



AMERICAN INTERNATIONAL CLUB OF GENEVA

Welcoming All Nationalities in the Lac Léman Region

Fall 2017 e-Newsletter

Calendar

AIC CEO Forum with James Pooley
Thursday, November 16
10:15am—2pm
Edmond de Rothschild (Suisse), SA,
Geneva

James Pooley, attorney, author, and consultant will make a presentation on data security for companies in data's security-challenged environment. A former director of the World Intellectual Property Organization (WIPO), Mr. Pooley is a leading authority on corporate data security.

This annual Invitation-Only event for local and regional CEOs, co-sponsored by the Edmond de Rothschild Banque Privée in Geneva.

Thanksgiving Dinner Celebration
Friday, November 24
7:00pm—Midnight
Intercontinental Hotel, Geneva

The fee is 125 CHF for Members, 150 CHF fee for Non-Members, and 60 CHF for children 12 and under. This price includes a family style, buffet meal of turkey and the all the trimmings. Join us for a festive evening of entertainment and fun. A silent auction will benefit the Anouk Foundation.

To register for these events or to view a complete list of AIC events and activities, visit our website:
www.amclub.ch

Speaker's Luncheons



HUG Director General Bernard Levrat
(above) Talks Healthcare and the
Future Expansion at the HUG

CERN's International Director Char-
lotte Warakaulle Shines Light on New
Research on the Big Bang Theory and
More

See the complete stories, Page 4

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Volunteers Wanted!

One of the AIC's most important assets is the willingness of its members to provide their valuable time by volunteering to assist with AIC-sponsored events and activities — from the 4th of July and Thanksgiving to our renowned Speakers Luncheons.

For more information on how you can volunteer for a future AIC event, please visit our website for a schedule of upcoming activities. You can write to us via e-mail at: admin@amclub.ch or call by phone: 022 310 0015

We look forward to seeing you soon. We appreciate your support!

AIC Executive Committee

Ron Banks, President

Paige Holt, Vice-President & Editor-in-Chief, *AIC Lifestyle Magazine*

Michael Parmly, Vice-President & International Organizations Relations Chair

Ed Schneider, Vice-President & AIC-TV

Mary Bernasconi, Civic Concerns Chair

Patrizia Carlevaro, CEO Forum Chair

Edward P. Flaherty, Club Develop Chair

Edward Karr, Nominating Committee Chair

Mark Mason, Sports Chair

Francis Pribula, Speakers Committee

Robert Race, Cultural Events Chair

Tal Schibler, Speakers Committee Chair

Phillip Sundquist, Membership Chair

Giovanni Urso, Treasurer

Nhat Vuong, Social Media Chair

Jean-Claude Peterschmitt, Speakers Committee

Andre' Tombet, Legal Advisor

Jean-Frederic Berthoud, DEV Liaison

Jean-Luc Chopard, Geneva Government Liaison

Thomas Pierce, U.S. Gov Liaison

Carlo Lamprecht, Honorary VP

Kevin Crowley, Membership Committee

Roy Ryan, Club Development Committee

Ruth Dyson, Office Manager

Breaking News!

The following changes and additions to the AIC Executive Committee will take effect January 1, 2018:

Tal Schibler will end his term as Speakers Committee Chair at year's end. As a long-time member and valued supporter of the Club, we thank him for his invaluable service to the AIC and we look forward to his continued presence and assistance with the Club and its various activities.

Giorgio Ferraro, a principal with Parker Stevens Moroni LLC, and a long-time AIC Member was appointed co-Chair of the Speakers Committee, effective January 2018.

Ed Schneider, current Vice-President of the Club and Director of AIC TV, was named co-Chair, along with Giorgio Ferraro of the AIC Speakers Committee in January 2018.

The AIC Executive Committee and the Membership Committee thank all participants to our recent Member Survey. The survey was sent to 600+ members and nearly 20% answered the survey. For more details, see our Membership Chair's Report on Page 3.

Longtime member Jane Mocellin was the lucky winner of the AIC Member Survey Contest. Her prize is two free tickets to any AIC event of her choice. We can thank all our survey participants. We welcome your continued suggestions on improving the Club.

Upcoming Speaker's Luncheon

GENEVA COMPETITIVENESS & TAX REFORM: WHERE DO WE GO FROM HERE?

