, Simona SCARPALEGGIA, Sen Mike LEE, Olivier JORNOD, Ivan PICTET, Dr. Henry MARKRAM, and Peter MAURER to name just a few), and a great 4th of July celebration despite the rain (which turned out to be a harbinger of the Geneva summer to follow!!), and a spiffed up Thanksgiving Gala at the Hotel President Wilson.

We also had a great golf tournament this year, held at the Maison Blanche, and relaunched as the AIC-Chand Kaul Annual Golf Tournament.

And as you no doubt have noticed, the Club has also undergone a far-reaching reorganisation of our Office, with the appointment of a new office team led by Mary Hofstetter, as well as the imminent implementation of a cloud-based, club management IT system.

The Club also has a new logo and a renewed spirit!

Rest assured that your Executive Committee is working hard to ensure that these changes and others do not take away from the Club's signature speaker and special events, and that such changes will allow us to continue to deliver even better value for money to our members and corporate partners.

As I have repeatedly mentioned in my communications to the membership, the Club exists for you, Dear Members, and without your hands-on support and participation, many of the attributes of a club that bring us together at the AIC cease to exist.

We are a volunteer club, and the Club Office cannot manage all our events alone. I therefore once again put out a call to all our members to do all they can to maintain the Club's position as the English-language Club of reference in the Lac Lemman region, by volunteering, recruiting new members, or simply attending more events!!

Many have answered my call of earlier this year, but there is always more to be done, so please reach out now to the Club Office (at its new premises in the Old Town).

I hope you enjoy this 2014 edition of the AIC Lifestyle yearbook in its new, streamlined format--the Club membership directly will be sent electronically by separate communication. I also urge all of our members to support and patronize our Corporate Partners who appear in the Yearbook.

Many thanks for your continued participation and support, and I look forward to seeing many of you at upcoming Club events in the New Year!!

With best regards,

Edward Patrick FLAHERTY
AIC 2014 President

PAST & PRESENT

A History of the American International Club

"Let's form an American Men's Club in Geneva like the one Ben Franklin founded in Paris." Henry St. Leger, 1951

One of the original co founders of the AIC. The original idea came from Henry St. Leger, International Standards Organisation and Henry W. Dunning, League of Red Cross Societies. Its first constitution established that "the purpose of this organisation shall be to foster and promote friendly relationships among American men residing or sojourning in Switzerland. The club was founded on May 17th, 1951, **Past Presidents have been CEOs of Ford Motor Corporation, Pan American Airways, IBM, Caterpillar, DuPont, UNHCR, Procter & Gamble, JP Morgan, World Heart Federation.** Beginning with the desire to have 100 members, the club today represents over 800 members, men and women, whose pursuit of excellence and intellectual curiosity binds them together in the continuing search of global knowledge and nations.

The American International Club, founded in 1951, is a reflection of Geneva, the unique international City of Peace, where the world's most important global multinationals, financial institutions and intergovernmental organisations co-exist and complement one another in their diverse and worthy pursuits. Over the past 60 years, the AIC has had the honour to host a great diversity of global leaders, whether in government, the arts or business: from Richard Nixon, George Bush, Arnold Schwarzenegger, Mikhail Gorbachev, Shimon Peres, David Niven, Sir Peter Ustinov, Prince Saddrudine Aga Khan; to Foreign Correspondents, such as Arnaud de Borchgrave, Newsweek and later Editor in Chief, Washington Times and William F. Buckley; Antonio Guterres, UN High Commissioner for Refugees (UNHCR); to Arthur Rubenstein and Vladimir Ashkenazy; to global business leaders, Umberto Agnelli, Managing Director, Fiat, Edgar Bronfman, CEO, Seagram's, Ivan

Pictet, Senior Partner of Switzerland's most important private bank, Peter Brabeck, CEO of Nestlé, Jean-Claude Biver, Hublot Watches, and Richard Lepeu, CEO Richemont Group; to inspiring world leaders in future technology, NASA Astronauts, Bertrand Piccard, Solar Impulse founder, and Professor Henry Markram, Director of the Blue Brain Project; and in sports, Jackie Stewart, Alain Prost and John McEnroe; as well as the leading Swiss government officials, such as former Presidents Adolf Ogi, and Micheline Calme-Rey.





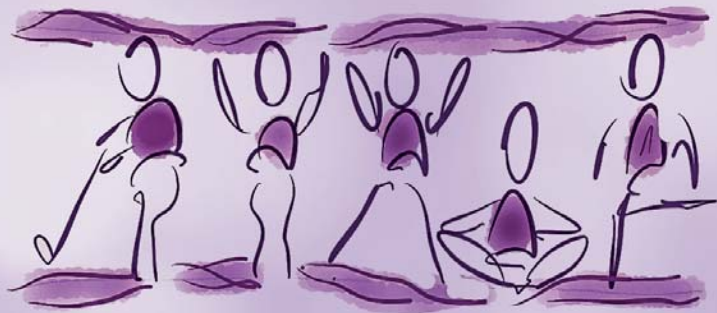
The flagship activity of the American International Club is its prestigious ongoing Speakers Programme whose participants, in their actions and decisions, have often had a remarkable impact on the world. What other city, could feature such important and diverse global Speakers and topics but Geneva? The AIC has over 800 members, successfully integrating both the American, Swiss and international world of Geneva. The AIC also hosts Professional Programs, Cultural Events, annual festivities such as the Thanksgiving Gala and the July 4th Celebration, as well as sporting competitions, such as golf and tennis. It is a Club that embraces intellectual and cultural pursuits, as well civic concerns, encouraging on-going social interaction amongst its members on a regular basis. Our membership is comprised of one-third American nationals with the balance coming from over 45 different countries. Come join us-welcoming all nationalities for over 60 years!

Images 1) HRH, The Maharajah of Jodhpur 2) Sheikh Zaki Yamani 3) Shimon Peres, Prime Minister Israel 4) Peter Brabeck, CEO Nestlé 5) Micheline Calmy-Rey, President Swiss Confederation 6) Bertrand Piccard, Solar Impulse 7) Patrick Firmenich, CEO Firmenich 8) Ivan Pictet, Bank Pictet 9) Professor Henry Markram, Director Blue Brain Project 10) Mikhail Gorbachev, Former President of the Soviet Union 11) Peter Maurer, President, International Committee of the Red Cross (ICRC).



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- Fat Burning
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Next date for these Detox & Sport Programmes will be from 24 to 28th of November 2014. Contact us for other month dates.

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MARY HOFSTETTER

Message from the AIC Development Director and COO



It is with great pleasure that I write you as the new Director of Development and COO of the American International Club.

Having known the AIC for many years, I am delighted to have the opportunity to work for the AIC Club during a year of significant change.

The excellent ongoing AIC Speakers Program, Chaired by Tal Schibler, continues to be the lynchpin of the Club.

For over 60 years, the AIC has offered its Members the most prestigious and leading global leaders to address the audience, keeping our members abreast of the world around us, whether it be in the domains of finance, economics, science, government, foundations, or from non-governmental institutions.

While the Speakers Program is being maintained as its top level, we are restructuring the AIC Offices in an important way. After many years at the Hotel Intercontinental, with whom the AIC Club will continue to have an excellent and close relationship, the decision was taken to locate the AIC Club office more centrally, at Place Bourg-de-Four, in the Old Town, the heart of Geneva. We would like to thank our Corporate Partner, Harsch, for so kindly sponsoring our office move.

The second major restructuration that took place is the redesign of all communication materials: the AIC logo, the AIC Lifestyle Magazine and all communications materials, to give the AIC a cohesive and modern visual look, all the while remaining traditional to the Club, the "new look" created by The Brand Apart, a top branding and communication company based between London and Geneva.

The third major step is the creation of the new website, which is currently being undertaken. You will find a new home page, which is not only attractive, but also better represents better our Corporate Partners and is easier to use, in particular for event bookings and payments.

Finally, our Corporate Partners (CCP) have received new proposals in a revised programme that give them additional benefits and visibility. We hope more companies come to join our CCP Member Companies, our vital backbone, to ensure that we can continue to offer all our members the best the Club has to offer.

We are just as strongly supporting the Professional Programs, Membership, Cultural and Event Chairs, for you to enjoy interacting on a social level with other members. There will soon be some new, special activities especially tailored for our AIC Members.

Maxime Laperrouze, the new event manager, with whom I have worked with for 5 years, has also joined the AIC team. I greatly enjoy working with Maxime whose dedication and top organizational skills, as well as creativity, makes it a real pleasure to produce exciting events.

We sincerely hope that you will find that the positive changes that the AIC has undertaken for our members will ring in the New Year with a dynamic and forward looking American International Club. You are the vital part of the AIC Club and the key to its successful continuation, welcoming all nationalities for over 60 years. Have a wonderful Christmas and we will see you in the New Year!

Mary HOFSTETTER
AIC Development Director
& COO

EXECUTIVE COMMITTEE



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President



Reto **EGGER**
Honorary Vice-President



Ron **BANKS**
*Vice-President, Corporate
Partnership Chair
and 4th of July Chair*



Robert **RACE**
*Vice-President and Cultural
Programs Chair*



Fabrice **PASQUIER**
*Treasurer & Office
Administration Chair*



Edward **KARR**
*Nominating
Committee Chair*



Anne-Shelton **AARON**



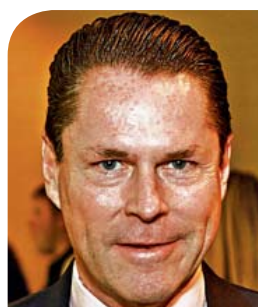
Mary **BERNASCONI**
Civic Concerns Chair



Jean-Frédéric
BERTHOUD
DEV Liaison



Jean-Luc **CHOPARD**
*Geneva Government
Liaison*



Kevin **CROWLEY**



Carlo **LAMPRECHT**
Honorary Vice-President



Mark **MASON**
*Corporate Partnership Pro-
gram Committee Member*



John **McCARTHY**
*Club Development
Committee Chair*



Peter **MULREAN**
US Government Liaison



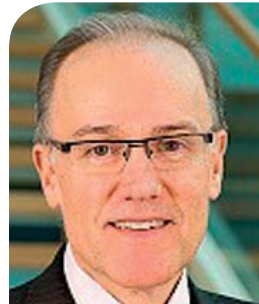
Raphael **NEGRON**
Sports Chair



Michael **PARMLY**
*Relations with
 International
 Organizations*



Jean-Claude
PETERSCHMITT
*Speakers Committee Chair
 Emeritus*



James **POOLEY**



Paige **REVILLARD**
*Executive
 Committee Member*



Diana **RITCHIE**
*Professional
 Program Chair*



Roy **RYAN**
Club Development Chair



Paul **SOBON**
IT Advisor



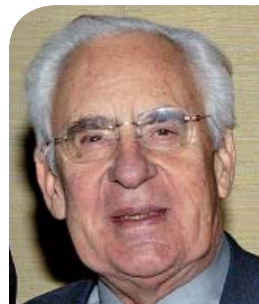
Tal **SCHIBLER**
*Speakers
 Committee Chair*



Ed **SCHNEIDER**
*Executive
 Committee Chair*



Debbie **SMITH**
*Co-Chair, Sports
 Competition*



André **TOMBET**
Legal Advisor



Dan **ZWERSKI**
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Mary **HOFSTETTER**
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as *the outside*



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*Civic Tourer 1.6 i-DTEC "S", 5 doors, 88 kW/120 hp, 1597 cm³. Combined fuel consumption (80/1268/CEE): 3.8 l/100 km. Combined CO₂ emissions: 99 g/km (average of all new models 148 g/km). Energy efficiency class: A (photo: 1.6 i-DTEC Executive, 5 doors, 88 kW/120 hp, 1597 cm³). The Civic Tourer is also available with 1.8i petrol engine.

RON BANKS

Message from the AIC VP and Corporate Partnership Program Chair



It was John Silvin who started the CPP program 20 years ago. John was a strong leader and dedicated much of his time, knowledge and skill to making the AIC stronger.

It was John's relationship with the business community and the respect they had for him that established the importance of the CPP the AIC.

Sadly, John passed away last year and in early 2014, I agreed to take over as John's replacement.

These are very big shoes to fill and cannot be done by one person. Therefore, I am pleased announce we have a new CPP team.

