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2015



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Judith Webster, Janet Voûte, Karen Saddler, Diana Ritchie



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geneva@pdpeurope.ch

> **Lausanne**
Rue des Jordils 40
Case Postale 68
CH – 1025 Saint-Sulpice
T +41 21 695 60 70
F +41 21 695 60 79
lausanne@pdpeurope.ch

> **Bern**
Waaghaus - Passage 8
Postfach 542
CH – 3000 Bern 7
T +41 31 313 50 00
F +41 31 313 50 09
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> **Neuchâtel**
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PIERRE MAUDET

A strategic economic vision for Geneva

Geneva adopts a whole new economic approach and creates a framework for the government's future actions. This cantonal economic strategy 2030 gives a vision of the economic cantonal policy and underlines the major strategic issues and objectives.

Through the active and meaningful exchanges with more than fifty industry experts, the strategy provides a medium-term vision and responds to uncertainty and unpredictability that may constitute an obstacle to the maintenance and development of a prosperous economy.

This key document was developed along seven strategic lines split into thirty objectives. Geneva alternately innovates, mobilizes, invests in human capital, diversifies, explores, implements sustainability and exports itself, to converge to a single goal: a prosperous, responsible, plural and entrepreneur-oriented canton.

There are three core elements of Geneva's strategy: openness, diversity and durability.

The major challenges are clearly underlined in this document as we are facing profound changes, such as technological and numerical changes that

both impact patterns of societal organization and business models.

People experience daily an acceleration of the major trends. It took 75 years to get 50mio people connected to a phone, but nowadays 35 days are enough to go through an Angry Birds app.

If the principle of economic freedom is guaranteed in Switzerland, the action of the state remains essential to create optimal business conditions, necessary to the economic development, prosperity and social cohesion. The state also has an essential role in anticipating, innovating, promoting and defending the economy.

This strategy will lead to several action plans, such as innovation to improve technology transfer between research and industry, and support projects related to Fintech and cyber security.

This strategy's implementation will mobilize major economic actors and help the private sector to understand where Geneva is heading. We shall not forget that the American business community is an essential part of it and a stakeholder of the implementation of the Geneva Plan of Action.

Pierre MAUDET

*Conseiller d'Etat in charge of
Department of Security and the Economy*



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Vision of the AIC

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

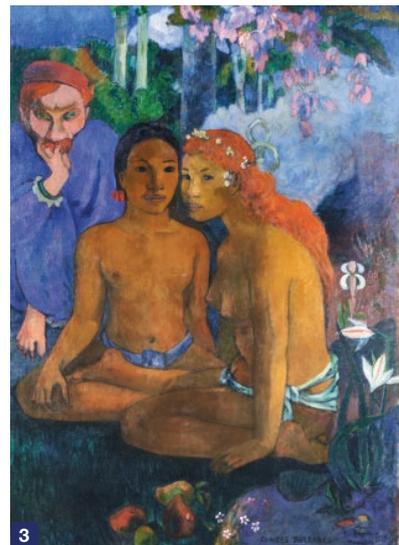
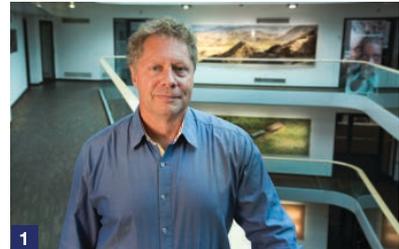
Mission of the AIC

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



AMERICAN
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Place du Bourg de Four 24
Tel. +41 22 704 13 23 - Fax +41 22 704 13 29
admin@amclub.ch - www.amclub.ch



1. Dr. Seth Berkley, CEO of Gavi, The Vaccine Alliance, AIC 2015 Speaker
2. Judith Webster, Janet Vouïte, Karen Saddler, Diana Ritchie, AIC 2015 Professional Program Panel
3. Fondation Beyeler, Basel. P. Gauguin, Contes Barbares, 1902. Photograph @ Museum Folkwang, Essen. AIC 2015 Cultural Activity
4. AIC 2014 Golf Tournament

EDWARD FLAHERTY

Message from the AIC President



Dear Fellow Club Members:

As I approach the end of my mandate in December as your Club President, and prepare to hand over the reins to my successor, it causes me to reflect on a number of Club events held during my presidency, and on the bright future of the AIC. After managing a long overdue Club Office reorganisation in my first year as President, and overseeing the engagement of BHP Sarl (Mary Hofstetter, COO/DD, Maxime Laperrouze, Events and Marketing Manager) to guide the Club on a day to day basis, I can say with great confidence that the AIC is today in a far better position than it has been for a long time, and that we count on you Club members to help us build on our recent successes through your loyal attendance at events, recruitment of new members, or as volunteers for various Club events and activities (pick up the phone or send the Club Office an e-mail - we need you!).

As many of you may have noticed, and as highlighted in detail in this edition of the AIC Lifestyle, 2014-15 saw the redesign of the Club logo, installation and application of a cloud-based IT and database management system (allowing for rolling membership renewals), relocation of the Club office to a more central and convenient Old Town venue, a rejuvenated and updated Thanksgiving dinner, the establishment of the AIC-Chand Kaul Memorial Golf Tournament, creation of a re-invigorated Cultural Program, introduction of the revamped AIC Lifestyle magazine, a regular stream of noteworthy and newsmaking presenters in the AIC's flagship Speakers Program (US Ambassadors LeVine and Hamamoto, Hanan Ashrawi, François Longchamp, our own Michael Parmly on Cuba, Lorenzo Stoll of Swiss Airlines, Dr. Seth Berkley of Gavi, the Vaccine Alliance, Dr. Steve Myers from CERN, to name just a few), initiation of new member breakfast orientations, the birth of a new Club social media strategy, and a refocus on holding more events closer to the city centre, and more evening professional events.

The weather gods smiled upon the Club this year when we most needed it - for our annual 4th of July bash in Grand Saconnex (complete with a number of well-known Geneva curb trucks and a football demonstration by the Geneva Seahawks), our Tennis tournament in June at the Tennis Club des Eaux-Vives, and our golf outing in September

at Maison Blanche - and as a result, all of these signature events were a smashing success. I urge all of our Club members to participate next year, particularly in the sporting events which are structured by our new Sports Event champion Raphael Negrón to allow players of all skill levels to compete equally. And do not forget to check out all our other member benefits on our website, www.amclub.ch, including a 15% discount on purchases at Manor.

I am also happy to report that your Executive Committee in large part due to the efforts of our Membership Chair Dan Zwierski and our Club Office team have successfully reversed the trend in past years of declining membership, and in 2015 met and exceeded the 2014 membership revenue by mid-year - an encouraging trend in view of the world-wide economic challenges of recent years, which positive trend we fully expect to continue in years ahead. We are also grateful to our loyal Corporate Partners who continue to support the Club and its myriad activities, as well as our growing list of event sponsors.

Finally, I want to thank my Vice-Presidents, Paige Holt, Ron Banks and Michael Parmly, for their dedication and unwavering support to me and the Club during my tenure, as well as all the volunteer members of the Executive Committee, without whose time-commitment and concerted efforts the Club would not be what it is today. I also want to again acknowledge the herculean efforts of Mary and Maxime in the Club Office, as well as their assistant Ruth Dyson, and the Club interns/volunteers in helping to maintain the Club and its activities at such a high quality level. I also want to thank you, our Club members, for your continued loyalty and participation in Club events, and for making my time as Club President such an enjoyable and memorable experience.

The AIC exists for our members, and I count on all of you to continue to help the Club Officers, Executive Committee and Office team to continue to make the AIC *the* English language club of reference in the Lac Lemán region, welcoming all nationalities! I look forward to seeing all of you soon at an up-coming Club event.

Edward Patrick FLAHERTY
AIC 2015 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

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 included top executives of Ford Motor Company, Pan American Airways, IBM, Caterpillar, DuPont, UNHCR, Procter & Gamble, JP Morgan and World Heart Federation. Beginning with the goal to have 100 members, the club today comprises over 800 members - men and women - whose pursuit of excellence and intellectual curiosity binds them together in the social club of “International Geneva”.

The American International Club 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 broad range of global leaders, whether in government, the arts or business: from Richard Nixon, George H. W. Bush, Arnold Schwarzenegger, Mickhail 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, Ivan Pictet, Senior Partner of Switzerland’s most import-

ant 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 leading Swiss government officials such former Presidents Adolf Ogi and Micheline Calmy-Rey.





The flagship activity of the American International Club is its prestigious Speakers Program 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 Club successfully integrates the American, Swiss and international sides 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 50 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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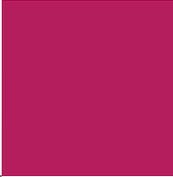
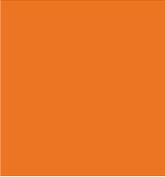
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Honorary Vice-President



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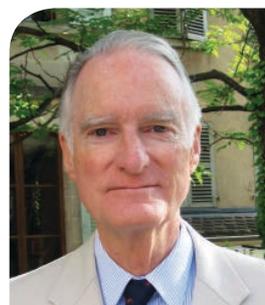
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Liaison*



Kevin **CROWLEY**



Mark **MASON**



John **McCARTHY**
*Corporate Partnership
Program Chair*



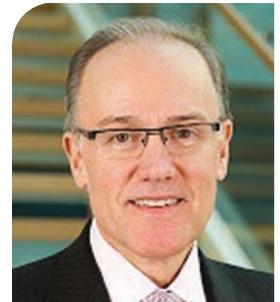
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US Government Liaison



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Sports Chair



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PETERSCHMITT
*Speakers Committee
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James **POOLEY**



Robert **RACE**
*Cultural Programs Chair,
Thanksgiving Chair*



Diana **RITCHIE**
*Professional Program
Chair*



Roy **RYAN**
*Club Development
Chair*



Tal **SCHIBLER**
*Speakers Committee
Chair*



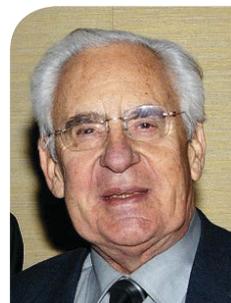
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MARY HOFSTETTER

Message from the Development Director and COO



I can hardly believe it has been one year since I started at the American International Club. What a great year! It went by in a whirlwind of exciting events that took place throughout the year, both in the AIC prestigious Speaker Program, Professional Programs, Cultural and Sports, as well as our signature American holiday celebrations, Thanksgiving and July 4th. The common thread in all of these activities has been to maintain a high quality and pleasure for our AIC members.

I am pleased to announce that the important restructuring period is over. We have excellent feedback on the new website, its design, as well as the new AIC logo. Last year's AIC Lifestyle Magazine was a success, resulting in an important increase in advertising revenues, as well as the website advertising. This is important revenue for the American International Club which is a non-profit club. We would like to thank each and every company that advertised in the AIC Lifestyle Magazine and on our website.

New members have increased by 20%. We are delighted to welcome many new and interesting members who will certainly contribute to the growing AIC community. There is truly something for everyone at the AIC. It is not only the number one English speaking club in the Suisse Romande, where one can network, make excellent contacts, but also enjoy life. We strive to bring to our AIC members, events that are exclusive and exceptional.

I would like to thank our sponsors for our events who have given great support over the past year: La Tour, Réseau de Soins, Bucherer, obsessive-compulsive, Cartier, Bombardier, SWISS, Wellness

Only, Collège de Léman, Manor, Axa Winterthur, Safe Home, Hewlett Packard (HP), Honda, Bacardi, John Lobb, L. Raphael, Autobritt and GEMS World Academy.