Friday, December 4, 11:45am—14:00pm

Venue TBD

Member Price: 70 CHF, Non-Members 140 CHF

In February 2017, Swiss voters rejected the RIE III tax reform initiative, creating a void in Geneva's corporate tax reform program, and leaving Geneva non-compliant with OECD regulations. Since then, Serge Dal Busco, the Canton's Head of Finance Head has developed a more balanced tax reform alternative labelled PF 17.

Three leading local and international tax experts address such questions as: Will PF 17 be accepted by the public? Would PF 17 improve our economic competitiveness? This promises to be a for a memorable event for business-people as well as the general public. Our speakers will include:

Serge Dal Busco, Conseiller d'Etat of Geneva, Head of Finance

Xavier Oberson, Founder, Oberson Abels, a leading tax and commercial law firm in Suisse Romande

Massimo Di Cesare, Group Head of Tax, Richemont

CO-SPONSORED BY THE SWISS-AMERICAN CHAMBER OF COMMERCE



Phillip Sundquist, AIC Membership Chair Discusses Results of 2017 Member Survey

In August 2017, we conducted a survey of the AIC Membership to determine their interest in various aspects of membership, including:

- ◆ Basic demographic information
- ◆ Overall value of the AIC Club Membership
- ◆ The importance Members placed on Club activities
- ◆ The Member's level of engagement in Club activities
- ◆ Membership Satisfaction with Club Activities
- ◆ Membership Renewal

Our Survey asked member views on the importance and relevance of some of our core membership activities, including the Speaker's Luncheons, the Entrepreneurship Program and other Professional Development programs, Cultural and Social Events, Sports programming, and other areas. Thank you again for your input and ideas.

AIC has a very active website as well as a growing Facebook and LinkedIn presence. We encourage you to use these communication devices to remain actively engaged with the Club. For the latest news and information on Club activities, contact us online at:

www.amclub.ch

Member News

The key results of our study are cited below. We thank respondents again for participating in our Member Survey. We expected a 10% response rate, but received an impressive 20% return from our members who recognize the importance of giving Club leadership their feedback on the job we're doing regarding their participation in Club activities and their continuing membership in the Club.

Here are the highlights:

Favorable Findings

Respondents gave a positive rating for Overall Value of Membership with a clear majority of 65.6% viewing their membership as Very High Value or Somewhat High Value. This favorable opinion was confirmed by high scores for Membership Renewal and Recommending AIC to others. The survey also identified four Club activities with the best ratings: Speaker Luncheons, Social Events, Entrepreneurship Series and Cultural Events.

Good Reply Rate

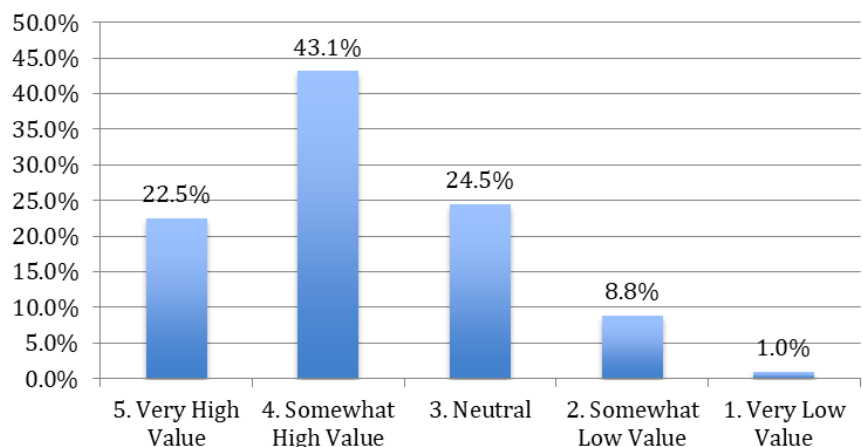
19.2% of recipients responded, which is above typical reply rates of 5-10% for most surveys. A higher reply rate is more representative of the overall membership and gives more weight to the results.

Valuable Feedback

Respondents also provided comments and suggestions on their membership and AIC activities. Their input was particularly useful when combined with survey results highlighting those activities with gaps in satisfaction and engagement relative to importance. This feedback will certainly help us to improve our offering so that we can continue to deliver high quality and relevant events to our members.

For 2018, we hope to conduct a follow-up survey to help us determine new ways to increase Member participation and input in the Club. We look forward to your participation and feedback.