The team members are Mary Bernasconi, Mark Mason and me. Working together with the Club's new Business Development Director, Mary Hofstetter, we are looking to grow the number of corporate partners and to engage more with them in the future.

We would also like to invite our members to let us know if their companies are interested in becoming an AIC Corporate Partner. If so, please contact the Club office.

The foundation of the Corporate Partnership Program remains the same, however, we have included additional benefits and some new features to the Program.

The Program offers four levels of partnership as in the past, but has been renamed to Platinum, Gold, Silver and Bronze. While the CPP has four distinct levels of partnership, it is also be customized to fit the needs of our partners.

The benefits have also been updated to include the follow new benefits:

1. AIC TV interviews,
2. AIC Radio - to be mentioned on the monthly WRS interview,
3. Better visibility on the new AIC website,
4. Included in the new AIC Lifestyle Magazine,
5. Recognition at the AIC luncheons and events.

We are very excited that the new CPP benefits will provide a fresh new look to our partner's visibility and a show of support for the Club. We are also looking at new ways to engage with our corporate partners to build an even stronger relationship with them.

In preparing this article, I took a look a John Silvan's article in 2012 for inspiration and information. In it he stated, "we must not only be responsive to our Partner's changing needs, but we must also anticipate potential evolutionary changes".

John was right and we feel these new Corporate Partnership Program benefits will provide expanded benefits and will provide more opportunities to build a stronger relationship with our Corporate Partners.

Once again, a sincere thanks to our Corporate Partners for your on going support of the AIC and we wish 2015 will bring each of you continued success.

Ron BANKS
CPP Chair

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Covance Central Laboratory Services SA
Harsch, the Art of Moving
JT International
PDP-Performance Development Partner
PPG Industries Europe Sarl
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HARSCH

The Art of Moving



Harsch, The Art of Moving, is a family business founded in Geneva in 1957 by Mr. and Mrs. Henri Harsch

Harsch, a long-standing member of the AIC.

Bertrand Harsch has become a member of the AIC since the late 70's as he took over the company from his father. He was a pioneer as a corporate member.

Being part of the Club was a great opportunity for Bertrand to meet with his clients and get their feedback on their moving experience with Harsch. Bertrand has always been impressed by the quality of the speakers during each luncheon. The firm was pretty well implemented throughout the American community and many of them used their moving and relocation services to come to Switzerland. Harsch, The Art of Moving remains a long-standing partner of the AIC and does its utmost to get a Harsch representative to the AIC events.

Precious help to expats

Since 2004, Harsch Relocation has been offering coaching services that are tailored to expats moving to Switzerland or surrounding areas in France. Operating from both Geneva and Lausanne, this dedicated service complements the removal service that Harsch has been offering in the region for nearly 60 years.

Finding accommodation, coping with administrative procedures, enrolling children at school, and opening a bank account are just a few of the many steps required when moving into a new home, which can generate considerable stress for expats. The relocation services offered by Harsch remove this burden from the shoulders of their clients and allow them to focus more calmly on their new home situation and all that it entails.

Finding accommodation in a saturated market. Finding an apartment or house in Geneva or Vaud can be quite a challenge, especially when the market is already quite saturated. Since the beginning of the new millennium there has been a particularly high demand for 3 to 4 room apartments in Geneva, meaning there are very few vacant homes, most of which are typically in the hands of real estate agents.

With its indepth knowledge of the market and its vast network of partners, Harsch Relocation has proved extremely successful at finding vacant properties, and knowing exactly what procedures to follow in order to obtain them. Over the past 10 years, many individuals and firms have benefited from Harsch's expert relocation service, which has enabled them to find and secure homes far more quickly than they could ever have hoped to achieve on their own.

About Harsch, The Art of Moving

Harsch, The Art of Moving, is highly active in both French and German-speaking Switzerland in national and international household goods moving, in relocation, records management and in the packing and international shipping of fine arts throughout the world. This family-run business, which was first set up by Mr. and Mrs. Henri Harsch in 1957, is now managed by their son, Bertrand, who is President of the company.





Katrina Burrus, PhD, MCC

"I will frequently use the skills and seminar material in my job [...] to introduce change in HR's strategic direction."

Lorraine Manguiro,
Head HR,
IFRC, Switzerland

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By: Katrina Burrus, PhD, Master Certified Coach from the International Coaching Federation, is from Geneva, Switzerland. She is the first Master Certified Coach in Switzerland. She founded the Global Nomadic Leadership Development Institute specializing in research for the development of local and global, highly mobile managers.



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Continuing Coaching Education
International Coach Federation
23 ICF Continuing Coaching Education
Units (CCEU) for Workshops

For more details on content, key benefits and how to register, please visit www.mkbconseil.ch or contact us at drburrus@mkbconseil.ch



LEADERSHIP ENHANCEMENT

Prepare Your Success Internationally and Strategically

To Get You From Where You Are To Where You Want To Be

GLOBAL NOMADIC LEADERS™

Masters of multiculturalism, raised in multiple countries, speaking multiple languages, Global Nomadic Leaders are highly mobile and adaptive individuals, thriving on change and gifted with multicultural intelligence. They readily understand how to run business and manage employees across cultures, promoting cohesion while respecting diversity. And yet, Global Nomadic Leaders have key derailers. Learn to manage them in yourself and in others when in a global leadership position.

OVERVIEW

Forty percent of leaders assigned to new positions or overseas posts fail after 18 months. The derailment costs companies at least 10 times their expensive annual salaries. Each failure further demoralizes employees, jeopardizing relationships with business partners, customers and other stakeholders.

According to HBR, for C-level leaders in global organizations, a characteristic that ranks at the very top of the requirement list is leadership that is sensitive to multiculturalism and that adapts to complex change. Learn how to best manage it. Contact us.

KEY BENEFITS

Amid accelerating change and increased complexity in today's global world, leadership and learning agility is key.

- Resolve your leadership challenges through pragmatic tools to accelerate your integration into a new role, with new responsibilities, and/or within a new context.
- Avoid common pitfalls when expatriating, repatriating and/or taking on new responsibilities
- Accelerate your productivity and learning agility
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- Increase your adaptability to cultural change and diversity to excel in a global world
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by michel roth

DAN ZWERSKI

Message from the AIC Membership Chair



Dear Fellow AIC Members,

As we move toward the end of 2014, we would once again like to thank all of our members, corporate partners, and friends for their continued support, participation, and enthusiasm during this year!

Our focus for our members is to provide access to unique experiences, valuable business contacts, and friendly relationships to enjoy the various activities we share as a Club.

In this, we have excelled in 2014 with a fantastic lineup of guest speakers, enjoyable after work Aperos, workshops to help you develop professionally, special cultural events, given generously to assist children affected by Noma disease, and organized traditional holiday highly entertaining Thanksgiving and 4th of July.

Of course we don't want our members to forget our fantastic member exclusive offers ranging from everything such as saving 15% off Manor purchases to significant savings joining Geneva Country Club.

I would encourage you to review all your exclusive offers on the AIC website!

We truly encourage you to take a look at our upcoming events that are exceptional. Not only will you see friends that you potentially have not seen in a while, but you will be able to share in the unique experiences that the AIC offers.

Once you find an event you would like to attend, why not think of friends and/or colleagues that would enjoy the event and invite them to attend with you?

Invitations to events are great not only for potential membership but to ensure that we have the right kind of membership. Relying on our current quality members to refer other quality members is the absolute best way we know to grow the club while attracting the types of members who add value to our personal and professional lives.

If you are limited to the number of events you can attend, I urge you to keep involved in the AIC through our AIC LinkedIn Group, LinkedIn Company Page, Twitter, and Facebook Page. We encourage you to engage so don't just read what others have to say, get involved, give your opinion, share a resource, and stay connected!

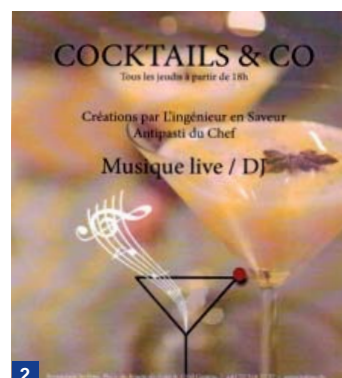
To finish up, again I would like to emphasize that as strong as we are, we need to constantly work to keep our Club strong and offer highest experiences for our members.

This can only be achieved with your help as any organization comes down to its members. We urge you to participate, talk about your experiences, commit to developing yourself professionally and continue to make the AIC a valuable part of your life in Geneva!

Dan Zwierski

*Chairperson, Membership
and Welcome Committee*

1. Edward FLAHERTY & Ivan PICTET
2. Montly Apero



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AMBASSADOR MEMBERSHIP

Membership has its privileges! While you may have heard that statement before, it truly applies to AIC members who want to take their membership to a new level!

Right away, we wish to thank the 80 Ambassador Members who have invested in the AIC to share their additional support. Please review their names at the bottom of the page. Even better, the next time you see a gold membership card attached to a member, thank them for their additional support of AIC!

In addition to all the normal AIC member benefits such as exclusive discount offers that range from lodging to shopping, and even car repair, Ambassador Members also enjoy many additional benefits.

The first is that you are immediately recognized as a top-level supporter of the AIC by having a unique gold membership card to display during Club events. Additional recognition is provided by you being personally mentioned on the new lifestyle magazine. Whether it be additional exposure for business or personal reasons, being an AIC Ambassador Member, will allow you to stand out.

Finding a seat at a great table location during an AIC event will not be a problem as an Ambassador Member! Ambassador Members enjoy a reserved member table close to the head table and speakers podium for a truly wonderful event experience. Moreover, as

space permits, Ambassador Members may be invited to join the Club President, featured speaker, and other distinguished guests at the AIC event head table.

Finally, Ambassador Members enjoy at least one exclusive event or privilege per year available only to them. For 2014, the Ambassador members enjoyed a complementary luncheon at Ferring Pharmaceuticals along with a tour of the facility.

So what do Ambassador Members have to look forward to in 2015? I'm happy to announce that our benefit with Geneva International Airport will remain. To remind you, it allows Ambassador Members to skip the long security lines at Geneva Airport. We are also in talks to try to pair up that benefit with another airport convenience to enhance the benefit.

Consequently, I urge all AIC members and potential members to consider signing up, or upgrading, to Ambassador Membership. While we understand it is not for everyone, at only CHF 475.00 per year, it gives you a way to even better support your club while enjoying exclusive benefits. Why not sign up today?

Dan ZWERSKI

2014 Membership Chairperson

2014 Ambassador Members

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ADLER Philip
BORGSTEDT Alexandra
ARANZANA Manuel
ARBEZ Jean-Max
BADRAN George
BERGER Marc
BISSELL James B.
BORGEAUD Philippe
BORGSTEDT Jean-Jacques
BURRUS Katrina
CABLE JR. Thomas H.
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CLARK Robert J.
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KARR Edward
KELLEY Jeffrey
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LE David-Peter
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LEROUX Jean-Marc

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PROF. HENRY MARKRAM

The Human Brain Project

30 October 2014

Henry Markram EPFL - Director BLUE BRAIN PROJECT and coordinator HUMAN BRAIN PROJECT argues that the current research into the brain could in the future make huge differences to Neuroscience, Medicine and Computing.

Despite the vast investment in Brain research Prof Henry Markram told a packed AIC luncheon that it was shocking that the massive effort into brain research was still unable to translate into a direct benefit to society.

There is a global network of brain research, with the European project planning to start putting the pieces together.

"This is a trillion, trillion piece puzzle but we only have 40% of the pieces".

Henry Markram, in his first speech to the AIC, sketched out his perspective on the how the European Brain Project hopes to change this and his view of the future for Neuroscience, Medicine and Computing.

Once the digital brain is "built" research and experiments can be performed on this digital brain, decreasing the need for laboratory experience.

Clinicians will be able to "step into your brain" scanning you, entering your details into a database which will be able to place you in a disease cluster which best fits your illness and then be able to prescribe treatments specific to your disease.

As we approach the end of the digital age computer chips could be designed to process information like the brain - a fantastic opportunity to build robots to assist disabled children.