A very special thank you to Maxime Laperrouze, the Event Manager, who has kept these many events running smoothly. His great work on the AIC Lifestyle Magazine, website, member benefits has made this busy transition period possible. Hats off to Ruth Dyson whose consistent dedication keeps the AIC administration running smoothly. I would like to thank Nina Frisch, our intern from GLION who has been a great support.

Our social media is now going strong and I would like to thank Dr. Katrina Burrus for her important efforts in taking the AIC social media forward in an important way with new and exciting podcasts, AIC TV interviews of upcoming Speakers and much more to come.

A special thank you and gratitude goes to our Corporate Partners, who are the vital backbone of the AIC. It is a pleasure to welcome John McCarthy on board as Chair for the Corporate & Program Partnerships. Finally, a special thank you to the outgoing AIC President, Edward Flaherty, who oversaw the immense changes that were undertaken to move the AIC forward for years to come. To the Vice Presidents, Paige Holt, Michael Parmly and Ron Banks and the Executive Committee, who all together, make an excellent team to keep the AIC at the forefront for its members, thank you for your time and dedication.

Mary HOFSTETTER

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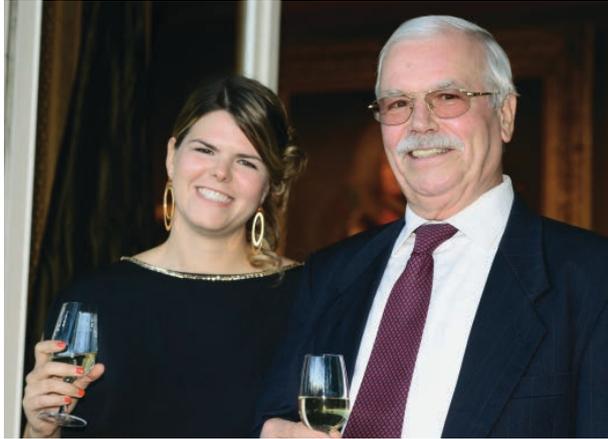
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HARSCH, THE ART OF MOVING

Handing down the family business

Isabelle Harsch, new CEO of Henri Harsch HH SA



Isabelle and Bertrand Harsch

Isabelle Harsch now represents the third generation to manage the family business set up in 1957 in Geneva and specialised in moving and in the transportation of works of art. The handover from father to daughter took place in April 2015.

Isabelle Harsch commenced her law studies at the University of Geneva in 2006, and continued her training at the Humboldt Universität in Berlin where she completed her master's degree in general law. Her studies taught her the importance of thorough analysis and a methodological approach. In parallel, her passion for horse-riding taught Isabelle how to establish her authority without resorting to force and, as she puts it, "to develop my leadership skills based on empathy and determination rather than by force or aggressiveness".

Each generation brings new vision

As a forwarding agent, the grandfather who founded the company specialised in the transportation of works of art. He attached particular importance to providing quality services, which he was able to do thanks to his know-how and service spirit. Bertrand, his son, joined the company in the 70's and diversified into moving, records management and relocation, while continuing to maintain the highest quality standards.

Isabelle is focusing the company's efforts on developing the business in Switzerland, as it represents a real opportunity in the current economic context. "Isabelle was the only one of my children to show business acumen"

"Isabelle was the only one of my four children to show any interest in taking over the business. Already at the age of six, she travelled with me to the Conventions", recalled Bertrand Harsch. When she was 22 years old and still studying, Isabelle knew she wanted to go into business and follow in her father's footsteps. Together they planned the process for the handover, which involved Isabelle working in the various departments so as to properly understand the issues and getting to know her future team. "Keeping a company in the family rather than selling it to an outside buyer is a guarantee that it will continue with the same philosophy and values", says Isabelle Harsch.

Handover in 2015

The company handover took place in April after making an important acquisition, namely a moving company in Laufenburg (Aargau). Harsch is already established in Zurich, and this new purchase means the company will also be active in the Basel region, the second most important economic hub in the German part of Switzerland. Isabelle and Bertrand decided to celebrate in September the "passing of the torch" with their closest relatives and friends.

A few words about Harsch, The Art of Moving

Harsch, The Art of Moving is a family business founded in 1957 in Geneva. Certified ISO 9001 and 14001, the company specialises in national and international moving, in relocation, the transportation of works of art, records management and office moves. Established in Geneva, Lausanne, Zurich and Laufenburg, Harsch employs 120 people. The company is now managed by Isabelle, the granddaughter of the founder.

Does your tax strategy have a passport?



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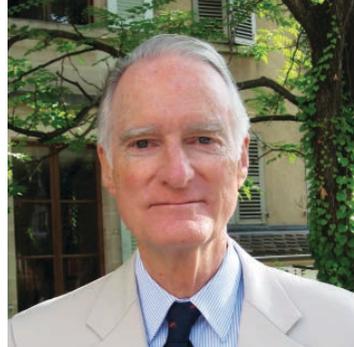
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JOHN McCARTHY

Message from Corporate Partnership Program Chair



Corporate Partners for a Club on a Roll

There has never been a more exciting time for companies to support what I like to call the “indispensable club” of International Geneva. The reason is that President Ed Flaherty and the Executive Committee are driving a renaissance of the Club’s mission and its offering to members and the community. Businesses will do well by associating themselves with this success story.

In late 2014, the Club’s leadership took the bold decision to dispense with salaried staff at the office in the InterContinental Hotel and adopt a more modern, cost-effective solution: outsourcing the day to day management of the Club and the organization of its events and activities to Mary Hofstetter and her team at the Blue Heron Productions’ office in the Bourg-de-Four. As you will know, Mary Hofstetter - a Florida native resident in Geneva for many years - is arguably the leading event manager in Geneva and famous for her string of highly successful Swiss Red Cross Balls and other fundraising and private events.

Once the leadership decided to professionalize the Club’s operations, they worked with Mary to put in motion measures to raise the quality and variety of the Club’s offering to its members and their guests. The following is a list of steps taken so far this year: the hiring of a specialist firm in London to rebrand the Club; the revamping of the website; the deployment of social media; the recruiting of sponsors for impeccably organized speaker lunches and evening events; the relaunch of a handsomely designed “AIC Lifestyle Magazine”; the regular issuance of an electronic Newsletter; the holding of a monthly “Apero” in the Old Town or lakeside; moves “upmarket” for the Cultural Program and the Thanksgiving banquet; the addition of valuable new benefits for members; and finally, a clubhouse in the heart of the city where members can drop in.

What does all this mean for the Club’s current and future Corporate Partners? I would say that the expression “Success breeds success” is the answer. The Club’s growing membership of sophisticated and influential people in the worlds of business, finance, politics, international organizations and not-for-profits will become better informed about each Corporate Partner’s brand, products and services. And the revamping of the Club’s offering has included more benefits for the participating Corporate Partners and their employees, as described on the website.

The AIC is immensely proud to be associated with its Corporate Partners and grateful to them for the funding which enables the Club to perform at the high level the members expect. I urge readers to have their companies contact Mary Hofstetter to learn how they can profit from supporting “The Best Club in Town”, which is now better than ever!

John McCARTHY
CPP Chair & Past President

2015 CORPORATE PARTNERS



DAN ZWERSKI

Message from the AIC Membership Chair



As we move toward the end of 2015, 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 while enjoying the various activities we share as a Club. In this, we have excelled in 2015 with a fantastic lineup of guest speakers, fun after work Aperos, workshops to help you develop professionally, and more.

We have rejuvenated our cultural events program and have had several great visits to exhibits in the area.

In addition, we implemented a New Members' Welcome Breakfast to help new AIC members meet other club members and integrate into the AIC.

Of course we don't want our members to forget our member exclusive offers ranging from saving 15% off Manor purchases to great entertainment values. I would encourage you to review all your exclusive offers on the AIC website!

While we realize everyone is busy, if you have not attended an event in some time, we encourage you to take a look at our upcoming events and

pick one or more that you will commit to attending. Not only will you see friends that you may not have seen in a while, but also 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 colleagues who would enjoy the event and invite them to attend with you? Some may also join the Club.

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 do not 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 keep working to enable our Club to offer the highest quality experience for our members. This can only be achieved with your help and the quality of any organization comes down to the quality of its members. We urge you to participate, talk about your experiences and continue to make the AIC a valuable part of your life in Geneva!

Dan ZWERSKI
Membership Chair

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 current 64 members who have invested in the AIC. The next time you see a gold membership card attached to a member, thank them for their additional support of the AIC!

In addition to all the normal AIC member benefits such as exclusive discount offers that range from entertainment to shopping, Ambassador Members also enjoy many other benefits.

The first is that they are immediately recognized as a top-level supporter of the AIC by having a gold membership card to display during Club events. Further recognition is provided through mention on the AIC website, in newsletters, and the new Lifestyle magazine. Whether it is 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 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. For 2015, the Ambassador members toured the European Business Aviation Convention & Exhibition (EBACE) thanks to Bombardier in May and visited CERN in October.

Consequently, I urge all AIC members and potential members to consider signing up or upgrading to Ambassador Membership at only CHF 495.00 per year. This will give you a way to support your club even more while enjoying exclusive benefits.

Dan ZWERSKI
Membership Chair

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MEMBER BENEFITS

As a member of the AIC you benefit from exclusive discounts and offers.

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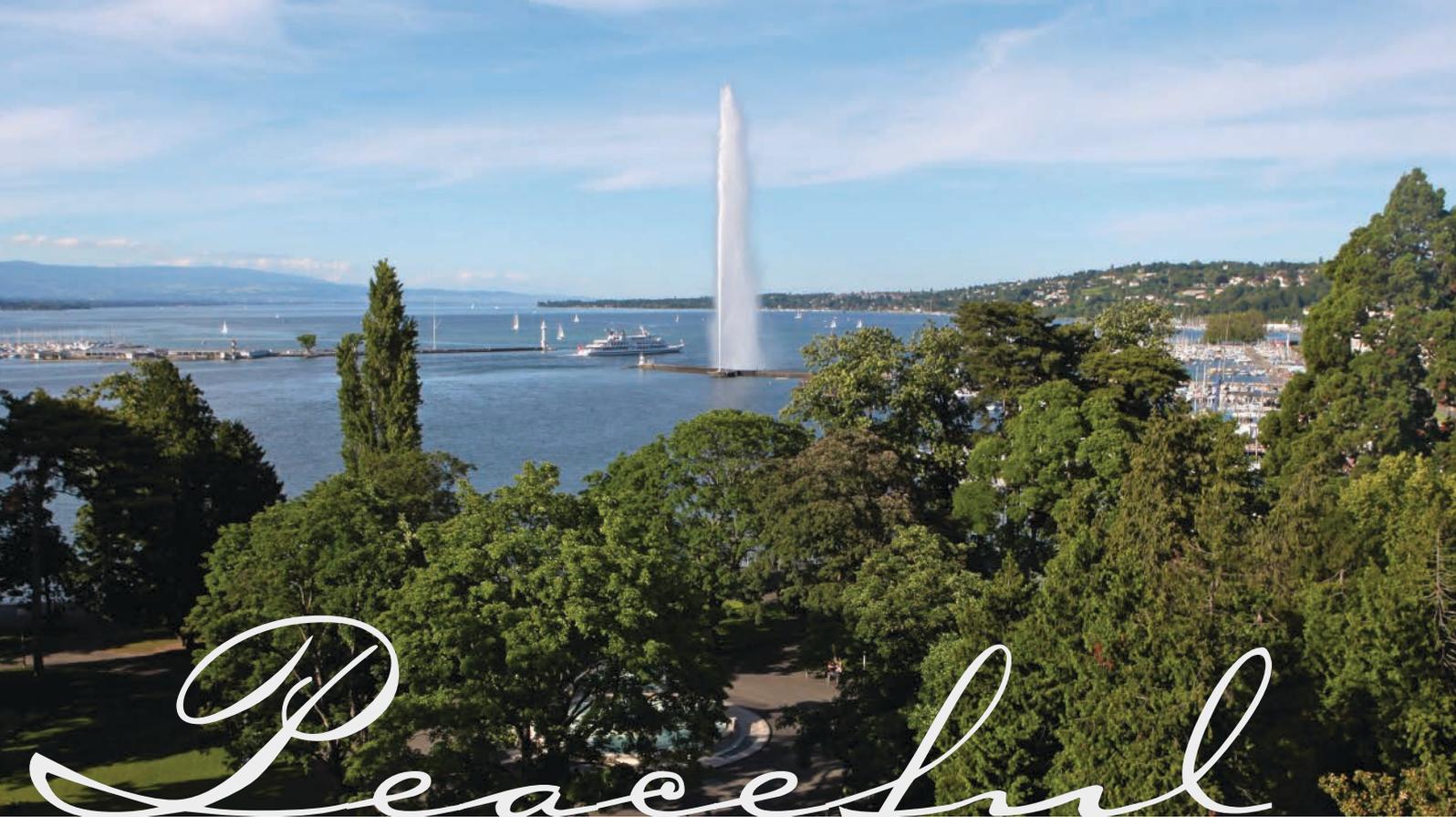
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THE JAN MICHALSKI FOUNDATION

“We are lucky enough to live in an extraordinary country, one of the nations with the highest cultural density in the world. I would like to place the Foundation in this context.”