AIC Annual Member Survey - 2017:
Overall value of membership
(average rating = 3.77)



Speakers Luncheons

HUG Director General Bertrand Levrat Discusses Key Health Care Challenges Facing for the Geneva Region

Dr. Levrat's discussion, "Is It a Hug or a Huge Hospital?" provided a basic roadmap to the public health care in Switzerland as well as the ground-breaking research currently underway at the HUG's diverse Geneva facilities — recognized globally for their clinical and research staff and medical centers.

Launched in 1995, the Hôpitaux Universitaires de Genève (HUG) was the first University-based (public) hospital in Switzerland. Currently, HUG consists of eight hospitals, two clinics, and 40 outpatient consultancies throughout the canton of Geneva.

Dr. Levrat (pictured right) began his tenure with the HUG in 2013 and is currently overseeing a a 549 million CHF infrastructure expansion of the HUG's surgical, emergency room, and child and adolescent facilities. Dr. Levrat said the three main challenges facing the HUG today were changing the hospital's focus from a doctor-based priority to a patient-based philosophy, confronting the realities of an aging staff and treating an aging patient population, and reducing operating and logistical costs. Among recent successes were the HUG's award-winning efforts to digitize its patient information and communications system.

With an annual operating budget of nearly 3 billion Swiss francs (3.2 million Euros) and a staff of 11,000+ medical and non-medical personnel, the HUG is one of the largest medical facilities in Europe. More than 50 guests attended Dr. Levrat's lively presentation at the Swiss Metropole which was co-sponsored by the British Chamber of Commerce.



CERN International Relations Director Charlotte Warakaulle Speaks to AIC Members and Guests

CERN International Relations Director Charlotte Warakaulle Gives AIC A Dazzling Presentation

Founded in 1954, the CERN (the European Organization for Nuclear Research) is now the world's largest and most recognized centers for nuclear research. With a staff or more than 2,000 nuclear scientists, engineers, and researchers and 22 sponsoring nations, the CERN is a respected center for atomic research for peaceful means.

On October 5, Charlotte Warakaulle, CERN International Relations Director (pictured left), made a dazzling presentation on the wondrous scientific research and breakthroughs being developed at the Meyrin-based-based facility. In 2010, it launched the Haddon, the world's largest and most powerful nuclear accelerator.

Warakaulle opened her talk with a general introduction to the CERN, before going into details on the cutting-edge research that has led to numerous findings, including the isolation, in July 2012, of the Higgs-boson particle (the so-called God particle) -- a fundamental belief at the core of particle physics theory. She also spoke on the CERN'S latest research into the widely-held "Big Bang Theory" of the universe and its creation nearly 14 billion years ago.

The mostly non-scientific audience heard about the CERN'S quest for understanding the origins of the universe, speaking briefly about the ground-breaking ATLAS experiment with the Large Hadron Collider (LHC) which led to the discovery of the Higgs boson particle — the so-called "God Particle" — in 2012. A special thanks to Ms. Warakaulle who was able last minute replacement for CERN Director General Fabiola Gianotti who was called away for a family emergency shortly before her address. But, lucky for us, Dr. Gianotti has been reschedule for early in 2018!

Corporate Partner News & Events

AIC Hosts First-Ever Corporate Partners Dinner in a Special Night at Café Papon

The AIC President Ron Banks hosted the Club's first-ever Corporate Partners Dinner celebrating the generous support from companies from the Geneva region who support our valuable programs and activities. A packed the Café Papon in Eaux Vives on September 22 and it was night for new and long-time friends to be thanked for their ongoing financial and logistical support.

Banks welcomed representatives from our 2017 Corporate Partners and told how their sponsorship allowed the Club to continue its mission to bring high-quality programming and events to members, guests, and the Geneva community at large. The fun evening included a number of prized gifts, goofs, and accolades to each of our esteemed guests.

We highly commend our 2017 Corporate Partners:

Breitling	Ferring Pharmaceuticals	Fondation Jan Michalski	Globe Limousines
Harsch	Hopital de la Tour	JTI	Montalba Architects
PwC	PDP	SwissAir	Webster University

After the cocktails, the welcoming remarks were made by the AIC President Ron Banks, and the sponsors were given the opportunity to introduce themselves. This was done by using an "icebreaker", by describing themselves with the first letter of their last name. Overall, it was wonderful evening with great food, great conversation and great fun.