The project will soon have a home in Geneva. The group heard about the plans to build a "brainarium" giving everyone the opportunity to "step inside" the brain. His plan being that all the major science museums in the world will house a Brain exhibition using the collected data giving children all over the world access to this exciting technology.

Ruth DYSON



1. Prof. Henry MARKRAM and AIC President Edward FLAHERTY
2. Edward SCHNEIDER, QUAN Conseils, Prof. Henry MARKRAM and Mary HOFSTETTER, AIC Development Director

SENATOR MIKE LEE

An Update from Washington for Overseas Americans

8 October 2014

"For the second time in 2014, the Club hosted a sitting US Senator. Senator Mike Lee, the junior senator from the US State of Utah, was the guest of the AIC at a luncheon held on 8 October 2014 at the Hotel Angleterre, delivering "An Update from Washington for Overseas Americans".

Nearly 50 guests attended, many of whom were from local Swiss banks that have been adversely affected in recent years by US government practices, and whom were very interested to hear Sen Lee's update.

Sen Lee stopped by the AIC while he was in the middle of a whirlwind, four (4) city European Tour with the leaders of Republicans Overseas International who were publicizing their efforts to mount an anti-FATCA lawsuit in the US.

Sen Lee's entourage included Attorney James Bopp, the lead attorney in the prospective ROI anti-FATCA lawsuit, who also represented the plaintiffs in the US Supreme Court decision in the case of Citizen's United.

Representatives of both Republicans Overseas Switzerland and Democrats Abroad Switzerland sat at the head table along with Sen Lee's wife, Sharon. Sen's Lee's remarks painted a dark picture of the FATCA legislation and its passage, and the attendant costs that are being visited upon foreign institutions world-wide, often to the detriment of US ex-pats attempting to open bank accounts or obtain home loans.

He also spoke of GOP efforts to repeal FATCA as well as citizenship -based taxation in the US Congress, and his hope that the November elections would allow such legislation to make its way to the President's desk.

He also expressed his full support for the ROI anti-FATCA lawsuit.

The Senator's remarks were hardily received by many in the room".

Ed FLAHERTY
AIC 2014 President



1. Paul SOBON and Bill ZEEB
2. Senator Mike LEE
3. James POOLEY, Edward FLAHERTY & Edward KARR



IVAN PICTET

Is Geneva still Unique...

26 September 2014

...in terms of the influence of its international organizations, of its multinationals and of its financial center, as well as of the support it receives from the local government?

The AIC were excited to welcome Mr. Ivan Pictet for the second time. President at "Fondation pour Genève" he sketched out his perspective on Geneva as it celebrates 200 years as part of Switzerland.

The Foundation is preparing its grand "Geneva a la rencontre des Suisses", taking to the road for 60 days to promote Geneva within Switzerland.

They will be visiting all 25 cantons of the country promoting what Geneva offers both Switzerland and the world.

This exciting project will include bringing one school class from Geneva to each destination, who will have the opportunity to become young ambassadors for their town.

As the third highest wine producing canton in Switzerland they will also be bringing 26,000 gallons of wine along too!

Mr. Pictet spoke of Geneva's strengths and the economic boost the city receives from the international organizations which are based here.

Whilst the financial sector may not be at the peak of 2006-2007, the city is still very attractive for multinational and national corporations with its stable politics, good quality of life and it's highly qualified work force.



Geneva is the centre of much of the day to day international regulation in many areas including telecommunications, health, human rights, environment.

As a result this attracts many other international organizations who need to work in synergy with each other.

Geneva is a city that since the Reformation has had a long, proud tradition of hosting visitors from other countries.

Today 92% of foreigners working in these public international organizations feel well accepted by the city.

Ruth DYSON

-
1. Ivan PICTET
 2. Michael PARMLY & Roland CHLAPOWSKI
 3. Cédric KOHLER
 4. Edward FLAHERTY & Ivan PICTET



JESUS MARTIN GARCIA, MAURO POGGIA, SVEN LINGJAERDE

Geneva: an Emerging Biotech Scene?

5 September 2014

Mauro POGGIA, Conseiller d'Etat chargé du département de l'emploi, des affaires sociales et de la santé (DEAS),

Sven LINGJAERDE, co-founder and Managing Partner of Endeavour Vision & leading local venture capitalist, and

Jesus MARTIN GARCIA, Founder & Director of Eclosion Foundation



At its first event after the long summer break, the Club hosted a fascinating panel discussion on 5 September 2014 at the Hotel Metropole which considered the question: "Geneva, An Emerging Biotech Scene?"

Moderated by former AIC President and Speaker Committee Chairman Tal Schilber, and led by Mauro POGGIA, Conseiller d'Etat chargé du département de l'emploi, des affaires sociales et de la santé (DEAS), Sven LINGJAERDE, co-founder and Managing Partner of Endeavour Vision & leading local venture capitalist, and Jesus MARTIN GARCIA, Founder & Director of Eclosion Foundation, a Geneva Biotech Incubator, these experts offered their hands-on insights on the future of Geneva as a bio-tech hub.



1. Our three speakers Jesus MARTIN GARCIA, Founder Eclosion Foundation, Mauro POGGIA, Conseiller d'Etat & Sven LINGJAERDE, Endeavour Vision

2. John MCCARTHY & Amandine FABRE-DALSACE

3. Tobias ERNBERG

4. Kevin CROWLEY, Edward KARR & Mary HOFSTETTER

Although some biotech firms have found success in Geneva, given the difficult economic conditions world-wide, the experts, while generally positive about Geneva's prospects in the field, also noted the many challenges such start-ups and established enterprises face today. In the final analysis, the feeling appeared to be that Geneva offers great potential for attracting bio-tech start-ups and firm with the attendant economic development and jobs, but that much more needs to be done by all the pertinent actors, public, private, institutional and educational, in order to keep Geneva as a serious player in the field



Ed FLAHERTY
AIC 2014 President



RONNIE CHAN

America, China, Europe and the Future of the World Economy

17 June 2014



Politically incorrect' billionaire offers candid assessment on US.

Outspoken Hong Kong billionaire Ronnie C. Chan is bullish on America's future and he was happy to emphasize the point in a luncheon speech to the American International Club of Geneva on June 17.

In a talk on "America, China, Europe and the future of the world economy", the successful businessman, who admitted he was a "rather politically incorrect guy", had words of cheer about the US, although he later raised concerns about the country.

"I happen to be a firm believer that America will dominate the world for a long, long, long time to come".

"Some Chinese... look at the negative side of America", he said. "I always tell them, you better think twice because if not you will be surprised by America in an unpleasant way".

Chan, who peppered his presentation with jokes and self-deprecating asides, said he believed the United States would become one of the most significant manufacturing centers in the world, as it was in the 1950s and the 1960s.

He then listed the reasons why the US has a lot going for it. The country has all the things needed for manufacturing, including loads of land, natural resources (including 17 percent of the world's rare earth metals), technological know-how, capital and energy.

The only thing the US doesn't have is cheap labor. But that's not a problem, Chan said, because he believes robotics will make labor costs irrelevant.

He also noted that the US, after championing globalization 13 years ago and forcing China into accepting a "rather unequal treaty" with the World Trade Organization, is now in favor of protectionism, along with Europe. "I think America is going to be fine for a long, long time to come".

Chan, co-founder of the Morningside Group, a Chinese conglomerate, and chairman of the the Hang Lung Group, was less upbeat about his home country.



"China is a phenomenon", he acknowledged, noting the country's rapid economic rise over the past 30 years. Former Chinese leader Deng Xiaoping improved the standard of living of the "largest number of people in the shortest period of time". But China's Achilles' heel is its institutions, which "may not be the most appropriate".

Chan, who earned an MBA from the University of Southern California, said the country's universities also have problems. His family donates to universities in China and in the US but for cultural reasons "universities in China are just no good" with subjective decisions overruling "objective measures".

The other thing that could halt China's rise is if something goes "real wrong" like the Tiananmen Square massacre of protesters (in 1989) that set the country back at least seven years, he said.

As for Europe, Chan seemed to hold little hope for the continent's future.

He recalled being a speaker at a forum three or four years earlier, where the keynote speaker was former US national security adviser and secretary of state Henry Kissinger.

The forum had heard a lot of talk about the European Union, but Kissinger in his "deep Germanic accent" said "for the rest of the world, nobody cares".

Chan also recalled that Deng 'Politically incorrect' billionaire offers candid assessment on US Xiaoping, head of the Chinese communist party, saying that China would never follow the "over-socialist way of the European Union".

He said his company pulled out of Geneva, where it directed European operations, because its returns were so much better in the US. But Chan finished his talk with three "worries" about America.

These included a "loss of moral leadership". He said the US needs to throw away its cloak of "righteousness" away and get off its "high horse" and work with China.

Chan also said he was concerned that America called countries such as Japan "allies", but not China.

"If you're not at war, why are we not all friends?"

Finally, he expressed concerns that the US will lose confidence in itself. If that happens, America would feel the need to "find an enemy".

He said he hoped in that respect a voice of "sensibleness" would prevail.

Malcolm CURTIS

www.malcolm-curtis.com

SIMONA SCARPALEGGIA

CEO IKEA Switzerland Advancing Women: a Crucial Sustainability Matter

13 June 2014



In a Swiss business world still dominated by men, Simona Scarpaleggia remains an exception.

But the Head of Ikea Switzerland is committed to doing something to change the gender balance in Switzerland's board rooms.

She is President of Advance, a mentoring organization formed last year that aims to boost the number of women in top management positions.

Scarpaleggia spoke about why women are a valuable resource for society and the corporate world.



-
1. Ron BANKS & Amandine FABRE-DALSACE
 2. Dannette HALEY, Simona SCARPALEGGIA, Edward FLAHERTY & Mary BERNASCONI



SENATOR TIM KAINE

Tour d'Horizon of Current "Hot Spots" in American Foreign Policy

28 May 2014

US is "soul searching" on foreign policy: Senator Kaine

The 56-year-old Harvard Law School Kaine, who serves on the armed services, budget and foreign relations committees, noted that the US has spent 13 years at war and is set to withdraw military forces from Afghanistan at the end of the year.

The invasion by the US and allied forces of Afghanistan resulted in the tracking down and killing of Osama bin Laden, founder of al-Qaeda, the militant Islamist organization that claimed responsibility for the 9-11 attacks on the US.

"I don't think we need to be embarrassed about what we've been able to accomplish", Kaine said of the American mission in Afghanistan, begun in 2001.

"The life expectancy of the Afghani population has gone up 17 years just in the decade we've been there".

American military presence has allowed for improvements in health care and the status of women in the country, of which "we can be proud".

By contrast, Kaine said, the American invasion of Iraq will go down "as one of the worst decisions" made by the US government.

Congress gave the president power in a 60-word resolution to take action against those responsible for 9-11, he said. But this was interpreted to include affiliates or associated organizations of al-Qaeda and has resulted in "open-ended war... which clearly went beyond the bounds of what Congress intended".

Kaine said the US should not be "in a permanent state of war... we are entitled to a V-J Day".



He said America needs a policy "that's bigger than the war on terror ... it's not big enough a policy for a country as great as we are".

The US needed to learn some lessons from the 20th century "when Americans did a lot of good", without leaning too heavily on military might, Kaine said.

But Kaine said he is not pessimistic about the US finding its way, noting that Americans are more engaged diplomatically than ever in dealing with issues in Iran, Israel and Syria.

Malcolm CURTIS
www.malcolm-curtis.com



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1. Edward FLAHERTY & Senator Tim KAINE
2. Margaret FRESHER FLAHERTY & Charles ADAMS

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PETER MAURER

President ICRC, Present & Future Challenges to Humanitarian Actions

13 May 2014

Peter Maurer, President of the International Committee of the Red Cross outlines the 150-year-old organization's new challenges.

Peter Maurer, President of the International Committee of the Red Cross (ICRC), told the American International Club of Geneva at its May 13 luncheon meeting about the new challenges faced by the humanitarian aid organization. The spirit of humanitarianism lives on at the Red Cross, which was founded 150 years ago by private citizens in Geneva.

"It's important to recognize the function and power of private individuals", said the former Swiss ambassador, who spent 10 years in the US while attached to Switzerland's mission to the United Nations in New York.