Vera Michalski-Hoffmann



PORTRAIT



Vera Michalski-Hoffmann set up the Foundation in memory of Jan Michalski in 2004, with the aim to continue the work of her husband to support literary creation, writers and translators. More generally, the objective of the Foundation is to promote all types of activities in the fields of writing and reading.

The support stemming from this commitment and motivation take many shapes, among which financial donations made to projects of a literary nature. In order to promote and enhance culture, the Foundation also organizes events that are in line with its objectives. The Jan Michalski Prize is thus awarded each year for a remarkable work of world literature. Moreover, the Foundation will soon begin to host writers in residence from across the world.

Located in an extraordinary natural setting, the Foundation is a truly unique place – a little village overlooking Lake Geneva and the Alps, at the foot of the Jura Vaudois. Its buildings, grouped together under a honeycomb canopy, blend harmoniously into the landscape. This peaceful haven houses a library, an auditorium, an exhibition area and, in 2017, suspended cabins for the writers' residence.

The Foundation is designed to be a place for encounters, open to the world, where artists and the public can mingle.

Origins: Jan Michalski and Vera Michalski-Hoffmann

Jan Michalski was born in Poland in 1953, and studied sociology, practical philosophy and political science in Lublin, Bruges and Geneva. Passionate about political history and literature, he focused his work on the integration of Poland into the European Union. In 1986, in Montricher, he and his wife Vera Michalski-Hoffmann founded Les Editions Noir sur Blanc, in order to publish novels, stories and accounts from Eastern Europe. Aware and convinced of the important role of culture in fostering comprehension between the East and the West, the couple built up an extensive catalogue of Slavic works, both classic and contemporary, translated into French. The two editors also published significant works by Western authors in Polish.

Jan Michalski passed away prematurely in 2002 and his wife is continuing the editorial work that they started together.

The Foundation wishes to actively perpetuate Jan Michalski's commitment to literary creation.

The library

A calm and cozy place to read and work, the Foundation's library is open to each and everyone since January 2014. Its multicultural and multilingual collections devoted to contemporary literature from XXth and XXIst century are spread over 4 levels, where you can find more than 50'000 books in ten different languages: French, English, Italian, Spanish, Russian, German, Polish, Arabic... Periodicals focusing on international literary news, linguistic reference materials and encyclopedias are also available for consultation.

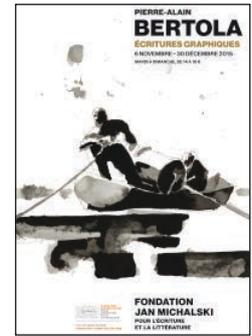
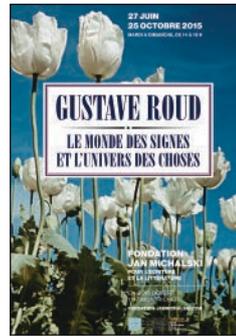
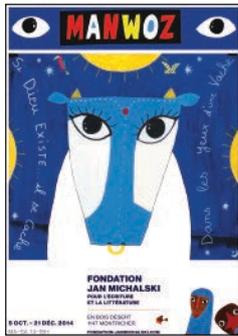
In order to further reflect literary diversity, the library will soon invite its readers to discover works focusing on art and photography.



The exhibitions

Faithful to its calling of promoting literature and writing, the Foundation offer the public various temporary exhibitions. Some of these give a new light on the works of great authors, others feature collections of remarkable works, while others by adopting a critical view of a topical theme, mixing arts and literature. With its generous volume, the exhibition space can be modulated to adapt more effectively to the requirements of openness and movement. Here are some examples of our previous and current exhibitions:

- «Sławomir Mrożek», 30th June 2013 – 1st March 2014
- «Horst Tappe | Writers' Portraits», 21st June – 28th September 2014
- «ManWoz», 7th October – 20th December 2014
- «Henri Michaux | Figures - Ecritures», 21st February – 14th June 2015
- «Gustave Roud | Le monde des signes et l'univers des choses», 27th June – 25th October 2015
- «Pierre-Alain Bertola | Ecritures graphiques», 6th November – 30th December 2015



The cultural events

The Foundation set up an auditorium which allows the production of various cultural events for a large audience: presentation of writers' works, readings or debates and discussions with actors in the literary world. Thus personalities such as Manu Chao, Jacek Wozniak, Jonathan Coe, Lydie Salvayre, Etgar Keret, Julian Barnes, Cees Nooteboom, Eleanor Catton counted among the Foundation's special guests. This diversified program is also supplemented by performances, projections and plays.

Extending from the auditorium, a vast foyer, decorated with a monumental fireplace, invites the public to pursue the debates and to exchange impressions, or simply to share a moment of conviviality in a unique atmosphere.



The Jan Michalski Prize

The Jan Michalski International Literature Prize is awarded each year for a literary work, irrespective of its category: novel, narrative, collection of short stories, reporting, play, poetry, biography or autobiography, essay, art book or calligraphy. The Prize is awarded by an independent international jury, composed of persons of different nationalities and cultural outlooks, chaired by Vera Michalski.

The award is endowed with a grant of CHF 50,000 and a work of art made especially for the event. This grant aims at freeing writers from material constraints so that they can devote themselves to writing.



The financial support

The Foundation's mission is to support projects of a literary nature. Applications are sent to the Board of the Foundation, chaired by Vera Michalski-Hoffmann. Grants are awarded after a collegial decision that is made based on criteria defined by the Foundation: the quality and originality of the project, the interest of its creation in a literary context, and proof of the need for financing.

Many creations by Swiss and foreign authors or organizations have already benefited from this financial support.

The writers' residence

From spring 2017, the Foundation's residence will invite authors to live and work in the heart of an exceptional environment: cabins hung in the canopy have been designed to accommodate writers from around the world for stays of variable lengths. All of the cabins will have different styles and yet all contain a harmonious arrangement of work and rest spaces. In a setting conducive to literary creation, authors will benefit from ideal conditions to successfully complete their projects.



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GRAND THÉÂTRE DE GENÈVE

THE NUTCRACKER

BY JEROEN VERBRUGGEN

Philippe Cohen, director of the Ballet du Grand Théâtre de Genève, was truly inspired when he confided this new production of *The Nutcracker* to Jeroen Verbruggen, and the costumes and stage settings to the fashion designers “On Aura Tout Vu” of Paris.

The *Nutcracker*, as we know, is a rather convoluted story. For the fable itself only comes into its full meaning if one is already familiar with it, the story of a hard nut to crack. A story, too, of mirrors, of those we pass through, trembling, to enter the dream world. And in Jeroen Verbruggen's world, there is a cupboard, with all its nooks and crannies and its mirrors, and above all its magic which causes all the characters to appear and to disappear, makes everything topsy-turvy, or goes up in smoke...

In a word, Jeroen Verbruggen's *Nutcracker* is a fairy-tale such as we have not seen in a long time. And the stage settings and the costumes designed by the magic wand of Livia Stoianova and Yassen Samouilov of On Aura Tout Vu have put a truly winning card up the sleeve of this young choreographer of thirty-two, still fresh from the Ballets de Monte-Carlo!

The beginning is as powerful as they come, with a predictable Drosselmeier emerging from a strange cupboard surrounded by less predictable rats who become kings thanks to masks whose inspiration is as eccentric as it is African. For once, a choreographer's idea of changing the order of certain sections of the original score is a real gem that adds enormously to the ballet. We never see the Christmas tree, but rather this cupboard, mysterious and beautiful, at times troubling, where all the action takes place, born of a quirky German romanticism with its fantastical creatures and its eagles, redolent of the literary origin of this fairy-tale by E.T.A Hoffmann.

The elements of the scenery (all of which has been superbly put together in the workshops of the Grand Théâtre) and the costumes by the dress designers of On Aura Tout Vu, whose usual clientele tends rather to be people like Lady Gaga and Conchita Wurst, are extraordinary, with their baroque minimalism, their beautifully tailored redingotes, their bubbly leotards of delicate grey with little baskets suggesting nutshells, and their lackluster mirrors. And the whole with a luster and sparkle more monumental and festive than any Christmas tree (whose folklore, be it noted in passing, is completely absent here).

What remains of the tale is doubtless the essential, the story of a young adolescent girl, Marie, rejected because different, who

is inclined to live in her dreams and a phantasmagorical world and needs to crack open her shell. With this, she traverses all sorts of transformations that distort her difficult and banal reality. *The Nutcracker* thus presents a life-changing story, but also a philosophical one, in that it opens up to any number of reflections on our own and others' identity and self-image, the multifarious aspects of oneself and one's relation to the world.

And then there are the rats—or at least, strange creatures that like to nose about in groups, wooden soldiers, a nutcracker that has become a little monster that needs to strip itself of everything in order to be transformed into the Nutcracker Prince and, of course, a Drosselmeier who is completely the magician, whom we never know who he really is.

But the real surprise and the essential characteristic of this *Nutcracker* is the talent of the choreographer Jeroen Verbruggen. Apart from the movements of bewildering speed, what first strikes one is their stylization. As such, the first greeting already serves as a trademark. But the whole of the body language is replete with forceful ideas, for example those subtle shifts of balance that give the body a suggestion of fuzziness, that jerky, angular forward motion that denotes the ambiguity of the characters, Drosselmeier's highly twisted movements, those amazing leaps into the air that suddenly become blocked so as to allude to the nutcracker, the leg that gives way suggesting that the lead soldiers have gone lame, and the fluid group that glides to the floor and suddenly incorporates a hip-hop routine...

In sum, a very successful *Nutcracker*, with the twenty-two dancers of the Ballet du Grand Théâtre de Genève performing with a sensitivity that is a feast for the eyes, transporting us into a world of wonderment and illusion, and who pay testimony to a quite remarkable commitment and interpretation.