AIC VP Paige Holt (far right) and Event Volunteer Isabel Montagne (center) sharing a pose with honored guests



AIC VPs Ed Schneider and Michael Parmly with Webster University's Dominic Jolly

The AIC would like to thank our Corporate Partners who are a vital backbone of the Club. Visit our website — www.amclub.ch — for a detailed listing of Club activities. If your company is interested in becoming a Corporate Partner, please contact Paige Holt, Vice-President and Director of Development at: admin@amclub.ch or call: 022 704 13

New Members

We are pleased to welcome the following new members to the AIC. We look forward to these professionals becoming active AIC members. We encourage you to give them a warm AIC welcome when you meet them at future events.

Name	Position	Company	Nationality
Sara Aswegan	Senior, Vice President	Lawler Concierge & Lifestyle	Switzerland
Zoey Barbey-Ross	Proprietor	ZBR Events	USA
Gloria Chinebua	IDGE Associate	UNHCR	United Kingdom
Laura Farrand	Director	John Taylor	USA
Serge Firiubini	Director	Eridanus Sarl	Switzerland
Pam Gerber	Consultant	United Nations	USA
Thomas Garrahan	Executive Director	AlphaQ	USA
Sophie Leacacos	Retired		USA
David Mapley	CEO	Bergerac Wine Holdings	United Kingdom
Gabriella Richardson	Professor of Piano	GRV Piano	USA
Matthew Snell	Examiner	World Intellectual Property Org.	United Kingdom
Elsabe Scott	Dr. Med Radiology, FMH	Clinique des Grangettes	Switzerland
Catherine Vaills			France
Martin van Brauman	Corporate Secretary, Treasurer	Zion Oil & Gas, Inc.	USA
Fabian Wallmeier	Managing Director, Switzerland	Capital Group	Switzerland

AIC Members Get Special Discounts at Select Merchants



Meet the Member

Meet Isabel Montagne From Madrid to Geneva



AIC Member Isabel Montagne and husband Alberto — and a Mermaid, too

Isabel Montagne moved to Geneva in February 2017, after working for the last 10 years in Madrid as an operations manager with a global insurance carrier. Her husband Alberto, who works in international banking had moved to Geneva five years before. With the three kids out of the house, they reunited full-time here in Geneva.

“As all my children are now grown and working or at university, it was the ideal time to move to Geneva and establish myself in the same city as my husband. I have a background in Finance & Administration and I saw Geneva a good place to look for work, despite the highly-competitive job market.

“Initially, I fished around for different organizations to use as a base for business networking and making new friends here in Geneva. I decided on the American International Club because, hey, I’m an American and it seemed they offered the right mix of business networking and fun.”

Soon after, the staff of AIC convinced me that volunteering some time would be good and I’ve helped out on several fronts, including the 4th of July Celebration, the Dragon Boat Festival and Lake Lemman projects with the Civic Concerns Committees, last month’s Corporate Partners dinner, as well as assisting on the Membership Survey and other membership engagement projects.

“I’ve attended a couple of the Speaker’s Luncheons and thought they were very well organized and very interesting. Being a career professional for the last 20 years, having worked both in New York and Madrid, I hope to land a spot in Geneva and start to feel more at home here.”

“Just recently I was asked to assist with the staging and promotion of the AIC Aperos which are important opportunities for new and existing members to catch up, as well as a chance to introduce the AIC to prospective members. Working behind the scenes has been a good opportunity for me – as a new member – to see how the Club really works, is managed, and its vision for the future.”

The AIC has tons of events which offer members a variety of chances to network and to make new and lasting friendships. This is what was so particularly appealing about the Club to us. For instance, the 4th of July event was a real blast and we plan to attend Thanksgiving, too!

We really like Geneva. I had visited here a number of times over the years before moving here and had always found it a really interesting place with lots of positive energy. The Lake and the surrounding region are really beautiful and we’ve done a bit of travelling in the surrounding region and home to Portugal since it’s so close.

“I think 2018 will be a great year for me and the AIC. I hope to continue my support of the Club in various ways and I hope let others know why there are clear benefits to membership and to participating in the Club’s various and activities.”

We do, too.

2017 Thanksgiving Celebration — A Family Affair!

The AIC’s Annual Thanksgiving Dinner & Celebration will be held Friday, November 24 from 7:00-Midnight at the Intercontinental Hotel, Geneva.

The fee is 125 CHF for Members, 150 CHF fee for Non-Members, and 60 CHF for children 13 and older. Tables of eight (8) are 1,000 CHF. This price includes a family style, buffet meal at one of Geneva’s most prestigious venues. Join us for a festive evening of turkey with all the trimmings!