The ICRC remains a Swiss organization (although worldwide fewer than 30 percent of staff are Swiss) given a mandate by 193 countries to play a special humanitarian role. The past 150 years have seen a major transformation of the Red Cross from a charity into a professional humanitarian organization. Its role of helping people affected by war is complicated by new developments, he said, that were not in the picture when the first Geneva Convention, setting rules for the treatment of war victims, was adopted in 1864. One of the prime concerns is simply "having access to people in need and having security for our workers", a situation best illustrated in Syria.

Because of the fragmented nature of the Syrian conflict,



the Red Cross has to deal with 45 to 60 roadblocks between Damascus and Aleppo "each one in the control of different groups".

Another challenge is the "radicalization of arms bearers who do not respect humanitarian values". Red Cross workers have been the subject of abductions and deliberate targeting.

Meanwhile, some people in control of war zones intentionally deny humanitarian access to civilians in distress.

Another concern is the growing politicization of humanitarianism in Syria and in other jurisdictions such as Sudan, South Sudan and Iraq. "We are encountering assertive governments wanting to be in control" rather than providing the Red Cross with access to civilian populations in need.

Compounding these issues is a "new pattern of violence" and the absence of state services in places such as the Central African Republic. Humanitarian crises can also have a "contagious effect" spilling across borders.

Displaced populations can end up in areas that lack the resources, such as water, to sustain the people.

Despite the changes, many of Red Cross's original values and approaches "are still valid after 150 years". The organization's neutrality and independence from religion have stood it in good stead, he indicated.

"I can't imagine how a humanitarian organization can be effective without being neutral, impartial and independent".

Malcolm CURTIS
www.malcolm-curtis.com

1. Edward FLAHERTY & Peter MAURER

2. André TOMBET & Yves THÉZÉ

3. Gillian KATZ, Mary HOFSTETTER & Judith WEBSTER

FRANCOIS CARRARD

Facing the Threats of International Sports & Olympics

21 March 2014

Former IOC director-general highlights threats to sports François Carrard, former director-general of the International Olympic Committee (IOC), gave an overview at the American International Club's March 21st luncheon of the threats facing the Olympics and international sports.

Carrard, a Lausanne-based lawyer with expertise in corporate, sport and media law among other specialities, zeroed in on such challenges as governance, corruption, doping and excessive litigation and their potentially corrosive impact on sports. Sport, Carrard said, "is a physical activity practiced in accordance with specific rules that leads to results and rankings". The Olympic sports movement, he said, is "sport with a plus", an educational element that promotes principles and values.

The movement teaches individuals to respect themselves and others, while promoting non-discrimination, tolerance and respect for the rules.

The movement is promoted around the world by 205 national Olympic committees. The IOC, headquartered in Lausanne, has a mission, to deliver the best Olympic Games. He highlighted an organizational problem with the Olympic movement stemming from the involvement of volunteers who are not professional administrators.

The result is that "governance in sport is not up to where it should be", he said, while adding that this is an issue the IOC is working to address.

In older times "a lesser degree of governance was not so important"... but now there's money involved... "these people are not up to the challenge of running sports organizations". Money has "changed the perception of all aspects of sports" and that has led to a "very serious risk linked to corruption".

Match fixing and corrupt judges and referees are among the sports governance issues that have come to the fore. Another threat to sports linked to money is the rise in litigation encouraged by agents of top athletes, Carrard said. Politics continue to pose another threat to sport, including the ambitions of

"quasi-totalitarian states" to impose their images on the world.

He also touched on the impact of technology on the Olympics and how it is making it more difficult to protect things like exclusive rights to images, brands and intellectual property. Social media, including Facebook and Twitter, combined with the emergence of smartphones, have changed the outlook for media.

Asked whether there is too much money involved in sport, Carrard responded by quoting Andrew Young, politician and former US ambassador to the United Nations. Young "once said that commercialization was necessary for the democratization of sport", he said. "In that sense, money is not all that bad".

He noted that the Olympic Games would not be possible without the big companies sponsoring them. Despite the threats, sport remains "an absolutely fabulous way of living", Carrard said. And he couldn't help plugging his proposal for a program of compulsory sports for all children - "one hour a day of sport for every kid in every school".

Malcolm CURTIS

www.malcolm-curtis.com



1. Bruce ADAMS & Nicolas LAMB

2. Francois CARRARD & Robert RACE

IRENE KUNG



For more information please
email info@irenekung.com
or visit www.irenekung.com



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2



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4

1. Whitney Museum, 100 x 100 cm, D-print on rag paper
2. Church Le Corbusier, 100 x 100 cm, D-print on rag paper
3. Empire State Building, 100 x 70 cm, D-print on rag paper
4. House of parliament, 100 x 100 cm, D-print on rag paper

ANNE-MARIE DE WECK

The Future of Swiss Private Banking

7 February 2014

Lombard Odier's Anne-Marie de Weck delivers bottom line on private banking .

Anne-Marie de Weck, partner at Geneva-based private bank Lombard Odier, outlined the challenges and opportunities facing the Swiss private banking industry at the February 7 luncheon meeting of the American International Club of Geneva.

Demand for private wealth management is forecast to grow internationally as a multi-trillion-dollar industry in the next several years, particularly in Asia.

Switzerland remains a leader in cross-border wealth management with 26 percent of the \$8.5-trillion global market (2012 figures) and one of the best-capitalized banking sectors in the world, despite the hurdles it has faced over tax evasion.

Switzerland has also escaped the credit crunch faced by other European countries, with loan rates well below those of major industrialized nations which has contributed to the country's relatively strong economic growth and low unemployment rate, combined with low government debt, she noted. Against this positive background, De Weck pointed to the dangers of a banking system that faces being over-regulated. "Regulation has become dysfunctional to the point of increasing the fragility of the system", she said, quoting from a phrase written by British historian Niall Ferguson.

FATCA - the US Foreign Account Tax Compliance Act which requires American citizens to report earnings to Uncle Sam no matter where they live in the world - is a "huge issue... that will have a strong impact on our industry".

Whilst The Association of Swiss Private Banks, has said "we want to comply with regulations", said De Weck. She said the Swiss government has made mistakes in negotiating with the US and other countries over financial industry issues.

The sector is now confronting a range of international and domestic regulations.

One of the major concerns is having access to the European Union market and obtaining the "same competitive advantage" as Britain and Luxembourg.

Wealth management is the last banking sector "which is really led from Switzerland" after fund management went to Luxembourg and asset management to London and New York, she said.

"That's what we know what to do and what we have done well in the past - and it's what we want to keep".



1. Germana Mariani KARR, Ed KARR & Olivier GEREKE

2. Mark MASON & Leo MURRAY

3. Anne-Marie de WECK & Edward FLAHERTY

MICHELINE CALMY-REY

The Role of Switzerland in International Relations and Diplomacy

24 January 2014

Former Swiss president argues for Swiss entry to EU. Former Swiss president Micheline CALMY-REY, in her second speech to the AIC, sketched out her perspective on the new global order and disclosed her views on Europe and Switzerland's role in it.

"The international order is now multi-polarised", the dominance of Europe in global decision making a century ago has faded and we are watching a "reshuffling of economic powers". In less than a century "we have moved from a planet directed by Europe to a multi polar world".

American influence has declined since the Iraq war, collation powers have not been able to make the impact they once did. Meanwhile international organisations and financial markets enjoy greater power she said. "It is impossible to ignore that multinational companies exercise their influence on a global scale".

Europe has reacted to globalisation and other changes in the world with a "process of integration". The EU is facing questions about whether it should become more integrated and united or if member countries should evolve at "different speeds".

Calmy-Rey noted the important disconnect between the EU's economic power and its ability to influence international events because of its weak central governance. If member countries want the EU to have greater impact internationally they will have to accept more unifying approaches.

How does Switzerland respond to this integrated Europe?

For nearly 500 years it "has demonstrated an ability to create a niche for its continued existence in the shadow of great powers". The country's neutrality



has served as a great advantage. Through this "active neutrality" it has kept a distance from great powers, which enables it to act as mediator and encourage dialogue between countries at odds with each other.

In recent years Switzerland has been involved as an "honest broker" in mediating 20 peace processes without taking sides. But Switzerland, she said, now faces a situation similar to Geneva at the time of Napoleon. After being ruled by the French, Geneva in 1815 decided to join the Swiss Confederation because as a small independent republic it was difficult to defend itself. Similarly she said Switzerland should join the EU, believing that it can still retain its unique neutrality whilst being a member.

-
1. Micheline CALMY-REY & Edward FLAHERTY
 2. Micheline CALMY-REY & Carlos LAMPRECHT
 3. Debbie SMITH, David LAWSON & Dr. Leslie LAWSON BOTEZ
 4. Michael PARMLY, Claude BAUMAN & Dr. Cornelius SAMARUGA
 5. Micheline CALMY-REY & Christian JORDAN



PROFESSIONAL PROGRAMS

Message from the AIC Professional Program Chair



The American International Club of Geneva aims, through the Professional Programs, to enlighten, inform and entertain our evening audience on a wide range of topics. The Programs are generally held in a workshop format, with presentations by a guest speaker or panel followed by interactive discussions. In 2014, the AIC held 6 Professional Programme events: we covered topics like Story Telling, Investment Solutions, Meditation, Career and Entrepreneurship.

Here is a look at some of the workshops we held:

Personal Branding Storytelling for Entrepreneurs & Professionals

At the first event of the year, Mrs. Bernadette Martin came from Paris to teach entrepreneurs and professionals how they can fuse personal branding with storytelling to strengthen their brand across online & offline platforms and media channels.

USA Investment Solutions for Overseas Americans

What you never wanted to know about startups

This event was the first of a series of entrepreneurship-based workshops and was sponsored by the Swiss Entrepreneur Association. Mr. Tarek Kettaneh visited from Beirut to share with us an informative and humorous event on key points for successful startups, including lean startups and finance startups.

Business Model You

This very practical workshop had all participants standing and writing on post-its as they worked through their personal Business Model You canvas

taped to the wall. Mrs. Diana Ritchie shared her expertise on how the model can be effectively used by mid-career professionals, managers, team leaders, entrepreneurs and job seekers.

Anyone can meditate, even you!

The first of our self development workshops was a great success with a comparison between Sophrology by Mrs. Dorna Revie and Vedic Meditation by Mr. Will Williams. There was a nice sharing of information on different types of Meditation, how to meditate and why, followed by a Sophrology meditation guided by Mrs. Revie and a Vedic Meditation guided by Mr. Williams.

Lean Startup

Lean startup is a movement that is transforming how new products are built and launched and Mrs. Doris Edwards an expert on the subject delivered an informative and interactive workshop. The participants took away a clear understanding of the Lean startup methodology, who were the key players, how to use it to be visible, the importance of testing your hypothesis and why not to fall in love with your idea.

Diana RITCHIE

AIC Professional Program Chair

CULTURAL EVENTS

Message from the AIC VP and Cultural Events Chair



Over the years, the AIC Cultural Events Committee has offered Club Members, their family and guests a variety of experiences that fall under the category "culture".

For the most part, these have been visits to special museum exhibitions. But we have also attended the Geneva opera, spent the weekend in Chateau d'Oex (BE) for the annual International Balloon Festival, been able to "meet the artist" at a Geneva gallery, and even gathered at a local pub for the American football SuperBowl.

Our objective is to offer AIC Members something not available to the general public, and the chance to meet other Members and guest who share their interests.

This provided an opportunity to participate in events that some people hesitate to do alone.

Our museum visits hope to transform the experience from just "looking" at the pretty pictures to really "seeing" them.

When someone tells me, "Oh, I have already seen that exhibition on my own", they probably only "looked" at it, but did not really "see" it.