Agnès Izrine

www.dansercanalthistorique.com

Translated by Michel Levin

***The Nutcracker* at the Grand Théâtre de Genève, from 21 to 29 November 2015**

© GTG / GREGORY BATAUDON

GRAND THÉÂTRE DE GENÈVE

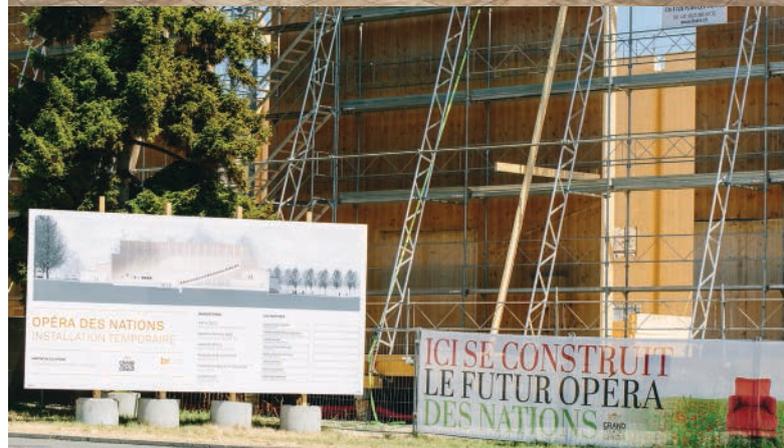
A NEW THEATER IN THE HEART OF INTERNATIONAL GENEVA

From February 2016 to June 2018, the new “Opéra des Nations” will welcome the Grand Théâtre de Genève while the historic theater at Place de Neuve undergoes its first renovation since 1961. Located only steps away from the United Nations, at the heart of the international organizations in Geneva, the Opéra des Nations will be a highly symbolic building. It will contain elements of the Comédie-Française’s “Ephemeral Theater,” which served during its own renovation. Evoking theaters from the age of Shakespeare, the Opéra des Nations will have world-class acoustics and afford an unfettered view of the stage. The Parisian blueprint has been adapted to suit the needs of the Grand Théâtre: the Opéra des Nations will be larger with a seating capacity of 1’064 and include an orchestra pit for 66 musicians. Though less imposing than the theater at Place de Neuve, its stage will nevertheless measure 240 square meters, with an average depth of 15.95 meters. The proscenium arch, which divides the stage from the audience, will be 15 meters large and 7.5 meters tall.

Tobias Richter, the general manager of the Grand Théâtre, has envisioned an operatic program to take advantage of this emblematic building. Its wooden structure and its intimate setting are ideally suited to Baroque repertoire, and therefore one of Georg Friedrich Haendel’s most popular operas, *Alcina*, will inaugurate the Opera des Nations in February 2016. Based on Ludovico Ariosto’s epic *Orlando Furioso*, *Alcina* will enthrall audiences through its magical and adventurous story and beautiful arias. It will be followed in April 2016 by Charles Gounod’s *Le Médecin malgré lui*, and there could not be a better setting for this performance than this theater originally conceived to stage works such as Molière’s plays. This rarely performed comic opera skillfully combines the play’s farcical humor and alluring music that anticipated the best in Gounod’s career. The 2016 season will close with an opera which is likewise based on a great work of literature—*Falstaff* by Giuseppe Verdi—which was inspired by Shakespeare’s *The Merry Wives of Windsor*. A series of other exciting shows will round out the 2015–2016 season: recitals by Susan Graham, Sara Mingardo, and Simon Keenlyside as well as a choreographic reinterpretation of Carl Orff’s *Carmina Burana*. This show will bring together the driving forces of the Grand Théâtre: the dance company, chorus, lyric soloists and the Orchestre de la Suisse Romande!

Aurélie Elisa Gfeller

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CULTURAL EVENTS

Message from the AIC Cultural Events Chair



AIC Cultural Events Committee offers Club members, their families 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, traveled to the annual International Balloon Festival in Chateau d’Oex (BE), and gathered to “meet the artist” at a Geneva gallery.

Our objective is to provide AIC members with something not available to the general public, and the chance to meet others who share their interests. It encourages participation in events that some people hesitate to do alone.

Our museum visits aim to transform the experiences from just «looking» at the works of art to really “seeing” them. When someone tells me, “Oh, I have already seen that exhibition on my own”, they probably only “looked” at it.

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

ful Kaye. Fondation Hermitage (Lausanne) combines a guided tour of the exhibition with a gourmet dinner, their elegant *Soriée* art & gastronomie.

During 2015 we had two remarkable cultural outings that alone were worth the price of AIC membership!

Chateau d’Hauteville (St-Légier VD): château, grounds, and contents. September 2015

AIC members and guests were invited to a private pre-auction viewing with Mr. Bernard Piguet, DG of Hôtel des Ventes (GE), as our guide. What a relief to be able to move around the chateau before the doors opened to the public! Mr. Piguet highlighted some items of *Americana*: original Benjamin Franklin lightning rods on the roof; Tiffany silver; and promotion certificates of General Alexander Macomb (1782-1841) – the “Hero of Plattsburg” (War of 1812) – signed by the first five American Presidents, together with his Congressional Metal of Honor. Afterward, fighting the crowds to exit, we had a relaxed lunch at the Hôtel des Trois Couronnes (Vevey) with 25 of us around the same table in our own dining room. We were honored that Mr. & Mrs. Grand d’Hauteville joined us, provided more background on the family’s American ancestors, and offered three toasts: to President Obama; to the AIC; and to the long and friendly Swiss-USA relations.





P. Gauguin, Contes Barbares, 1902.
 Photograph © Museum Folkwang, Essen



“Paul Gauguin” at Fondation Beyeler (Basel): February 2015

This major exhibition focused on Paul Gauguin’s mature works, especially those from Tahiti. The AIC Cultural Event included a reserved rail car, lovely 3-course lunch, and Kaye, our private English guide. More than any other of our museum visits, this one highlighted the difference between just “looking” at the art, and really “seeing” it.

All the usual descriptions of Gauguin’s works talk about how colorful and primitive they are. It may say that in them “the artist celebrates his ideal of an unspoiled exotic world”. They may “look” this way, but some paintings from Tahiti are quite subversive.

Gauguin spent his artistic career seeking the “unspoiled exotic world” that he remembered from his childhood in Peru. He tried Brittany, Panama, and Martinique before concluding he could only find it in Tahiti. When he got there, he was greatly disappointed. The unspoiled paradise the French and English found (Captain Cook in 1768-69) had been exposed to Western colonization and Christianity that largely destroyed the original culture. Alcohol, sugar, and venereal disease eroded their bodies. Missionaries converted the population and changed their mores. Traditional Tahitian culture had no concept of “sin”. Marriage could last a few hours or days. Colorful loose-fitting native dress was out; full-length missionary dresses were in.

What was Gauguin to do? His clients in Paris wanted to see the “primitive” image of Tahiti, not the re-

ality. So he gave them what they wanted, but often included subversive messages.

In “What’s News,” two ladies sit together – yes, lots of color. In front of them are three objects – the Trinity – one an apple – a recurring theme in the Tahitian works – mankind expelled from Paradise. “The market place” depicts not fruit and veg, but the “market” of prostitution, unknown to traditional Tahitian culture.

The masterpiece is “When will you marry?” Two Tahitian ladies in a flat landscape look out, one wearing a colorful, traditional dress; the other a missionary dress. The young, seductive one has a flower in her ear, indicating she is “available to be wooed”. But available for what? A traditional Tahitian marriage or a “missionary” marriage? She looks very troubled.

So Gauguin is communicating to us that western mores and ills forced on another culture can destroy it. Some in the Middle East make this argument about what is happening to their own culture. Maybe that is why the Qatar Museum paid \$300 million for this painting – the highest price ever for a single work.

This subversive message is not clear to the viewer who just “looks” at the works, nor reads the reviews. But it was made clear to the AIC members and guests who attended this Cultural Event.

Robert RACE
 Cultural Programs Chair

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Pure concept store

AIC member Suzanne Andersen has fulfilled her dream of opening a concept store providing "Objets de vie" which make the home a haven of peace. In the sublime atmosphere of the store, you will find lounge wear which makes you want to "cocoon", lace underwear, chic ballerinas, cashmere sweaters, elegant silk cushions, herbal teas, aromatic candles, and more...



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COLLECTION FORCE 10

OLIVIER JORNOT

Geneva's top justice official lays down the law

November 21, 2014



"Foreigners are our most interesting clients," Geneva's Attorney-General Olivier Jornot told the American International Club in a deadpan comment during a speech at the Hôtel Beau-Rivage on November 21. Jornot explained why this is the case as he outlined the goals and challenges of his job as head of the canton's justice department in a candid presentation delivered with a dry sense of humour.

Geneva's geography, surrounded by France and with no borders separating it from the rest of Switzerland, makes law enforcement difficult, he told the luncheon meeting.

One of the resulting issues Geneva struggles with is illegal immigration. "It's politically incorrect but it's true, we have a problem with this," said Jornot. "These people are involved with crimes." Many people come to Geneva from North Africa where they find themselves on the streets "with no way of making a living other than by stealing" and they end up in Champ-Dollon, Geneva's main prison. Jornot said 93 percent of the inmates at the prison are foreigners.

For criminals from countries such as Georgia and areas of France such as Lyon's economically depressed suburbs, Geneva seems like the "land of milk and honey" or an "economic paradise", he told the luncheon. So many are attracted here, he said, to commit burglaries.

Jornot explained another major preoccupation of his department involving foreigners is with Geneva's international sector, including the UN and its related agencies and organizations.

Around 40,000 people working in this sector have legal immunity from local laws, which means a lot of driving offences go unpunished and some diplomats "beat their wives," he said. His department has a special section devoted to determining whether cases are subject to diplomatic immunity or not. Security requirements for international or-

ganizations also require a "very large contingent of police," he pointed out.

The lawyer and politician, a member of the Geneva PLR party, is a past member of the cantonal parliament who was first elected to his post as chief prosecutor in 2011.

The former colonel in the Swiss Army was re-elected earlier this year to a second term for six years. Jornot heads up a justice department that is "completely independent" of the government, overseeing 43 prosecutors and 100 judges.

With a budget of 156.5 million francs, the department's expenditures account for only 1.97 percent of the canton's total spending but finances remain a challenge, he said.

The department dealt with 93,500 cases last year, two-thirds of which were in the realm of civil law, while the remainder were criminal.

The media focuses largely on the criminal matters while other legal issues remain hidden, he said. Jornot heads a system with courts divided into the areas of civil, criminal and administrative law.

The department is handicapped by having different divisions dispersed in 15 buildings, meaning that in the centre of Geneva "you have a lot of criminals travelling every day in buses," Jornot joked.

One of the major differences with the American legal system is that in Geneva (since 2010), prosecutors investigate criminal cases before they go to court.

Jornot said that means his department has a special relationship with the police in investigations.

On another issue, the top prosecutor expressed his concern that some Swiss politicians want Switzerland to withdraw from the European Convention for the Protection on Human Rights. People who don't accept the workings of the convention "can go to North Korea", he said.

Malcolm CURTIS



1. Olivier Jornot
2. Dr. Katrina Burrus, Linda Richards
3. Kevin Crowley, Leo Murray
4. Lara Pac Macedo, Mary Hofstetter, Amandine Fabre Dalsace

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DR. HANAN ASHRAWI

PLO politician says despair in Middle East 'not an option'

December 16, 2014



Dr. Hanan Ashrawi, member of the PLO executive committee, outlined the formidable hurdles holding back peace in the Middle East in a speech on December 16th to the American International Club of Geneva at the Hôtel Beau-Rivage.

Ashrawi, the first woman elected to the Palestinian National Council, last spoke to the club in 2002. Now, a dozen years later, she acknowledged the Palestinian people and Israel remain divided as ever before.

While there is global consensus on a two-state solution that would see a nation created for the Palestinians alongside Israel, she claimed that Israel is close to destroying this with its “unilateralism”, including deadly attacks on Gaza and expansion of settlements on Palestinian land.