Proceeds from this year’s Silent Auction will benefit **The Anouk Foundation**, which promotes art programming which fosters healing and well-being for adults and children throughout Europe’s medical community. As an added convenience, a Game Room for kids is also available.

To sign up today for a scrumptious dinner, musical entertainment from our friends, the Albert-Mark Trio, and a night of food and fun, sign up online on our website:

www.amclub.ch

Sports Recap

Annual Golf Event A Big A Hole in One for the AIC

On September 8, the PGA Tour came to Geneva when AIC members teed off for the 4th Annual AIC Chand Kaul Memorial Golf Tournament on a sunny Friday morning on the lovely grounds of the Golf & Country Club de Maison Blanche in Echenevex, France.

The annual event commemorates former AIC Executive Committee member, WHO official, and Geneva golfing fixture Chand Nairin Kaul who passed away in 2013. Chand was a devoted member of the Tennis Club of Geneva for more than 35 years and was the former Chair of the AIC's Competitive Events Committee.

More than 20 AIC members and their spouses/partners answered the 8:30am tee-off to the day's highly-competitive, but always-friendly event. Tournament organizer and AIC Sports Chair Mark Mason coordinated the event which employed the Florida Shotgun Scramble (or Step-Aside Scramble) scoring system – you had to be there to understand it – utilizing 4-member teams competing for a bevy of special 1st, 2nd, and 3rd prizes, plus to special “nearest-to-hole” prizes.

In the Shotgun Scramble format, all four players tee off, the best shot is selected, then only three players hit their second shots. The best of the second shots is then selected, and the player who hits it sits out the third shots; and so on until the ball is holed.

An aperitif followed by a nice buffet lunch was hosted on the Club House terrace after the tournament's conclusion, during which time the event's prizes were handed out. In addition to the prizes listed above, numerous other prizes were awarded.

Cédric Perret-Bory, Maison Blanche's Director was on hand and thanked all the AIC participants. As in the past years, this year's golf event enjoyed the generous support of Hôpital de la Tour's prestigious Sports Medicine Clinic. La Tour Hospital's is one of Geneva's premier medical facilities and long-term supporter of the AIC.

See you next year!



AIC Sports Chair Mark Moses with Golfers I-f, Emma Gaughran, Kevin Gaughran, and Nick Patschinski at the AIC Annual Golf Event

Civic Concerns Report

AIC Paddles Lac de Joux in Support of Cancer Treatment Services

On September 3, the AIC and our sister organization, the American International Women's Club (AIWC) joined forces at the 11th Annual Paddle for Cancer Dragon Boat Festival, sponsored by the Geneva-based English-Speaking Cancer Association (ESCA).

Volunteers from the AIC and the AIWC help to “feed the hungry” Dragon Boat rowers and their fans. The weather was sunny and spirits were high as over a thousand participants and volunteers raised record-breaking donations as well as awareness for the ESCA's crucial ongoing activities.

More than CHF 2,000 was raised through our Bake Sale table which included many delicious healthy and not-so-healthy homemade culinary contribu-



Civic Concerns Chair Mary Bernasconi (center) and AIWC President Suzanne Ernster (left) with Fellow Volunteers at the ESCA Fundraiser

tions which energized the rowers and their cheering fans.

AIC Member Reto Egger once again pitched in by contributing 600 donuts from McDonald's much to the delight of the young rowers.

Calendar of Upcoming Events

Event	Date(s)	Time	Location
<u>November 2017</u>			
AIC-CEO Forum Dinner	Thursday, Nov. 16	10:30am-2:00pm	Edmond de Rothschild Bank Privée Rue de Hesse 18, 1204 Geneva
Thanksgiving Dinner Celebration	Friday, Nov. 28	7:00pm– Midnight	Intercontinental Hotel, Chemin du Petit-Saconnex 7-9 1209 Genève
<u>December 2017</u>			
Monthly Aperó	Thursday, Dec. 7	6:30pm-8pm	Soleil Rouge, Boulevard Helvetique 32 1207 Geneva
Geneva Competitiveness and Tax Reform: Where Do We Go From Here?	Monday, Dec. 4	11:45pm-2:00pm	TBA
<u>January 2018</u>			
Monthly Aperó	Thursday, Jan. 11	6:30pm-8:00pm	Soleil Rouge, Boulevard Helvetique 32 1207 Geneva

2017 Corporate Partners



MONTALBA ARCHITECTS