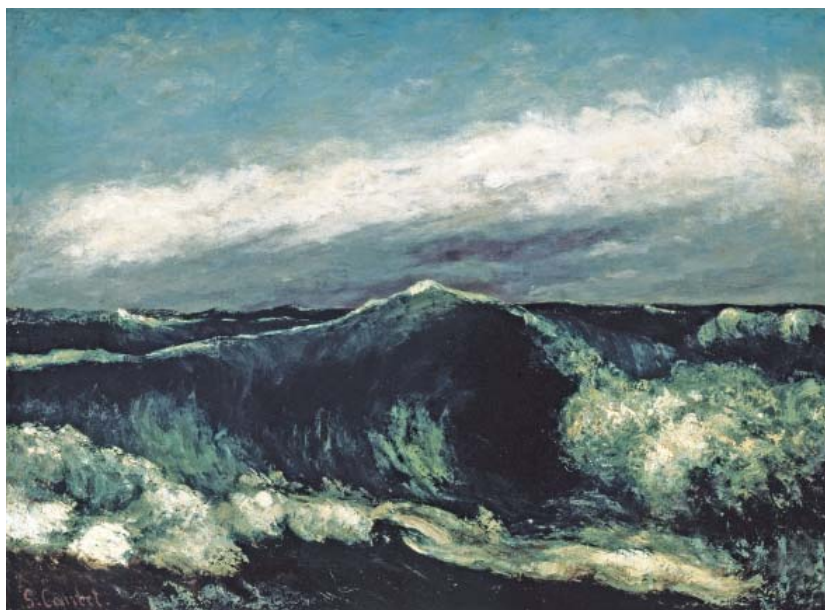
To "see" the works of art at these exhibitions, we make an effort to find an expert English-speaking guide. We have been fortunate and privileged in the past at the Fondation Bodmer (Cologny) with its director Dr. Charles Mela as our guide; at the Musée Elysée (Lausanne) with its director William Ewing; at the Musée d'art et d'histoire (Geneva) with the curator Marc-Andre Haldimann; at Fondation Gianadda (Martigny) with the energetic Martha; and at Fondation Beyeler (Basel) with the always insightful Kaye.

Museums that we have visited regularly -depending on the exhibition- also include the Kunstmuseum (Basel) and the Fondation Hermitage (Lausanne), which combines the exhibition with a gourmet dinner, their elegant Soirée art & gastronomie.

Our most ambitious excursion was four days in Aix-en-Provence for the centenary of Cezanne.

AIC Cultural events are open to all Members and their guests. Its chairman is always seeking suggestions for worthwhile events, as well as Members interested in helping to organize and promote them.

Robert RACE
Cultural Events Chair



IRENE KUNG



Irene Kung was born in Switzerland and trained as a painter. In recent years she expanded her repertoire to include photography and has achieved international recognition. She exhibited at the Bozar Museum in Brussels, Belgium, and had solo shows in major cities such as Beijing, New York, London, Milan and Geneva. Her work has appeared in numerous international magazines such as AD, The Sunday Times Magazine and The New York Times Magazine and was selected by the international jury at ParisPhoto 2010.

A book on her architecture photographs was published in 2012 in English, Italian, French and Chinese and a new book featuring photographs of trees is being prepared. She will contribute to EXPO 2015 in Milan with a major project on fruit trees.

Recent Solo Exhibitions

Forma Galleria, Milan, Italy, 2014 **UPCOMING**

ArtPassions, Geneva, Switzerland, 2014

Photographica Fine Art, Lugano, Switzerland, 2013

Forma Galleria, Milan, Italy, 2013

The Temple, Beijing, China, 2012

Forma Galleria, Milan, Italy, 2012

Galleria Valentina Bonomo, Rome, Italy, 2012

Chiaroscuro Contemporary Art, Santa Fe, NM, USA, 2012

Goedhuis Contemporary, London, United Kingdom, 2012

Photographica Fine Art Gallery, Lugano, Switzerland, 2010

Forma Galleria, Milan, Italy, 2010

Recent Group Exhibitions

"EXPO Universelle", Milan, Italy, 2015 **UPCOMING**

"Loretoview Photography Festival", Loreto Aprutino (PE), Italy, 2014

"Capri Trend", travelling exhibition: Bermuda, Azerbaijan, South Africa, Mexico, Turkey, 2014

"NY B&W", Pobeda Gallery, Moscow, 2014

"Photolux Photography Festival", Lucca, Italy, 2013

"Scatti per Bene", Sotheby's Milan, Italy, 2013

"Sense of Place", BOZAR, Centre for Fine Arts, Brussels, Belgium, 2012

"Affinità e differenze", Chiostro della Madonna dell'Orto, Venice, Italy, 2012

"Mare Nostrum", Certosa di San Giacomo, Stanze del Priore, Capri, Italy, 2012

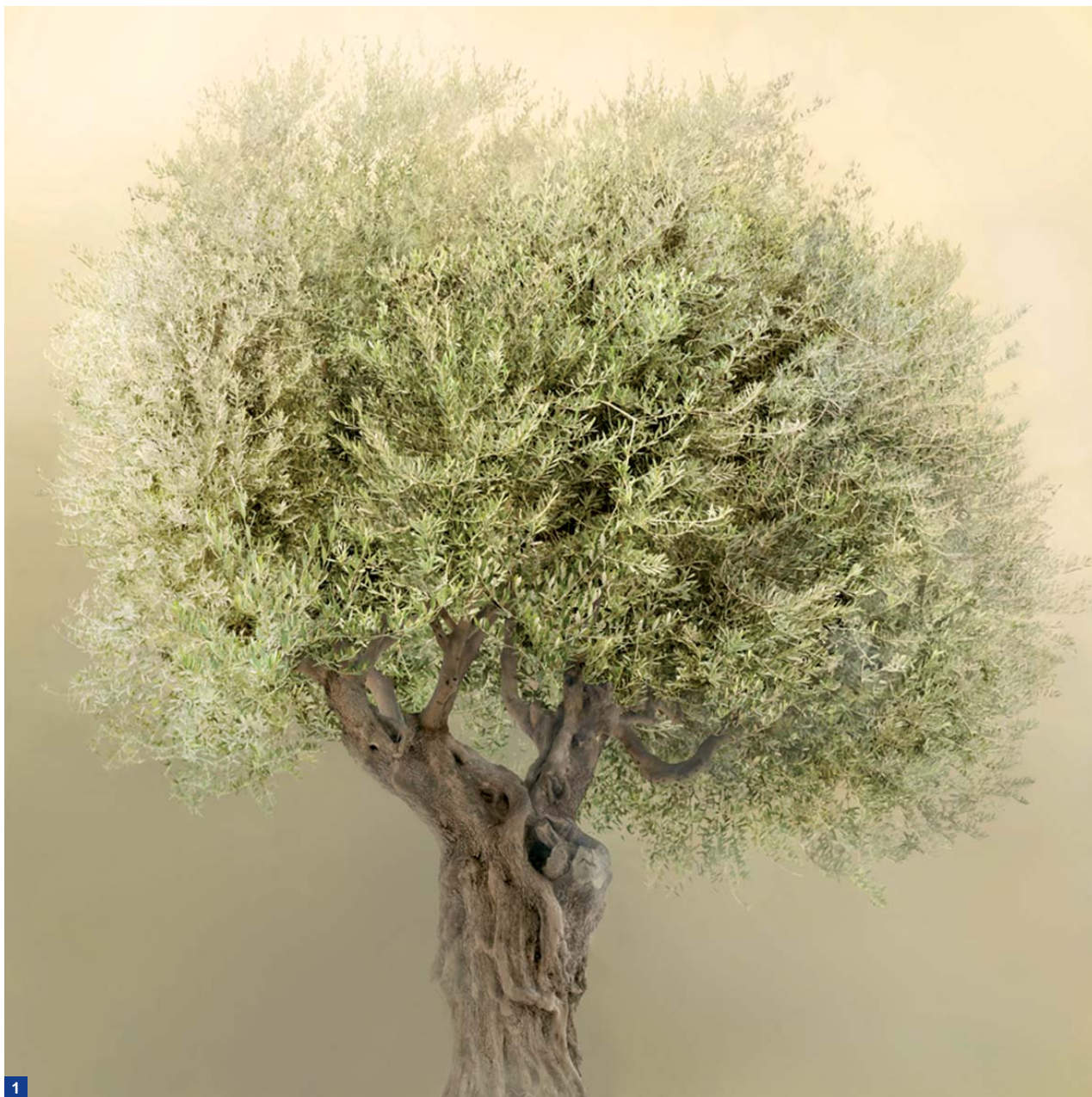
"Il Fuoco della Natura", Museum Ex-Pescheria, Salone degli Incanti, Trieste, Italy, 2012

"Visioni Urbane", Fondazione Forma per la Fotografia, Milan, Italy, 2011

"Nautre Sensibili", Fondazione Forma per la Fotografia, Milan, Italy, 2010

"Puglia Contemporanea: Artisti a Palazzo", Gagliano del Capo, Italy, 2010

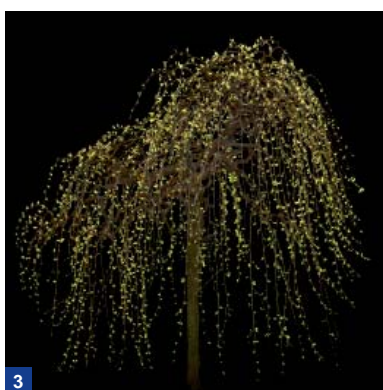
For more information please
email info@irenekung.com
or visit www.irenekung.com



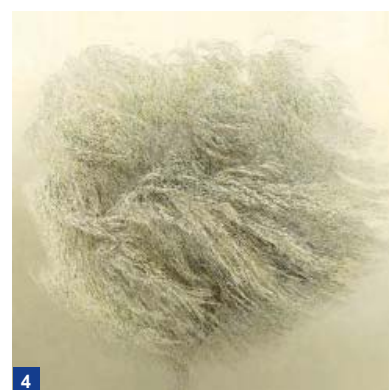
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1. Ulivo Primavera, D-Print on rag paper. The AIC would like to sincerely thank Irène Kung for the donation of this photograph for the Thanksgiving Gala.
2. Albero Genitore, 100 x 100 cm, D-print on rag paper
3. Mulberry, 100 x 100 cm, D-print on rag paper
4. Willow Tree, 100 x 100 cm, D-print on rag paper

CIVIC CONCERNS

Message from the AIC Civic Concerns Chair

One would expect the last day of August to be a beautiful sunny day.

But alas the AIC and AIWC Bake Sale volunteers battled a day of low temperatures, wind and occasional rain.

This did not inhibit the fun had by over a thousand participants and volunteers who were present at the Paddle for Cancer event supporting ESCA (English Speaking Cancer Association) as well as Zoe4Life and Make-A-Wish Foundations.

Our jointly sponsored AIC / AIWC Bake Sale table netted a whopping CHF 1,200 for ESCA.

Thanks to everyone who baked something special and to Reto Egger at McDonalds who donated 500 donuts and especially the volunteers who manned the table with frozen hands.

Special thanks to AIC's Anne Thiel, Mary & Mary Bernasconi and AIWC's Fay Rogers for organising our participation... and to Raymond Rogers, our photographer.

Mary BERNASCONI
AIC Civic Concerns Chair





**Partage means to share.
Together with us, support those
in need in Geneva.**



Since 2005, Partage, the Geneva food bank, collects unsold food and items from local supermarkets, and leftovers from wholesalers and companies.

Once sorted and stocked in its Carouge warehouse, Partage distributes for free **4 tons of goods** daily to over **55 partner associations** and social services, helping less advantaged people in Geneva.

Last year, **1 160 tons** of leftovers and surplus food inventory were distributed by **34 employees** who are employed full-time as part of a professional reinsertion program.

In 2015, Partage will celebrate its **10th Anniversary**.

If you are interested in sharing please contact:

Partage
Av. Cardinal Mermillod 13
1227 Carouge
+41 22 301 11 78
centrale@partage.ch
CCP: 17-5848813-4

www.partage.ch

Vineglorious!

Switzerland's Wondrous World of Wines

Ellen Wallace

ellen books

The renaissance of Lake Geneva area wines by Ellen Wallace

Switzerland's wines are in the midst of a renaissance that is bringing high praise for them, at home and abroad. If you're not yet aware of this, here is an invitation to join the ranks of people discovering that in the 21st century Swiss wines are all about quality, elegance and innovation. The stretch of vineyards from Geneva to Lausanne is very much part of this.

In the 1980s Geneva's wines in particular went through a morose period, when the traditional market for grape growers weakened to the point where a number of them decided to start making their own wine. Some succeeded admirably while others flooded the market with mediocre wine. In the 1990s restrictions on wine imports were lifted and Swiss cellars felt the impact.