She described how Israel has “illegally” taken over the Palestinian parts of Jerusalem through “expulsions and demolitions” and is engaging in a process of “racial cleansing” in the city, which has been an intrinsic part of her people’s history.

Ashrawi warned against the conflict turning into a “Holy War” and playing into the hands of extremists.

She talked about how endless negotiations have “failed to curb Israeli violations or bring us any closer to peace”. And how Palestine has been put in an “asymmetric” bargaining position against Israel, which is backed by the US.

In response to a question about Hamas, the militant Gaza group, firing rockets into Israel, Ashrawi said this was a result of Palestinians feeling under siege and frustrated over the lack of progress from the negotiations.

But she indicated that this did not justify the Israeli retaliatory attacks on Gaza last summer (which led to the deaths of 2,200 people, most of them Gazans). While Israel says it is acting to maintaining its security, a policy backed by the American government, Ashrawi said “security comes as a result of a peaceful settlement that is just.” Despite the frustrations with multiple rounds of fruitless negotiations, she said “despair is not an option” in dealing with the ongoing crisis.

“I’m confident that the world will do the right thing eventually”, Ashrawi said regarding the influence other nations have on helping to bring agreement between the two sides.

She said it was important for citizens to “know the truth”, to get the facts about what is going on in the Middle East rather than “manufactured pablum” and propaganda.

And she also underlined the role civil society can play by “forming social networks for peace” and by holding elected representatives accountable, “especially in the US”.

Malcolm CURTIS

1. Hanan Ashrawi
2. Sefcik Karol, Dannette Hailey, Cindy Burwell
3. Hanan Ashrawi, Ambassador Regina Maria Cordeiro Dunlop
4. Hanan Ashrawi, John McCarthy, Ambassador Pamela Hamamoto
5. Francis Pribula, Ed Flaherty





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AMBASSADOR SUZI LEVINE

January 15, 2015

As is traditional for our Luncheon Speakers Program, we invite the new US Ambassadors to Switzerland (Bern) and the US Mission to the UN (Geneva) soon after their arrival. Early in the year we were privileged to have Suzan “Suzi” LeVine, recently installed US Ambassador to Switzerland and Liechtenstein, as our speaker. It was done jointly with the Swiss-American Chamber of Commerce. In addition, we had the support of a full table from the Brown University Club of Geneva to honor a distinguished alumna.

Prior to joining the U.S. Government, Mrs. LeVine focused on education in both her professional and volunteer life. For the past decade, she was co-founder and then chairperson of the advisory board for the Institute for Learning and Brain Sciences (I-LABS) at the University of Washington. During the same period she was with Microsoft Corporation as Director of Strategic Partnerships for Student Developers and Director of Communications for Education. Mrs. LeVine’s early career centered on software and the Internet, first as a Product Manager for Microsoft, then as VP Marketing at Expedia. Mrs. LeVine is a graduate of



Brown University with a Bachelor of Arts in English and a Bachelor of Science in mechanical engineering with aerospace applications

In her remarks, Ambassador LeVine highlighted her priorities, including increasing economic ties between Switzerland and the United States, encouraging more cooperation on security and development around the world, and increasing awareness of – and appreciation for – America’s values, culture, and policies. She also plans to continue the good efforts of former Ambassador Don Beyer who opened up a dialogue with US citizens in Switzerland.

There was of course a lively exchange with questions and comments from participants after the lunch and speech, especially from Americans who are feeling more vulnerable than ever from new US, European, and Swiss policies directed at Americans living abroad. Many felt it was important that Ambassador LeVine understand their concerns.

Robert RACE



1. Ed Flaherty and Suzi LeVine
2. Ariane Halac, Jim Pooley, Mary Bernasconi
3. Suzi LeVine with Brown University Alumni





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FRANÇOIS LONGCHAMP

Quel avenir pour Genève ?

January 22, 2015



François Longchamp, head of the Geneva cantonal government for 2015, sounded a positive note about Geneva's ability to tackle future challenges at a luncheon speech to the American International Club on Thursday, January 22.

In a presentation at the Swissôtel Métropole, Longchamp acknowledged there was uncertainty in the wake of the recent surge in the value of the Swiss franc. "It's a delicate situation", he said, noting that Geneva businesses are mostly in competition with those in Europe, while the canton's international organizations have budgets set in dollars (which are impacted when the franc rises). Longchamp, 51, who has been a member of the canton's seven-person governing council since 2005, cautioned that it will take time to see at what level the franc settles. The member of the Parti Libéral Radical (PLR) sketched a quick history of Geneva, which is this year celebrating its 200th anniversary as a member of the Swiss confederation.

He pointed out that unlike certain other cantons, Geneva chose to join Switzerland rather than being forced to do so after an invasion. And he highlighted the role of its international organizations, which arose from its role as the "cradle of humanitarianism" through the Red Cross, as well as its wealth management and trading businesses. Geneva has adapted to past challenges by showing itself to be "capable of being open to change", he said. The canton remains a global centre for diplomacy as has been proved recently with the high-level meetings on Syria and the Ukraine, and the more than 200 international confer-

ences held annually. Both the canton and the Swiss federal government have shown their commitment to the United Nations through financial pledges to restore the Palais des Nations, Longchamp indicated. He outlined the regional challenge faced by Geneva, admitting that the canton "has no logic" in geographical terms. The Pays de Gex and the area around the Salève mountain in Haute Savoie were separated historically from protestant Geneva only for religious reasons. Now, it is "indispensable to have a dialogue with these (French) regions", he said, underlining the role that "frontaliers" have in providing workers for Geneva employers. Most voters in Geneva, like those in Zurich and Basel, voted against the restrictions on immigration backed by a majority of Swiss voters in February 2014, Longchamp said. "Today we want an application of this (immigration initiative) that meets our interests."

Despite financial hurdles, he said Geneva has remained in a strong position to invest in capital projects, such as CHF 1.6 billion CEVA (Cornavin-Eaux-Vives-Annemasse) regional rail project. Longchamp referred to it as the "investment of the century" and predicted that it will transform the region when it is completed in 2019. He said another megaproject, the proposed highway crossing of Lake Geneva, made sense but that other projects needed to come first, including completion of the CEVA, upgrading of the airport and the widening of the highway from Geneva to Lausanne.

Malcolm CURTIS



1. Ed Flaherty, François Longchamp, Carlo Lamprecht
2. Jim Pooley, Paige Holt, Ed Karr
3. Erica Salzmann, Mary Hofstetter, Karin Tasso



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EVENING EVENT

The Electric Power Supply and Tesla: A Game Changer to Sustainable Transport

February 26, 2015

The AIC was pleased to host an evening event with Mr. Danilo Bertocchi, the Tesla Regional Fleet Sales Manager for Switzerland, and Mr. Charles Hieronymi, Environment and Energy Consultant, on Thursday, February 26, 2015 at the InterContinental Hotel in Geneva.

Prior to the talks, the AIC members were treated to a ride in a Tesla. This car not only runs on electricity, but it is stylish, sporty and fast. The on-board electronics are state of the art, and allowed us to use the Google maps, listen to music, make a call and more, with very little effort. The Tesla is truly an amazing car.

Mr. Bertocchi gave the members a fascinating presentation about the technology, design and science behind the new Tesla all electric car. It was fascinating to hear their marketing strategy and how Tesla is building power stations in Europe to provide fast and convenient charging for the cars.

Mr. Hieronymi spoke about the complex world of the impact of electricity production for electric vehicles, green house gas emissions and climate change. His talk encompassed a wide range of issues ranging from the key factors influencing the electric vehicle market, the sustainability of the current electricity system and the importance of addressing the issues of climate change.

Afterwards both Mr. Bertocchi and Mr. Hieronymi took questions from the audience. This AIC Evening event was well attended and those present expressed how pleased they were with the information and the quality of the presentations, not to mention the excitement of riding in a Tesla.



1. Ed Flaherty, Danilo Bertocchi, Charles Hieronymi
2. Jacques Michel, Anita Zurkinden
3. Tesla Car

Ron BANKS

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MICHAEL PARMLY

US & Cuba: What has Changed

Former US diplomat encourages Americans to 'engage with Cubans'

March 20, 2015



"I encourage you to engage with Cuba — it's a delightful place." With those words, Michael Parmly, former senior US diplomat stationed in the Caribbean island, summed up his feelings for the country in a March 20th luncheon speech to the American International Club of Geneva.

Parmly, who is also a Vice-President of the AIC and a resident of the canton of Vaud, spent three years as chief of mission of the United States Interests Section in Havana, a post he held until July 2008. A veteran of the State Department who retired from the Foreign Service four years ago, he said that Cuba had become his preoccupation since.

His speech at the Swissôtel Metropole came at an auspicious moment, just weeks before an expected meeting between President Barack Obama and Cuban President Raoul Castro at the April Summit of the Americas in Panama.

The highly anticipated encounter would follow a major breakthrough in US-Cuban relations after Obama and Castro shared a telephone call on December 17th, 2014 to discuss normalizing relations. This follows more than half a century of antagonism between the two countries in the wake of the Cuban communist revolution led by Fidel Castro, Raoul's elder brother.

So, US-Cuba what has changed? "The short answer is in fact, very little, and at the same time the whole world," Parmly said. Cuba remains a single-party state, and the United States does not yet allow formal diplomatic relations "although I think that will change". But Parmly went on to enumerate areas where businesses could have opportunities in Cuba, although he indicated the revolution was not going to disappear overnight. He noted that none of the thawing in relations could have happened if Fidel Castro was still in power.

"Fidel wouldn't have allowed any of this," he said. While Raoul believes in the revolution "he realized

that Fidel was taking the revolution down the road to disaster". Still, Parmly pointed out that even Fidel Castro signaled in October 2005 during one of his "stemwinder" speeches that the revolution could self-destruct and that "individuals had the ability to change their own future". Nine months later, he turned control of the government over to his brother.

Parmly said that Raoul may be an ideologue but he is pragmatic. One of the first things he did upon becoming leader of the Cuban communist party was to allow people to own DVD players, computers, rice cookers and microwaves. Then he announced he was turning over unused state land for people to farm. Other changes allowed Cubans to use cell phones and to stay in hotels for tourists, Parmly said. Raoul Castro has meanwhile said he plans to leave office on February 24th, 2018, so further changes in leadership can be expected.

"If you have an idea for engaging with Cubans, go for it," Parmly said, pointing to the high potential in Cuban agriculture. The country also has a massive need for capital investment, he said. But the retired diplomat acknowledged there are hurdles, including the double currency situation (the official Cuban peso and the dollar, used by tourists), and the US trade embargo. Congress needs to change half a dozen pieces of legislation to reverse that, he said. And compensation for past expropriation of assets in Cuba is going to be tough, with a process through the courts taking years to work out.

Parmly gave credit to Obama for promising to close the Guantanamo prison and while that has not happened yet the number of inmates there has dropped significantly. He said he expected it to be shut down — something he has personally campaigned for — before Obama leaves office.

Malcolm CURTIS



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PIERRE MAUDET, XAVIER OBERSON, GIORGIO FERRERO

Solutions for the Re-Invigoration of the Geneva Economy

April 30, 2015

Over 80 people attended the American International Club's fourth panel discussion entitled "The Re-invigoration of the Geneva Economy" at the Swissôtel Metropole on April 30th. Top-rated speakers on the panel included Mr. Pierre Maudet, Conseiller d'Etat of Geneva overseeing the Department of Security and the Economy; Mr. Xavier Oberson, Professor of Swiss & International Tax Law (Geneva University) and Attorney-at-Law with Oberson Avocats; and Mr. Giorgio Ferrero, Director General of Tradall SA and executive committee member of Groupement des Entreprises Multinationales (GEM).

Mr. Maudet said the keys to Geneva's economic future are 1) an attractive and stable fiscal regime, and 2) education and professional training of the Geneva employee pool. He touched on the strong Swiss franc as a current but surmountable challenge. Geneva needs to accommodate both mainstream "real" businesses as well as fast-growing "virtual" businesses like Uber, while resolving the friction that these virtual companies may create. Mr. Maudet was positive on the Geneva economy, noting two US biotechnology companies that recently set up local offices.

Professor Oberson viewed OECD pressure on Switzerland to change its corporate tax regime as a future opportunity. He feels the current system is outdated, and Switzerland has the chance to change its corporate tax regime for the better. He believes the currently proposed 13% global corporate tax rate will be the best solution for Geneva, and is compliant with OECD and EU guidelines. This will help create the stable and attractive fiscal environment alluded to by Mr. Maudet, albeit with some competitive disruption between various Swiss cantons.

Mr. Ferrero stated multinational corporations require a stable fiscal and operating environment.



Ed Schneider, Pierre Maudet, Giorgio Ferrero, Xavier Oberson

For now, Geneva provides these attributes. He was complimentary of the good relations multinational corporations enjoyed with local politicians. Similar to other panelists, he supported the 13% global corporate tax rate. He encouraged the canton to provide research, education and training to establish a quality employee source and innovation for many years to come. In a short video, he pointed out that multinational corporations generate 2 out of every 4 jobs in the cantons of Geneva and Vaud, making them important contributors to the local economy.

An interactive discussion between the audience and panelists ensued. Some of the issues discussed were the Geneva university system, mobility and traffic, and the need to educate the public on the economic importance of the proposed 13% global tax rate initiative.

Edward Karr, AIC Executive Committee member, 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."

Ed SCHNEIDER



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LORENZO STOLL

The conquest of Suisse Romande and how SWISS faces the upcoming challenges in aviation

May 12, 2015

Lorenzo Stoll, Swiss International Airlines' head of the Swiss Romande region, opened his remarks to the AIC on May 12, at Swissôtel Metropole with an overview of the air travel sector in the world economy, including the data point that in the last year there were some 38,000,000 flights taking off and landing throughout the world. SWISS is modest in that picture; some 144,000 of the flights were SWISS, undertaken with its 95 aircraft and flying to some 120 destinations.

A key date in Swiss commercial aviation history was October 2, 2001. That was the day Swissair was grounded, as it turned out for good. After 10 years' existence as a new airline, SWISS is coming back. Since 2008 it has produced a profit, and at present, is the most profitable branch of the Lufthansa Group. Management skill got SWISS through the transition from Swissair to SWISS.

That said, SWISS is under strong pressure commercially. The challenge comes from two sides: on the one hand, the global, long-haul airlines; and on the other, from the low-costs. Airlines in general are increasing their capacities far above demand. Then there are new challengers who have emerged. Dubai is the best example of the new competitors. It currently sees 75 million passengers pass through every year. It is planning on another 100 million passing through. The various Gulf airlines are buying massive amounts of aircraft. SWISS is proud of the 10 Boeing 777's it has on order.

At the same time, flying is becoming cheaper. Most especially, the low-cost airlines are radically changing the rules of the commercial game. Thus SWISS faces a situation of a constantly expanding capacity carrying constantly growing numbers of passengers for less revenue. For instance, a SWISS transatlantic flight makes barely CHF 16 per passenger.

So the question SWISS has to ask itself is whether it can prevail in Geneva. SWISS was strongly criticized

for dropping Geneva as a hub several years ago. Easyjet has emerged as a major competitor, carrying three times the number of passengers as SWISS.

To respond, Stoll outlined a program which he termed "From SWISS to SUISE". There are four main components of the program:

- Destinations: SWISS is expanding from 13 to 42 destinations, starting with short-hauls;
- Fares: Easyjet in the past flew to London for CHF 69, whereas the SWISS price was, on average, CHF 69. Thus, SWISS is introducing a new grill of fares that include what are termed LIGHT fares. SWISS is also allowing more one-way fares.
- Jobs: SWISS has added 220 jobs in Geneva, on top of the existing 80.
- Communication: Stoll remarked that it is useless to change the operations if potential customers are not informed.

Stoll announced that as of June 23, SWISS would begin to apply its new pricing plan. He advised the audience that if people wanted to save money, they should fly on Tuesday and buy their tickets on Tuesday. The goal of SWISS is to create a wave of emotion related to flying, a kind of "wanderlust." To achieve that result, the airline is using its Facebook page, and in other ways interacting with the local population. At present, Geneva is handling 2.2 million passengers, which is up 11%. With its 22,783 flights operated by SWISS, the airline has taken a 15.2% share of the Geneva market.



Lorenzo Stoll, Louis Pigeon, Ed Flaherty



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SONU SHIVDASANI

Founder & CEO, Soneva Resorts & Residences



While many companies see the focus of sustainability as on doing less harm, it appears that Soneva actually tries to make a positive contribution. What motivated you to go in this direction, and do you see it as a model for the wider tourism industry?

I first visited the Maldives with my wife Eva on holiday in the 1980s and we fell in love with the unspoilt beauty of the country. We decided that we would like to open a resort like no other; one that was both elegant yet sustainable.

At Soneva, our mission is to uphold the principles of SLOW LIFE: Sustainable-Local-Organic-Wellness-Learning-Inspiring-Fun-Experiences. Through this purpose and our guiding principle of “Inspiring a Lifetime of Rare Experiences”, we create experiences where luxury, sustainability and wellness complement each other. They are triplets thriving from each other.

We also believe that a company must have a purpose beyond simply enriching shareholders and paying employees a salary. Ours is SLOWLIFE.

We question and challenge what luxury is for the wealthy today. In the past, the wealthy were rural landed gentry and the language of luxury was that which was rare for them: dressing up, four piece bands, gold, crystal chandeliers... because that offered them a change from their daily life which was about nature and space. Today it is the other way around: the wealthy live in their air conditioned urban boxes, get around in their German car boxes, eat in designer restaurants with signature imported foods cooked by celebrity chefs, etc. Those things are no longer rare. They have become common place for the wealthy, global citizen. Our theory is that a new luxury is emerging based on what is now missing in everyday life: nature, sustainability and good health. This is why our resorts win so many awards and have been so successful, as we try to inspire a lifetime of rare experiences.

It's estimated that the hospitality industry benefits the richest 20-30% of the planet, at the expense of the poorest 70-80%. We as an industry consume more than our fair share of resources. However, resorts and hotels are often central to a community, so we have the ability to raise awareness and change consciousness. We are in a position to encourage, utilise, and even mobilise our wealthy and collectively powerful patrons.

Hoteliers must continue to work together to find ways to cause less “harm” and do more “good”. Companies must become ‘solutions’ rather than ‘problems’. I believe that in all our businesses we can make small changes to our business model, which have no negative impacts on our profitability or our guests’ perception of our products.

What's coming up at Soneva in the near future?

Soneva in Aqua, the pioneering new concept from the Soneva Group will launch at our flagship resort, Soneva Fushi in the Maldives, in late 2015. Soneva in Aqua will further elevate the guest experience by offering the option of a boat villa which will combine all the benefits of this iconic resort's services and amenities with the freedom and exclusivity associated with a private boat charter.

It is our intention to open three more Soneva Resort concepts in the Maldives over the next 36 months that will complement Soneva Fushi, but at the same time be quite different. The first new addition, Soneva Jani, will open either late 2016 or early 2017, and is also located in the Maldives.

We have also recently opened a **Glass Factory** at Soneva Fushi. The facility uses only waste glass materials used at Soneva resorts and other resorts in the Maldives. It is estimated that more than five tonnes of glass waste is produced by resorts in the Baa Atoll alone, every month. Soneva soon plans to offer unique and fun experiences to the resort guests in the form of special courses, art exhibitions, and interactive events. Several glass exhibitions will be held every year in collaboration with a rotating programme of visiting artists, the first of which will be announced soon. Guests will also have the opportunity to see world-renowned artists at work, buy beautiful pieces of art and also learn how to blow glass. This is a perfect example of our Waste-to-Wealth concept where we turn what others consider waste into a valuable asset. We will use some of the proceeds to invest in our social and environmental projects through our Foundation.



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GUILLAUME ALIX

Cartier and America

May 27, 2015



Diamonds, watches and champagne – the AIC was graciously welcomed in the Cartier Boutique in Geneva for an exclusive visit and a discussion on the passionate relationship between the Maison Cartier and America on May 27. After a glass of champagne and tour of the three floors of the boutique on the Rue du Rhone, Guillaume Alix, Cartier's CEO for Switzerland, presented the history of Cartier in the United States to over 50 attendees.

Upon arrival in New York in 1909, Pierre Cartier could already count on American clients who knew of the jeweler from Cartier's stores in London and Paris. Cartier was able to move to their current location on 5th Avenue and 52nd Street in 1919 through an incredible barter deal: Morton Freeman Plant (son of railroad tycoon Henry B. Plant) gave Cartier his mansion in exchange for a double pearl necklace for his wife! According to Mr. Alix, the necklace was worth around one million dollars at the time – and the Maison Cartier still believes they got a good deal out of the affair. The mansion was given the title of Landmark by the New York City Landmarks Preservation Commission in 1970, and Mayor Bloomberg renamed the corner "Place de Cartier". The mansion is currently under renovation to expand the size of the boutique and the workshop to the entire four floors of the building.

Mr. Alix also spoke of the many famous clients and jewels the Maison counts, and the many interesting anecdotes that have accompanied them. One of the more well-known stories is that of the Taylor-Burton diamond. In 1969 Cartier out-auctioned Burton for this unique 68-karat diamond, which sold for over one million dollars. Burton was determined to obtain this diamond for wife Elizabeth, so he stormed over to Cartier and demanded that it be sold to him. Maison Cartier obliged, for a small commission, under the condition that the diamond be displayed in their boutique window on 5th Avenue for one month. Reportedly thousands of people flocked to the shop to see this most exquisite stone. Subsequently, the entire world got a glimpse of the gem around Elizabeth Taylor's neck at the Academy Awards in 1970.

Maison Cartier places great importance on its privileged client relationships, but also on craftsmanship and design. Mr. Alix stressed the fact that Cartier was a "Maison" – that their designs and artists are entirely

cultivated in-house and in the tradition of the Cartier family. The original Cartier brothers traveled around the world for the finest jewels and for inspiration, leading to the famous Indian-influenced Tutti Frutti designs, as well as the representations of fauna (think panther and tiger) and flora. They began watchmaking in 1853 and today rely on Swiss craftsmanship and innovation in their Maison des Métiers d'Arts in La Chaux-de-Fonds.

Mr. Alix was Vice-President, Marketing & Communications for North America just after the 2009 economic crisis began. One thing he learned then: "You never bet against America". The American market rebounded quickly and he feels that there is still a huge potential for Cartier in the US, which has a growing sophisticated clientele to be tapped. As an example, he cited the stand-alone Cartier boutique opened earlier this year in the Design District of Miami.

As the discussion went to audience questions, Mr. Alix talked about the challenges for Cartier today, from going digital (yes, they have an online shop!) to remaining "exclusive" in a challenging market. Afterwards, champagne and canapés floated around the room and the conversation lingered over the intriguing stories of passion and desire emanating from the Cartier legacy. Upon departure, guests received a generous gift: an exquisite photography book of Cartier's royal jewelry.