The result was a shakeout period, but the best have survived and the situation today is different. No wine producer will tell you it's easy - it never is, when you work with nature's whims, as the disastrous hail storms of 2013 showed. Another worry: consumption of wine is falling in Europe.

Six things you should know about Swiss wines in 2014

Reds outstrip whites: 52 percent of Swiss wines are red, 48 percent white - with the exception of canton Vaud, the likely birthplace of the eponymous Chasselas grape, according to DNA research.

Chasselas is considered a wine that is easy to digest (therefore appreciated by many people who have trouble drinking acidic white wines): it is low in acidity, which makes it the perfect aperitif wine, but that lack of punch is offset in good Chasselas by minerality or elegantly delicate and fine aromas when made by a producer who understands his or her grapes.

True, a mere 1.8 percent of Swiss wine (2013 figures) is exported, which means few people abroad know about it. This is changing, thanks to the rebirth of the national marketing board, Swiss Wine Promotion, and the sheer quality of the wines today.

Scores of Swiss wines now win awards at major international wine competitions, despite the country's small size. The four wineries who generously offered wines to the AIC for its Thanksgiving 2014 dinner are a fine example: all are winners of prestigious international awards in the past five years.

Innovation in the wine business today means that sophisticated organic and biodynamic growing methods are gaining ground as safer and the only way to protect plants and the soil long term. Swiss wineries are pioneers in this area.

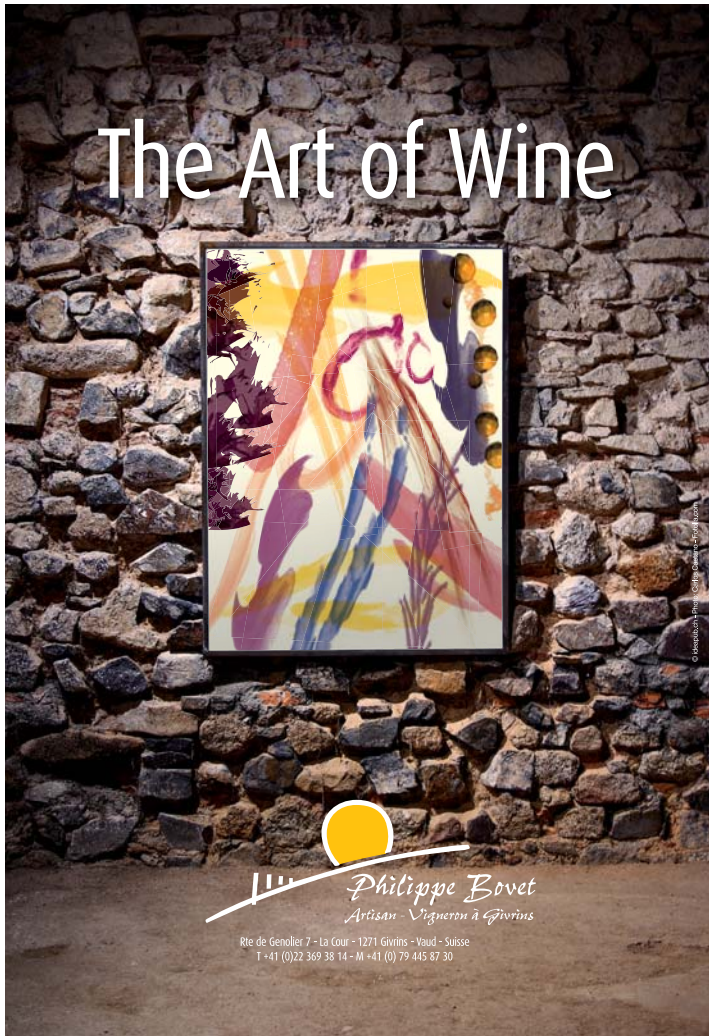
Wine consumption has slipped badly in Italy, France, Spain and Portugal, but in Switzerland it is moving downward only very slowly, and the loss is in foreign wines: consumption at home of Swiss wines rose 7 percent in 2013, as Swiss consumers begin to appreciate the new level of quality of their own wines.



Philippe BOVET

Ellen WALLACE is the publisher of news sites GenevaLunch.com and the only English language journalist who specializes in Swiss wines. She is the author of Vineglorious! Switzerland's Wondrous World of Wines, the first book in English in 20 years on Swiss wines.

Published September 2014. Available for CHF30 online at ellen-books.com (reviews in English, French, Italian and German at ellenwine.com)



GOLF

Message from the AIC Sports Chair



"The AIC 2014 Golf Tournament" took place on Friday, 12 September, graciously hosted by the private Maison Blanche Golf Club in Exchenevex, France, under bright sunny skies, and perfect game temperatures.

Organised this year by long-time Club members Raphael Negron and Christian Jordan, some 37 AIC members participated in the shotgun start scramble. The tournament was kindly sponsored by Grimm Motors SA in Geneva which exhibited a number of General Motors new car models including a sporty Corvette, all of which were displayed on the grounds and open to AIC members to take out for a test-spin after the game.

After enjoying a light continental breakfast, the players decamped to the practice range for some warm-up driving and putting. At 8.30 sharp, the gun sounded and the 10 teams were off from each hole on the front nine (with 2 teams starting on a long par 5). As indicated by the close final scores, the teams were pretty evenly matched. The tournament included prizes for the closest to the pin on 2 different holes.

Most teams finished up around 13.30 and reassembled to rehydrate on the lovely Maison Blanche restaurant terrace overlooking the 10th tee and 18th hole, followed by a sumptuous buffet lunch. After dessert, Raphael Negron announced the winners and awarded prizes--thanks to the generosity of our sponsors, every player walked away with a prize. At the close of the ceremony,

The winners were:

- Best "Gross" score (33 points) Patricia RYAN, Stéphane GRIS, Michael SILVERSTEIN and Rashmi BARCHHA
- Best "Net" score (44 points) Audrey BARCHHA, Michael WOLFSON, David-Peter LE and Benjamin COHEN
- 2nd best "Net" (41 points) Ed FLAHERTY, Robert TOOLE, Mark MASON and Raphael NEGRON
- 3rd best "Net" (41 points) Josiane NEGRON, Jim BISSELL, Stephen MOSES and Chris SHEPHERD

AIC Club President Ed Flaherty presented the AIC Golf Tournament Cup to this year's best "gross" team (whose names will be engraved on the pewter cup), and also announced that beginning this year, the tournament would hereafter be known as the Annual AIC-Chand Kaul Memorial Golf Tournament in honor of long-time Club and Exec Committee member, and Sports Competitions organiser Chand Kaul who passed away last year.

The Club wishes to once again thank Raphael Negron and Christian Jordan for organising such a top shelf event while the Club is going through a challenging transition year, and of course all the members that participated, as well as our generous sponsors: Grimm Motors SA, Maison Blanche GC, Clinique Genolier, Pamela and Peter Cloutier, Christian Jordan

We hope to be back at the Maison Blanche next year, and to see more members either playing or joining the after-match lunch!"

Raphael NEGRON
AIC Sports Chair



TENNIS

Message from Roy Ryan



On Saturday, September 13, on a magnificent, sunny day at the beautiful Tennis Club de Genève, the AIC's annual mixed doubles competition took place to the great enjoyment of all participants and spectators.

In the round robin format, the favored team of Bernard Genoud and Katia Lambert took the first prize in convincing fashion, demonstrating their top form.

Roy Ryan and Suzanne Hufschmid edged out veteran Claude Marshall and Erika Thierstein for second place in a thrilling match, while Claude and Erika took third place.

Charlie and Beate Miller, who placed fourth, played creditably against the strong field.

They are a fixture in this event, and although the Club does not keep records going back beyond about 20 years, they appear to have set a record for longest participation in the mixed doubles event having appeared annually since the 1970's.

There were smiles all around as the last matches were completed. The conviviality continued during lunch on the beautiful terrace of the TCG, overlooking the center court.

As the participants and spectators drifted away afterwards, there were many expressions of gratitude for the event and promises to return next year with even better play.

Jacqueline Kaul was very much present in her customary role of support and encouragement, which she and her late husband, Chand, fulfilled for nearly 40 years.

All present remembered Chand with affection and gratitude, as Chand and Jacqueline were for many years the heart and soul of the Club's sporting events.

Chand is greatly missed, but we rejoice that Jacqueline will continue to play an active role.

Participants in the mixed and men's doubles events, as well as any other interested Club members, are cordially invited to the Club's annual Tennis Dinner, to be held on Saturday, October 11, at the Tennis Club de Genève.

Details will be circulated shortly to all members.

Roy RYAN

Club Development Chair



Front Row: Suzanne HUFSCHMID & Erika THIERSTEIN

Back Row: Katia LAMBERT, Bernard GENOUD, Roy RYAN, Claude MARSHALL, Beate MILLER & Charlie MILLER

4th OF JULY CELEBRATION' 14

Message from the AIC VP and 4th of July Chair

As you may remember, the weather for last year's 4th of July Celebration was perfect, with blue skies and warm weather, we could not have asked for more. However, this year was just the opposite, the rain clouds dominated the skies and the threat of thunder showers was real. At exactly 18:30, the skies opened up with rain, wind and dropping temperatures. We closed the tents to keep out the blowing rain and stayed inside to keep warm and dry. It must have rained for a good hour.

Besides the weather, we had to deal with competition from the soccer World Cup Finals that night. Needless to say, both the weather and the Finals had a dramatic impact on the number of people attending the Celebration.

But, in the true spirit of the 4th of July, this did not prevent the AIC members and guests from enjoying a spirited and lively celebration at the **Domaine du Pommier, in Grand-Saconnex**.

This year the food service was further improved by recruiting Club members to help serve. The food served faster and their friendly service and smiles were appreciated by all. Many thanks to Amandine Fabre-Dalsace for leading this team, to Mary Bernesconi, Mary's friends from the Bahamas, Anne Hornug-Soukup and others for helping serve the food. The caterer, Live Catering, has been doing the catering for many years and provided a great menu of hamburgers, ribs, sausages, frites and salads.

There was one hiccup we had to deal with. At the last minute singer for the National Anthem had to cancel due to health reasons. Fortunately, we recruited Patricia Ryan, who had just entered the tent to sing. She graciously said yes and sang a beautiful rendition of the National Anthem, accompanied by Al Blatter on keyboards. We hope she will sing again next year.

We were pleased to have Bacardi back for a 4th year as a sponsor with the **Bacardi Bar**, serving Mojitos and Pina Colada and this year they introduced the new Martini Royal Rosato and Bianco.





We would like to also thank our other sponsors, Eric Ware with Eric's Peanut Butter, College du Léman, C:Link 3D Printing, Chevalley/Grimm Automobiles, Pelichet and JTI for their support and participation.

The bouncy castle team returned with their inflatable games and the face painting and tattoos for kids. For the bigger kids, Tesla showed their new all electric sports car and Cadillac displayed several of their new models.

Back my popular demand was Geneva's favorite band, The **Albert-Mark BAND**, who played a perfect blend of jazz and classic rock, from Ellington to the Eagles.

A special thank you goes out to the 4th of July committee and the office staff that makes this event happen for the AIC.

I would like to thank Kirsten Stromstad, the AIC Executive Director and Ruth (Last name), the AIC administrative guru who put in hours of hard work and all the volunteers who helped to make this a great event.

Thank you - for all your hard work and dedication.

Last but not least, were pleased to have a team from Pelichet to take down the tables and benches. This was a great help and much appreciated by the team who had been on site since noon.

As for next year, it will be at the same place, at the same time and on the same day. We look forward to seeing you there.

Best regards,

Ron BANKS

AIC VP & 4th of July Committee Chairman



1. The Albert-Mark Band
2. Drummer from the Albert-Mark Band
3. Anne-Shelton AARON and Susan ANDERSON
4. Carlo LAMPRECHT
5. Olivier GEREKE and Kevin CROWLEY
6. Bacardi Team
7. Edward FLAHERTY
8. Edward KARR and Germana Mariani KARR
9. Tesla Demonstration
10. Fabrice PASQUIER and his son

PAUL POLMAN

CEO Unilever,
Getting Back to
Basics

11 January 2013



Paul POLMAN & Edward KARR

Unilever's mold-breaking boss touts 'sustainable' business

Big business needs to adopt a responsible model that contributes to society and the environment rather than just exploiting it, says Paul Polman, CEO of Unilever, calling the economic crisis of 2008 "a crisis of morality and ethics more than anything

Now the need for such models is even more important, Polman said. "The cost of lack of business trust is high", he said, citing scandals such as BP's oil pollution accident in the Gulf of Mexico. Polman then went on to discuss the steps he has taken as head of Unilever, the world's third largest consumer goods company, which break the mold in many ways.