Paige HOLT,
Vice-President



1. Guillaume Alix, Ed Flaherty
2. Florian and Yasmine Lavizzari
3. Jean-Marc Leroux
4. Lara Pac Macedo, Mark Mason and Michelle Crossan Matos

AMBASSADOR PAMELA HAMAMOTO

Opportunities in Multilateral Engagement

June 2, 2015



The American International Club and the Swiss-American Chamber of Commerce hosted a joint luncheon with U.S. Ambassador Pamela Hamamoto, Permanent Representative to the United Nations in Geneva, who spoke on the subject of “Opportunities in Multilateral Engagement” at the Hotel Mandarin Oriental on June 2nd.

Martin Naville, CEO, Swiss-American Chamber of Commerce, introduced the speaker to the room of participants. Ambassador Hamamoto began her talk by sharing a short video illustrating the impressive quality and quantity of the activities performed by the U.S. Mission in Geneva.

The Ambassador’s remarks focused on the U.S. government’s engagement with international organisations and described the multi-stakeholder approach to multilateral diplomacy. She discussed how the public and private sectors can and should work together to achieve better results.

Ambassador Hamamoto provided an historical overview dating from fifteen years ago of the Millennium Summit at the United Nations Headquarters in New York where world leaders committed to eight objectives called the Millennium Development Goals (MDGs) and outlined six values considered fundamental to international relations for the 21st century.

Although much has been accomplished, child undernourishment and mortality, women’s rights, natural disasters related to climate change and the migration crises are some of the issues mentioned where many challenges still need to be met by the global community.

Looking to the future, the Ambassador spoke of several upcoming events. In September the UN will convene in New York to adopt the Post-2015 agenda with goals that will reflect a new “global partnership” bringing both the public and private sectors together. The 70th anniversary of the United Nations will be celebrated, and in November and December governments will be negotiating a new international agreement on climate change in Paris and continue efforts to advance global trade at the WTO Ministerial in Nairobi.

Next year will see the very first World Humanitarian Summit.

The Ambassador gave many examples of the multiple advantages and benefits of the multi-stakeholder approach in fields such as international communication and information technology, education and global health. She emphasized the importance of the participation of the private sector and again gave many examples.

At the end of her talk, the Ambassador described a wonderful initiative called The Future She Deserves and encouraged participants to consider the ways in which each participant could contribute.



1. Ambassador Pamela Hamamoto
2. Daniel Crosby, Jaime Moody
3. Ed Karr, Torsten Bartsch
4. Cornelio Sommaruga, Martin Naville
5. Matthew Rainey, Clementina Acedo

DR. SETH BERKLEY, GAVI, THE VACCINE ALLIANCE “Saving Lives at Scale”

June 19, 2015

Geneva has expanded and diversified its focus on biomedical research and development since the departure of Merck Serono from Sécheron. Today, the Arc Léman has become a growing “Biotech Valley” - a complex of dedicated private, non-profit, international organizations, NGOs, and academic institutions on the leading edge of this industry. AIC is fortunate to have attracted some of the key people leading this effort to communicate to our members and guests what they are accomplishing. Dr. Seth Berkley, CEO of Gavi, the Vaccine Alliance, is one of them, describing how his organization is “saving lives at scale” with vaccines.

Dr. Berkley has extensive experience in epidemiology – the founding medical discipline of public health. Prior to coming to Gavi in 2011, he was founder, president and CEO for 15 years of AIDS Vaccine Initiative (IAVI), one of the first vaccine product developers in a public-private sector partnership. He was featured on the cover of Newsweek, and recognized by Wired, TIME, and Fortune magazines.

Gavi Alliance is another public-private partnership whose mission is to save children’s lives through access to immunization in developing countries. It has offices in Geneva (Campus Biotech) and Washington, D.C. In his remarks, Dr. Berkley described how Gavi Alliance is able to marshal resources of developing and donor country governments, the World Health Organization (WHO), UNICEF, the World Bank, the vaccine industry, research and techni-

cal agencies, and civil society such as the Bill and Melinda Gate Foundation and other philanthropist, to bring vaccines to some of the poorest populations in the world. Under its leadership, Gavi has immunized over 500 million children, averting some 7 million future deaths. Gavi is now working to immunize another 300 million children, build sustainable in-country immunization programs, and ensure that every child is reached with life-saving vaccines.

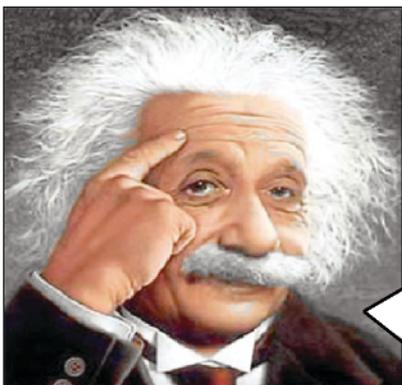
To support this effort, Gavi has raised over \$7.5 billion to “replenish” its funding. This is quite impressive, but is dwarfed by the total amount of development aid that is directed to alleviate poverty. Is this sustainable? A good example is China, which was a recipient of the benefits of vaccination programs, but is now a donor. That is a model that Gavi hopes to replicate in other countries that benefit from successful vaccination programs.

Do developing countries need to solve poverty before they can implement successful vaccination programs? Dr Berkley pointed out that in fact it is the other way around – a vaccine program is the most effective means to alleviate poverty compared to just about any other type of program. Countries were able to eradicate smallpox while still very poor. So vaccination programs hold considerable promise in spite of poverty, he said.

Robert RACE



1. Anne Hornung Soukup; 2. Kevin Crowley, Dr. Seth Berkley, Dr. Katrina Burrus; 3. Tobias Ernberg, Manuela Jeremaes
4. Tal Schibler, Dannette Haley, Ed Flaherty



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DR. STEPHEN MYERS

CERN Higgs Boson and Medical Applications

September 25, 2015



On September 25th during an AIC luncheon held at the Intercontinental Hotel our speaker, Professor Stephen Myers, accompanied the mesmerized attendees on a voyage through science.

Professor Myers was CERN's Director of Accelerators and Technology from 2008 to 2014 and currently holds the position of Head of Medical Applications.

In the first part of the lecture he gave an overview of our relationship as a civilization with particle accelerators and explained how these sophisticated and often enormous machines provide us with insight into the dawn of the universe. He described the engineering requirements for construction of modern day accelerators with particular reference to the Large Hadron Collider (LHC) and told the story how the initial commissioning was immediately followed by a serious technical accident. He guided us through the steps needed for recovery following the accident and how shortly afterward the elusive Higgs Boson was discovered.

The second part of the lecture had to do with the transfer of CERN's know-how and technology to other fields. He explained how CERN's commit-

ment to knowledge transfer to the medical field has been growing over recent years, leading to the establishment of the Office for Transfer of CERN Technologies for Medical Applications (CMA Office) in January 2014.

He went on to explain how the CMA Office is mandated to identify, make available, and foster the applicability of CERN's core technologies in accelerators, detectors, simulation, large scale computing and data handling that are pertinent to medical applications. He then took us on a tour of current and future projects such as novel designs for compact accelerators, medical imaging, dosimetry and radioisotope production that hold enormous potential for the treatment of cancer and other diseases.

The lecture/voyage ended with an enthusiastic audience wishing that they had more time to listen to Professor Myers talk about many of the exciting projects the CMA Office is involved in.

Our president, Ed Flaherty, thanked Professor Myers for his captivating lecture and presented him with a lifetime membership in the AIC.

Raphael NEGRON



Debbie Smith, Josiane Negron, Nathalie Delbarre



Dr. Stephen Myers, Ed Flaherty and Jim Bissell, La Tour, Sponsor of the event



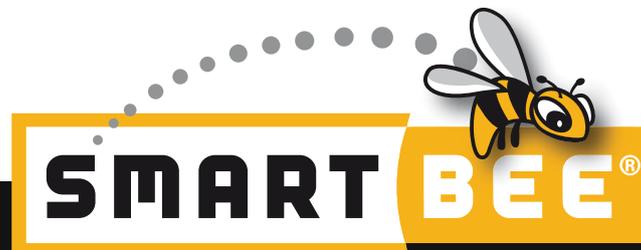
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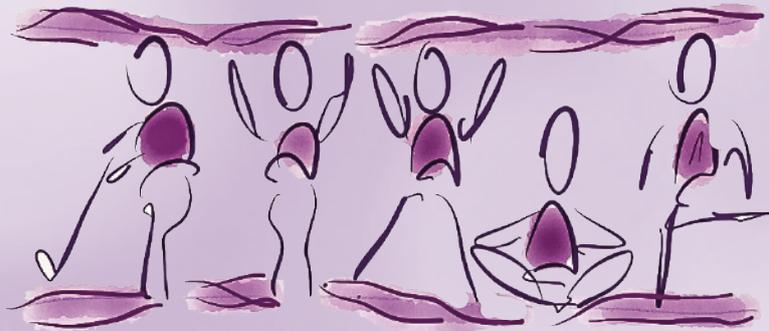
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CEO FORUM TIBÈRE ADLER

Quo Vadis Switzerland? A political panorama for multinational businesses established in the country

November 6, 2014



Mr. Tibère Adler, the new head of Avenir Suisse, was welcomed at the offices of Edmond Rothschild in downtown Geneva on November 6, 2014 for an intense day of discussion, highlighted by a comprehensive overview of Geneva as a place of business and pleasure and accompanied by a delicious working luncheon. Exchanging views candidly with a public of some 25 senior business representatives, international civil servants and interested individuals from the American International Club of Geneva, Mr. Adler acknowledged the negatives affecting Geneva – for example, the high cost of living and the heavy car traffic. At the same time, he noted the impressive assets that Geneva enjoys, including its political stability, its privileged location as host of so many international organizations, and its unique physical setting near to the major centers of commerce and trade.

Michael PARMLY

1. Tibère Adler, Mary Hofstetter, Ed Flaherty
2. Daniel Ahlers, Michael Parmly, Edward Cox
3. Tibère Adler and François Pradervand
4. Stuart Brown
5. Simon Swycher and Anne Bouchet

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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 2015, the AIC had the privilege of hosting Lesley Lawson and a panel discussion with Janet Voûte, Karen Saddler, and Judith Webster, moderated by Diana Ritchie. The year is not yet over and we have several more upcoming programs.

Panel on Career Movement between the private and not for profit sectors

Judith Webster, Janet Voûte, Karen Saddler, Diana Ritchie

September 15, 2015

Diana Ritchie moderated a panel on the importance of cross sector transition among the private, not for profit and government sectors during an AIC Professional Program. As we sit in Geneva, historically an international city, where the UN, NGO's, local government and private business share the same geography, do we also equally share the same talent?

The panelists Janet Voûte, Karen Saddler and Judith Webster shared with the 60 plus participants their personal stories and valuable advice on how to navigate transition between sectors, and the challenges, such as learning the language of each sector, being aligned with one's values, and finding a cultural environmental and aspirational fit with the employer.

Janet Voûte, Head of Global Public Affairs at Nestlé, a "Tri-sector leader" made it clear that business and social issues go hand-in-hand and that the benefits of her experience within the 3 sectors contributes to her present position at Nestlé.

Karen Saddler, Chief Communications Officer of AOG Private Investment Group and Executive Director of Addax and Oryx Foundation spoke at length on aspirational and cultural fit as strategic elements within a career change, while knowing oneself and developing one's network. L'AGEFI interviewed Karen, prior to the event, for an article entitled "De la philanthropie à l'entreprise" with a sub-heading "La convergence des approches entre organisations à but non lucratif et entreprises permet aujourd'hui le transfert de compétences d'un univers à l'autre".

Judith Webster, Co-Founder of Jhamtse Switzerland spoke about her successful career in Finance, and the opportunity to become part of Jhamtse, when she founded the Swiss charity with two friends. She shared with us a short clip from a documentary film of the Jhamtse project in a remote part of India and the heart felt emotions she experiences when she visits the school, which reminds her of what is most important in life.

There was some agreement that the private sector had much to offer the not for profit and government sectors and the importance of gaining experience before moving sector. The panelist agreed that there was so much personal and professional satisfaction in transiting between sectors.

Diana RITCHIE



Judith Webster, Janet Voûte, Karen Saddler, Diana Ritchie

LESLEY LAWSON BOTEZ

The challenges of finding love in Switzerland

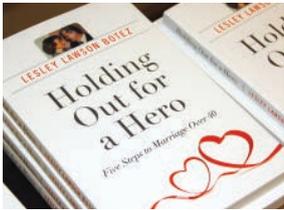
January 27, 2015

Early in the year, AIC Professional Programs held a conference and book signing with Ms Lawson Botez, the author of "Holding Out For a Hero: Five Steps to Marriage over 40." She herself met her husband in her 40s. The hows and whys of late marriage raised so many questions for her that she decided to investigate further. She comes to this issue from a broad professional and educational background in communication, psychology, coaching and behavior therapy.



At both the conference and in her book, Ms Lawson Botez recounts the experience of meeting her future husband in the desert, and then follows their relationship from dating to marriage. Each relationship is different, but they all seem to pass through certain stages – she outlines five of them. But while similar, there is no "silver bullet" that works for everyone.

The book offers many insights from others that she was able to contact from around the world - people who found a partner or spouse late in life. Each of the five stages is accompanied by exercises to help the reader look deeper into their own situation. During the evening, she asked the participants to find someone that they did not know (of the opposite sex, please) and try one of these exercises with them. At the conclusion, she offered her book at a special price, and they sold out!



Robert RACE



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TENNIS & GOLF

Message from the AIC Sports Chair



This year's tennis event at the Tennis Club de Genève was considered at first a bit risky!!! Who had ever played a Mixed Round Robin tournament with a "handicap twist"? By the end of the weekend the 16 participants were unanimous in saying that it was different indeed and lots of fun. Contributing to the event's success was a radiant sun, a marvelous setting at the Parc des Eaux-Vives and a generous sponsor in Grimm Centre – André Chevalley SA. Make sure you are on the lookout for next year's event.



Results: Men's winner – Kevin Crowley
Women's winner – Debbie Smith

Raphaël NEGRON
AIC Sports Chair



1. Men's and Women's winners Kevin Crowley and Debbie Smith with AIC President Ed Flaherty and AIC Sports Chair Raphael Negron
2. AIC tennis players with a Corvette Stingray from the sponsor Grimm Centre – André Chevalley SA

The AIC Chand Kaul Memorial Golf Tournament 2015

The 2nd edition of the AIC Chand Kaul Memorial Golf Tournament was once again held under sunny skies and ideal golfing temperatures at the beautiful Maison Blanche Golf and Country Club in nearby Echenevex, France.

36 AIC members (plus a few guests) participated in the now traditional “Shotgun Scramble” event. Participants started arriving bright and early to partake in the continental breakfast on offer. They then moved over to the practice area to warm up before heading off to their assigned holes. The “shotgun horn” went off at 8:30 sharp and the teams were off to what was to be a fun filled morning of highly competitive, but friendly, golf. It should be noted that all of the teams completed their rounds in close to four and a half hours and for this the Maison Blanche director Cédric Perret-Bory thanked all of the AIC participants.

The weather was most cooperative which allowed us to enjoy the cocktail and buffet lunch that followed on the lovely Maison Blanche terrace overlooking the 10th and 18th holes. We even managed to get a peek at beautiful Mont Blanc and the surrounding mountain range.

The prize giving ceremony was an event unto itself, hosted, once again, by AIC Club President Ed Flaherty and AIC Sports Chair Raphael Negrón. As was the case last year prizes were awarded to all of the teams, which speaks volumes to the generosity of this year’s sponsors. Although we did not enjoy



the support of a corporate partner, a small group of AIC members plus a few club friends stepped up to the plate to finance the bulk of this event.

We would like to thank members Peter and Pamela Cloutier, Gilles Sautebin, John McCarthy, Roy Ryan, Cédric Good, Sandor Szabados, Ed Flaherty and Raphael Negrón as well as “club friends” SWISS, Golf Center and Maison Blanche for their generous contributions.

This year’s winners :

- Best “Gross” score - Raphael Heinis, Nick Staheyef, Roderick Alexander, Martin Born
- Best “Net” score - Rashmi Barchha, David Ryan, Dan Zwierski, Erika Thierstein
- 2nd best “Net” score - Cédric Good, David Smith, Josiane Negrón, Fabrice Pasquier
- 3rd best “Net” score – Brendan Macferran, Peter Cloutier, Mark Mason, Debbie Smith

We look forward to seeing all of this year’s participants and hopefully many new faces at next year’s event.

Raphaël NEGRON

AIC Sports Chair



1. Patricia Ryan
2. Olivier Lacoste, Gilles Sautebin, Myriam Schnydrig, Ed Flaherty, Roy Ryan
3. Rashmi Barchha, Ed Flaherty, Erika Thierstein, Raphael Negrón, David Ryan, Dan Zwierski



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AIC CIVIC CONCERNS

Dragon Boats

Once again, the AIC and AIWC Bake Sale volunteers joined in all 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, held on September 6, 2015 at Lac de Joux. The weather this year was a lot more forgiving than last year. The AIC team was made up of Dr. Tony Boncev, Amandine Fabre-Dalsace, Gretchen Shaw and Civic Concerns Chair Mary Bernasconi.

Our Bake Sale table featured delicious culinary contributions which energised all the rowers and cheering fans.

AIC Exec member Reto Egger once again donated 500 donuts from McDonalds which delighted the young rowers especially. We brought in a little over CHF 1,300 thanks to the many culinary contributions from the AIWC and the AIC. Many thanks to all that turned out to support this worthy annual event.

La Maison de Tara

As part of its annual Civic Concerns programme, the AIC identifies a local charity to support. Our beneficiary in 2014 was hospice La Maison de Tara in Chêne-Bourg. Club members raised CHF 9,500 in donations for La Maison de Tara. Thanks to all who contributed.



AIC THANKSGIVING GALA 2014

“Get on up” with the AIC



Thanksgiving in America is a major tradition that is observed every year on the fourth Thursday of November, and is now an AIC tradition. On that date in 2014, AIC members and friends gathered at the 5-star Hotel President Wilson on the Geneva lakefront. Also in attendance were AIC Corporate Partners and Sponsors who made a substantial contribution to the success of the evening.

The event was sponsored by MKB Conseil & Coaching and Honda Automobiles Genève. The cocktail reception was sponsored by Bacardi. Procecco in three flavors was served at stand-up tables that allowed guests to mix and mingle before dinner. Prominent in the large cocktail area were two new exciting Honda models to discover.

The Thanksgiving meal this year was the creation of Chef Michel Roth, formerly at the Ritz Paris. His carte offered the usual Thanksgiving fare – turkey, sweet potatoes, pumpkin pie – but with a decidedly French Fusion touch, including foie gras. A delight!

To accompany the meal was a selection of excellent Geneva wines, thanks to the kind initiative of Ellen Wallace of Geneva Lunch. Red and white wines were offered from the caves of Philippe Bovet (Givrins), Domaine des Hutins (Dardagny), Clos des Pins (Dardagny) and Cave de Genève (Satigny). Our thanks for their generous and essential support of the evening. If you should visit any of these caves, please thank them for their wines, and why not take some home?



After dinner, Mrs. Daphne Fresle from La Maison de Tara, the charity benefitting from the proceeds, introduced us to its facilities and mission. Then former AIC President Ed Karr went to work as auctioneer of the three lots to raise funds for its support. The lots included a handmade necklace by Cèès jeweler Mr. Nareg Piri; a framed photo by Irene Kung; and a week's holiday at the fabulous 5-star tropical private resort Soneva Kiri in Thailand. As usual, Ed was a terrific auctioneer! Proceeds from the auction and Tombola raised about CHF 5'000 for La Maison de Tara.

The Thanksgiving Gala would not have been possible without the generosity of numerous sponsors, especially MKB Conseil & Coaching and its head Dr. Katrina Burrus, who hosted an overflowing table. Thanks also to Jim Foley and Gilles Sautebin for the two Honda cars on display, and to Bacardi. Additional thanks go to the many donations of Tombola prizes. And finally, we appreciated the participation of our Corporate Partners, including Harsch Transport and its new head, Isabelle Harsch, Covance, Webster University, JT International and PDP Performance Development Partners.

Robert RACE
Thanksgiving Chair



1. Azania and the Vic Pitts Band, "Get on Up" with the AIC
2. Fanan Barman
3. Gilles Sautebin from Honda and Ed Flaherty
4. Wend Wendland, Dr. Katrina Burrus, John Gogol
5. Fabienne Bourbonnaux, Spiros Doulis, Amandine Fabre-Dalsace

AIC 4TH OF JULY CELEBRATION



This year's 4th of July was held at the Campagne du Château in Grand-Saconnex. Four different curb trucks served food and deserts. Participants enjoyed delicious hamburgers from The Hamburger Foundation, large and tasty hot dogs from Hot Dog Brokers and Funky BBQ serving authentic American BBQ ribs, brisket, pulled chicken, with a variety of homemade BBQ sauces. There were side orders of baked beans, coleslaw, American style cornbread and carrot cake. For desert, we were pleased to have Puro Gelato, who served real Italian ice cream, the perfect desert on a hot

day or anytime. Back by popular demand was the famous Bacardi bar, serving Mojitos, Daiquiris and other fine Bacardi drinks. The bartender, Fanan, entertained many with his bottle juggling antics and magic tricks.

The Geneva Seahawks football team played flag football with club members and their children, the latter tossing and catching the ball with the pros while others danced and moved to the Zumba beat, following the lead of the dance instructor from Gisela Vargas "Wellness Only". Party Time entertained children with bouncy castles, face painting and games.

The AIC president, Ed Flaherty, opened the celebrations at 7 pm by introducing AIC's own Patricia Ryan, who sang the national anthem. Ed thanked all for coming, the sponsors and the 4th of July committee. He then read a brief speech by Abraham Lincoln about Lincoln's feelings for this day of celebration and what it meant for America back then. Lincoln's words were just as true today as they were in 1863.





The Club's favorite band, and one of Geneva's best, the Albert-Mark Band, played songs from Ellington to the Eagles. They rocked the tent as we all danced the night away.

The Club is very grateful to the sponsors for helping to make this event possible and extends a big thank you to Honda Cars, College du Léman, HP, Manor, SafeHome and AXA Winterthur. Additional thanks go out to our partners, Pelichet – who set up and took down the 50 tables and 100 benches, Gonflables Events and Protectas.

Those that braved the heat had a great time celebrating the AIC's 4th of July picnic in the park with family and friends. We also hope those attending who are not members will join and attend future speaker luncheons, the AIC Thanksgiving dinner, professional programs, cultural programs, golf and tennis tournaments.

Happy 4th of July!

Ron BANKS

1. National Anthem by Patricia Ryan, with Ed Flaherty
2. Flag Football Team
3. Albert-Mark Band drummer and Ron Banks
4. Face painting by Party Time
5. AXA Winterthur people and Mary Hofstetter
6. Ed Flaherty, Mr. and Mrs. Baumhoff
7. Seahawks with AIC players
8. Carlo Lamprecht, Daisy Bergonzoni, Giovanni Urso, Mr. & Mrs. Ferrero



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Tél. +41 (0)43 534 31 28

ZURICH

Tél. +41 (0)44 851 51 00



AIC Cultural Activities

Fondation Beyeler, Basel.
P. Gauguin, Contes Barbares, 1902.
Photograph @ Museum Folkwang, Essen

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