The Anglo-Dutch giant - famous for such brands as Lipton's, Knorr, Hellman's and Dove - consistently rates high for its sustainable business operations. But it is also managing to boost sales and income.

Polman, a Procter & Gamble veteran who also worked as chief financial officer for Nestlé, staked out ambitious goals when he took over the helm of Unilever in 2009. Among them was to double revenues while "decoupling" that expansion from its environmental impact. The company has pledged to slash its environmental footprint, while sourcing all of its agricultural raw materials sustainably.

The goal is to achieve equitable growth and to contribute to the world without taking more "so we don't steal from our children." Whilst Unilever may have reduced emissions, the supply chain could still do more which would have more of an impact than all of Unilever's changes. This needs input from government and consumers.

Companies need to work with NGOs, he said, or face becoming isolated. Polman also talked of the "great risk to capitalism" threatened by a breakdown in social cohesion due to rising unemployment.

Polman's advice to other companies is to forget the "free riders", referring to businesses that don't pay attention to the environment and the long-term impact of their operations. "You don't want to be left behind and regarded as a dinosaur."

Malcolm CURTIS

www.malcolm-curtis.com



Guests with Paul POLMAN

AMBASSADOR DONALD S. BEYER

The Road Ahead for
US-Swiss Relations

1 February 2013



Donald S. BEYER

Sometimes when you read the press you would think the US and Switzerland are at war, even if the two countries have enjoyed one of the longest-running friendships between nations in history.

Swiss banking secrecy and tax evasion issues have made the small mountain country a target of the most powerful nation on earth.

In return, many Americans living in Switzerland now face challenges on every level, from obtaining a work permit to opening a bank account.

US companies still have a sizable presence in Switzerland but will they continue to invest in the country?

It couldn't be more timely for Donald S. Beyer, US Ambassador to Switzerland and Liechtenstein, to speak to the American International Club of Geneva.

His highly anticipated presentation on February 1 will focus on the "road ahead for US-Swiss relations".

Beyer was appointed in 2009 by President Barack Obama as Washington's point man in Bern.

As we all know, it's been an eventful period since then. Beyer has a background in Virginia politics - he served as 36th Lieutenant Governor of Virginia from 1990 to 1998.

But he knows something about business too, as the owner of a string of car dealerships in Virginia.

Edward KARR, Charles ADAMS & guests



Edward KARR, Betty KING & Donald BEYER

PIERRE-FRANÇOIS
UNGER, NEIL RIMER,
LLOYD LA MARCA

Part 1 Solutions for the Re-invigoration of the Geneva Economy

21 February 2013



Neil RIMER, Edward KARR,
Pierre-François UNGER

Venture Capitalist Neil Rimer challenges Geneva to do more

Sparks flew at a luncheon panel discussion about solutions for reinvigorating Geneva's economy hosted by the American International Club. Geneva cabinet minister Pierre-François Unger, Geneva-based venture capitalist Neil Rimer and Geneva startup founder Lloyd La Marca offered markedly different perspectives on the way forward for the canton.

Unger, minister responsible for regional affairs, economy and health, kicked off the debate he defended "diversification" of industries and services as the key to Geneva's economic future.

But Rimer, co-founder of Index Ventures, a Geneva-based capital investment firm, said diversification is not the answer, arguing that Geneva should instead "double down" on science and knowledge based industries. For his part La Marca, co-founder of SwissTV, outlined why his Geneva-based startup is going places. He acknowledged that they cantons banking industry "has suffered" and the business of wealth management has shrunk. But this is increasingly being replaced by "trade finance" to support Geneva's growing commodity trading and shipping sector, Unger said. One in five cargo ships around the world are controlled from Geneva, he noted.

Unger also touted "vertical diversification" as such Geneva companies as Richemont, the luxury group, which has grown beyond watches and jewellery.

The politician also talked of the importance of business "incubators" programs designed to support new entrepreneurial firms. He highlighted sectors such as biotech and clean tech clean technology as being important for Geneva. Rimer offered a less flattering view of Geneva's future. He helped create Index Venures. His success story in internet phenomenon like Facebook, Skype and Drop box. But Rimer said there are fewer reasons now for his company to be centred in Geneva. "Sadly our centre of gravity is moving away from Geneva" he said noting that his company had opened up offices in London and San Francisco both of which were expanding faster than the Swiss one.

He said the canton needs to make a greater effort to attract "knowledge driven businesses and be a bit more selective in the ones we want to attract". La Marca, former executive at AMC, an Internet currency trading company acquired by Swissquote, explained how he helped start Swiss TV, an interactive television service. When launched in 2010 it was the first service of its kind in Switzerland, he said, offering direct streaming of movies and other programming via the Internet without any need for downloading he said identifying Naxoo the Geneva cable company as one example. Brought up in New York La Marca said that for entrepreneurs, if you can make it in Switzerland "you can make it anywhere".

Malcolm CURTIS
www.malcolm-curtis.com

DR. BEAT RICHNER

Swiss Pediatrician,
Cellist (Beatocello),
and Founder of
Children's Hospitals
in Cambodia

10 May 2013



Dr. Beat RICHNER

Dr. Beat RICHNER drums up support for Cambodia kids' hospitals.

Dr. Beat RICHNER delivered a thought-provoking speech to the American International Club on May 10 about his work to found and support children's hospitals in Cambodia. The Swiss children's doctor, originally from Zurich, has been working for more than 20 years in one of the poorest countries in the world since he was first sent there to work for the Red Cross in the 1970s.

Creator of the Kantha Bopha Foundation in 1992, he helped rebuild an existing children's hospital in Cambodia and through his foundation, four others.

"Last year we had the worst year, the most difficult year in 21 years", he said. The hospitals treated 800,000 children, including more than 150,000 severely sick children, 25 percent more than the previous year. The hospitals treated 92 percent of all the sick children in Cambodia, Richner said. On the positive side, the hospitals "have a low mortality rate of around 0.35 percent, compared to six percent in 1998", he said. "We can save these children".

Richner said the hospitals were sustainable in the sense that fully trained doctors aged around 45 are ready to ensure the continuity of their operation. "In the medical sense our hospitals, our project, is successful", he said.

"In the financial sense, unfortunately, it's a nightmare". The foundation's \$41.5 million budget is 90 percent funded through private donations, Richner said.

Richner took issue with the World Health Organization's creed that patients have to pay for their medical care. "It's absolute nonsense", he said, noting that 80 percent of the patients at his foundation's hospitals come from families with a daily income of \$1 or less.

At the end of his presentation, Richner donated copies of latest DVD, which outlines his latest work to members attending the luncheon. He also distributed donation forms for his foundation.

Malcolm CURTIS
www.malcolm-curtis.com



Guests with Beat RICHNER

STEPHANE GARELLI

Director of the IMD
World Competitiveness
Center

4 June 2013



Stéphane GARELLI
& Edward KARR

IMD professor explains competitiveness - with a dose of humor

Competitiveness may be a serious matter, but IMD Professor Stéphane Garelli injected plenty of humor about the subject in a luncheon speech to the American International Club in Geneva at the Hotel Beau Rivage on June 4. Lausanne-based Institute for Management Development issued its 25th annual global competitiveness report, which showed the United States regaining top spot, followed by Switzerland. He drew an analogy with Olympic champion Usain Bolt, explaining that the sprinter is successful for more reasons than the fact he runs fast. "That's not enough... it's because he has the best shoes, access to the best trainer, access to the best facilities and has a good mental attitude". Managing the "totality of competencies and resources" is important for an athlete and is equally so for countries, Garelli said. IMD's competitiveness report takes a "wide-angle approach" that looks at such things as education, infrastructure, government efficiency and technology, as well as economic performance, to gauge competitiveness. The United States is "back" at the top of the competitiveness rankings because its financial sector has recovered from the crisis of several years ago and its businesses, particularly technology-based companies, are still thriving, Garelli said.

All the major innovations of the past 15 years - such as the iPod, iPhone, YouTube and Google - came from America, he said.

As well, the US is enjoying an "an energy renaissance" that bodes well for the country's economic future, Garelli said. America will produce more gas than Russia in 2015 and by 2020 more oil than Saudi Arabia, 12 million barrels a day, he said. This will have a beneficial effect for the American economy in terms of infrastructure, exports and a lower cost of energy. "The German Federation of Industry has estimated that in 2020 the cost for electricity for American enterprises will be half will be half that of the cost of those in Germany". Europe is paying the price for austerity programs that are untenable if countries in the region want economic growth, Garelli said. Switzerland's competitiveness is high because it is export oriented, has a diversified economy and has a strong sector for small and medium-sized companies, he said. Other countries, such as Sweden and Germany, benefit from the same attributes, Garelli indicated. Fiscal discipline has also "saved" Switzerland, he said.

Commenting on the emerging economies of the BRICS group of countries (Brazil, Russia, India, China and South Africa), Garelli said there is no "mortar" holding them together. Individually, the countries still rely on America and Europe for trade. But he said one trend on the way is for increasing global brands from emerging countries. One of the key issues for competitiveness in the future, he said, will be the mindset of nations. Garelli cited another luminary, Einstein, to make a point about the importance of imagination for the future of competitiveness. "If you are logical you will go from A to B", he quoted the Nobel Prize winning physicist as saying. "If you have imagination it will take you everywhere".

Malcolm CURTIS

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JEAN-MICHEL COUSTEAU

The Great Ocean
Adventure

4 September 2013



Jean-Claude COUSTEAU

Environmental speaker Jean-Michel Cousteau continues the legacy of his father, the legendary ocean explorer Jacques Cousteau, as a world-renown explorer, environmentalist, educator, oceanographer, and filmmaker.

For more than four decades, explorer, environmentalist, educator, and film producer Jean-Michel Cousteau has used his vast experience to communicate to people of all nations and generations his love and concern for our water planet.

Cousteau founded the Ocean Futures Society, a marine conservation and education organization that serves as a "Voice for the Ocean."

The Society teaches conservation ethics, conducts research, and helps to develop marine education programs.

A prolific filmmaker, Jean-Michel Cousteau has also produced over 70 films.

Recognized as a voice for the ocean who communicates to a new generation, he continues his quest to "carry forward the flame of his faith" and to educate listeners worldwide on the importance of the oceans and preserving underwater ecosystems.



Guests with Jean-Claude COUSTEAU

PIERRE-FRANÇOIS
UNGER,
BLAISE GOETSCHIN,
ALAIN NICOD

Part 2 Solutions for the
Re-invigoration of
the Geneva Economy
25 September 2013



Edward KARR, Ed SCHNEIDER,
Pierre-François UNGER
& Blaise GOETSCHIN

Solutions for the Re-invigoration of the Geneva Economy

For the second time this year, the American International Club organized a panel entitled "Solutions for the Re-invigoration of the Geneva Economy". featuring panelists Pierre-François Unger (Conseiller d'Etat of Geneva, supervising the economy, health, and regional affairs), Blaise Goetschin (CEO of Cantonal Bank of Geneva), and Alain Nicod (Managing Partner of VI Partners, a local venture capital fund).

Mr. Goetschin highlighted Geneva's substantial activities in private banking and trade finance. He noted that despite worries about private banking retrenchment and the strong Swiss Franc, the Geneva economy continues to grow led by commerce such as energy trading, projecting local GDP growth of 1.9% in 2013 and 2.5% in 2014, outperforming both the Swiss and European economies.

Mr. Nicod presented insights on emerging technology companies, in terms of achieving growth and success. Attracting the most talented people in the world in a certain domain was a key factor. Mr. Nicod added that quality of life offered in Switzerland, as well as its strong academic institutions, are conducive to attracting these highly-prized people. Fiscal authorities need to adapt tax rates, however, so that entrepreneurs can be rewarded for the risks they are undertaking, added Nicod.

A venture fund should concentrate its capital on the very best portfolio companies.

Geneva awaits approval of a proposed 13% corporate tax rate. Another concern was Geneva's competitiveness to attract future industries. Edward Karr, President of the American International Club, noted that "our quality economic forums serve as a platform for Geneva professionals to engage with local leaders, providing them direct input into the future direction of our local economy".

Edward Schneider



Ed SCHNEIDER & Edward KARR



Alain Nicod

MICHEL
PETTIGREW

Visit of Ferring
Pharmaceuticals
in Saint-Prex

1 November 2013



Michel PETTIGREW

Michel Pettigrew, President of the Executive Board & COO, Ferring Group

We are Ferring. We believe in the power of research and the need to go where the research takes us. We believe in the value of partnership and of sharing knowledge. We are passionate and curious about science.

We believe in medicine on the body's own terms. We work with the body's own endocrine systems to restore our patients' balance and good health.

We have pioneered the use of peptides and have used our knowledge to drive on into other therapy areas and other, non-peptide, treatments.

The company's research activities and products are connected by a common thread focused on the provision of tailored treatments that work on the body's own terms to enable doctors to combat numerous diseases and medical conditions.

The company has gained international recognition over the last 20 years for the creation of inventive medications that improve the quality of life of children and adults all around the world.

Ferring has its own production facilities in several European countries, in South America, Israel and China and is currently building new facilities in the US and India. With the acquisition of Bio-Technology General in 2005, it has capabilities in recombinant biotechnology as well as more traditional pharmaceutical manufacturing.

Ferring's marketing, medical services and sales teams, led by corporate headquarters in Saint-Prex, Switzerland, operate from more than 50 countries and employ more than 4500 people throughout the world, while treatments are available in more than 90 countries.

This expansion has allowed Ferring to maintain a double digit annual growth rate over the last two decades.

Ferring's R&D projects complement Ferring's product portfolio and will add a new generation of products to some of the company's most successful specialty brands. R&D facilities are located in Denmark, USA, Israel, India and China.

Ferring is committed to a future where it will continue to provide new and innovative medicines by utilising existing and acquired skills and the development of pioneering technologies and, where necessary, through partnerships with academic institutes and other companies.

NICOLAS BIDEAU

The Image of Switzerland in the USA

15 November 2015



Nicolas BIDEAU

Presence Switzerland' Ambassador Nicolas Bideau accentuates the positive

Switzerland doesn't have an image problem with the American public, just with the American news media according to Nicolas Bideau, Swizz ambassador and head of Presence Switzerland during a speech to the AIC in November 2013.

"It is very difficult to work against the negative bias' in reporting about financial issues relating to Swiss banks. It will take a decade before these financial issues hanging over the country would disappear.

However, he emphasised that this does not reflect what most US citizens feel about the country. Tennis star Roger Federer, the stable government, mountain scenery, watch and chocolate exports and international organisations such as the World Economic Forum work well for the country, he said.

The research shows that Germany has a love affair with Switzerland, the Swiss score poorly with the French and America falls somewhere in between.

The clichés of the country work for us, but the challenge is to highlight high-tech innovation and Switzerland's environmental initiatives. Earlier this year they had supported the Solar Impulse experimental sun-powered plane across the US. This was an opportunity to show Americans that "we are not only a problem as far as banks are concerned' but that the Swiss are also entrepreneurs with advanced technology.

The opportunity to promote Switzerland in a positive way at the 2014 World Cup soccer championships in Brazil should be relished. "The Swiss team is made up almost exclusively of immigrants' which hopefully will counter the notion that the country is closed and opposed to foreigners, he said.

Malcolm CURTIS
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Edward KARR & Nicolas BIDEAU

BERTRAND PICCARD

Solar Impulse Across America

6 December 2013



Bertrand PICCARD

Adventurer Piccard inspires with Solar Impulse journey

Piccard the initiator and co-founder of the Solar Impulse project spoke for the 3rd time to a packed audience on December 6 2013. With his partner Andre Borschberg they aim to fly a solar powered aircraft around the world in 2014.

They took a step in this direction in 2013 when they flew the four-engined prototype, powered by solar panels in 5 stages across the United States.

The Solar Impulse plane has the wingspan of an Airbus passenger plane, weighs the same as a car and has the capability to fly day and night. It defies what many people think is possible. The audience learnt about one of Piccard's inspirations. An aviation pioneer Calbreath Perry Rodgers who made the first transcontinental flight across the US. Despite setbacks including 16 crashes, 3 stays in hospital and a broken leg he landed his primitive plane on the beach in California in 1911.

The Solar Impulse team faced its own setback when the wing broke on the plane that is to be used on the around the world flight. They decided "we either lose a year or gain a year". Disassembling the pieces of its prototype they flew them in a transport plane to the US where it was reassembled. Their record breaking flight covered 3511 miles from Mountain View California to New York. Preparations are afoot for 2014's planned round the world flight. With flights across oceans predicted to take six days or more they are taking an innovative approach to how the two will manage to sleep. They are both now practising hypnosis so that they can teach themselves to sleep for very short 20 minutes spans!

Solar Impulse has attracted a number of sponsors but he revealed the team is still searching for 20 million francs to reach its goal. Piccard talked of the need to apply the same pioneering spirit to end poverty and promote renewable energies and sustainable development. Innovation is being stymied as there is little incentive to use new technologies, arguing new policies were needed to get rid of old polluting technologies. He favours the term "clean technology over green technology, arguing the former promotes job creation and development whilst the latter suggests limitations. "I want to inspire others to dare' he said. "The biggest adventure of all is not to fly to the moon, it is life itself'.

Malcolm CURTIS
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Guest with Bertrand PICCARD

CEO FORUM WITH XAVIER OBERSON

Trends in Corporate Taxation

10 October 2013



The magnificent offices of the Banque Privée Edmond de Rothschild provided an elegant setting for the CEO Forum of the American International Club on October 10th 2013.

The timely theme of the forum, "trends in corporate taxation and the impact on Switzerland" was introduced by Professor Xavier Oberson, a Professor at the University of Geneva and specialist on the subject of Swiss and international tax law. During the introduction given by Ed Karr, AIC President, we learned that Dr. Oberson is also a talented musician and prolific author, interjecting humor as frequently as possible into the otherwise quite serious topic of taxation.

Professor Oberson announced that the Swiss corporate tax system was now at a crossroads, enduring pressure from the Swiss Federal Government, from countries abroad calling for more transparency, and from the domestic sector. Should there be a referendum against FATCA? ...A waste of time in Dr. Oberson's view... Should bank secrecy be enshrined in the Federal Constitution? Will the 1:12 initiative gain momentum and what will be the tax impact? Will the Swiss accept in the near future the proposed 20% flat tax on inheritance and gifts?

Corporate tax developments of the last few years have offered Switzerland great potential to be more proactive and to redefine our place in the world of finance. The Swiss system of multiple tax regimes has been attacked by the EU and OECD as harmful tax competition and a violation of trade agreements. A common consolidated tax base is the new trend, as opposed to the different Swiss systems of domicile, mixed, holding companies and specific cantonal tax variances.

Is international tax law heading toward the requirement

of prior authorization, such as it applies in the UK for example? In the UK today, companies must report "aggressive tax planning", i.e., establishing where taxes are more favorable. Requiring disclosure of tax planning to the tax authorities is indeed becoming more frequent.

The BEPS project (Base Erosion and Profit Shifting) of the OECD and G20 may cause difficulties for companies in Switzerland that operate under auxiliary tax regimes. But as Switzerland may drop this tax system in 2014 in favor of a flat rate for all, this may be favorable for the country in the long term. Developments in the exchange of information, the OECD multilateral convention, the ongoing attacks on bank secrecy and tax evasion, as well as the mushrooming number of signatories to tax information exchange agreements will soon change the landscape of corporate taxation. Dr. Oberson believes the automatic exchange of information will become the world standard, eventually taking the place of the conflicting models of today (FATCA, double taxation, Rubik, EU treaties, etc.).

In Switzerland, special corporate tax regimes cannot be dropped overnight and therefore a transitory period will need to be established. The OECD multilateral treaty now applied does not make the automatic exchange of information obligatory, but does include the option to comply with automatic exchange. Switzerland should promote its own favorable features in line with the state of law, including the protection of tax payers and protection of data, the right to be notified of any exchange of information, the right to be heard and the right to appeal to an independent tribunal. These are values that Switzerland should defend.

Thanks to the BRICS, the G20 have a more global focus on all issues, including tax. This has awakened in Switzerland the realization of the urgency of tax reform. Perhaps, commented Dr. Oberson, we should start with urging the cantonal tax authorities to find a national consensus.

The American International Club conveys its thanks to the Banque Privée Edmond de Rothschild for hosting the CEO Forum. This 2013 Forum was dedicated to the memory of John Silvin, former President and ardent supporter of the AIC.

Deborah SMITH



Edward KARR & Xavier OBERSON

4th OF JULY CELEBRATION' 13

Message from the AIC VP and 4th of July Chair



It could not have been a better time or a better place for the 2013 AIC 4th of July celebration.

The celebration mood started on 3 July, when the Boss, Bruce Springsteen and the E Street Band, performed in Geneva. Many AIC members and guests saw his concert and brought the energy and excitement of the show to the AIC celebration. In fact, we invited Bruce and the band to enjoy a hamburger with fellow Americans, but unfortunately, they had to travel on the 4th.

Besides the high spirits and excellent weather, the celebration was held for the first time at the **Domaine du Pommier, in Grand-Saconnex**. The good news is we will be able to return next year.

Another change was the food service. We wanted to speed up the process and improve the overall experience for our members. This year we offered an "all you can eat" buffet of salad, hot dogs, hamburgers and ribs. Reports from the audience were it very positive.

Back by popular demand for the 3rd year, was the **Bacardi Bar**, who served great Mojitos and Pina Colada. The bouncy castle team returned with their inflatable games and the face painting and tattoos for kids. For the bigger kids, Tesla showed their new all electric sports car.

The music was provided by the Geneva's favorite band, The **Albert-Mark Band**, who played a perfect blend of jazz and classic rock, from Ellington to the Eagles.

1. Kids Playing
2. Enjoying Food
3. Albert-Mark Band
4. Kirsten STROMSTAD, John MCCARTHY, Edward KARR
5. Edward FLAHERTY, Fabrice PASQUIER & Dan ZVERSKI
6. National Anthem



Many thanks goes out to all the volunteers who came early and stayed late to help setup, decorate, work the front desk and to help take down. A special thanks goes to the city administration team of Grand Saconnex, who provided us with a great location and facilities. Here you may want to add something about the sponsors.

As chairman of the 4th of July committee, I want to give a my sincere thanks to Kirsten Stromstad, the AIC Executive Director and Elaine Christen, the AIC administrative guru, who put in hours of hard work to make this event one of the best 4th of July Celebrations in memory. Thank you ladies - you really make this event special.

Ron BANKS

AIC VP & 4th of July Committee Chairman



THANKSGIVING CELEBRATION' 13

Message from the AIC VP and Cultural Events Chair



On a blustery November evening, AIC Members, family and friends gathered for a joyous occasion - Thanksgiving! Certainly, we here in Geneva have a lot to be thankful for.

As in the past few years, AIC Thanksgiving took place at the renovated 4-star Hotel Crown Plaza where we dined on the traditional fare - turkey, dressing, sweet potatoes, pumpkin pie and cranberry sauce.

The wines were furnished from the cave of our members, from Domain Chatelanat, Jean-Robert and Jackie Bugnion.

The event was enlivened by the strong participation of Boston University students who certainly appreciated the DJ.

A highlight every year is the tombola and auction. A special piece of fine jewelry was auctioned, made and donated by jeweler and AIC member to celebrate the flight of Solar Impulse across America planned during the summer of 2014.

Proceeds from the tombola and auction raised some funds to support the AIC 2013 charity, Winds of Hope Foundation, that was established by Bernard Piccard who actually piloted Solar Impulse on its historic flight.

Robert RACE
AIC VP and Cultural Events Chair

1. Margaret FRESHER FLAHERTY & Edward FLAHERTY
2. Fabrice PASQUIER, Willem Jan HOFMANS & Kevin CROWLEY
3. Guests with Dan ZWERSKI & Edward KARR
4. Guests with their children
5. Guests with Chris MC SORLEY
6. Edward KARR & guest





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