



E-Newsletter



Dear AIC Members, we would like to share a few updates with you on what's going on lately

Message from the AIC President

Dear AIC Member,

I am pleased to report that 2016 started off with enthusiasm from the members and plenty of events. So far, our members have enjoyed the events listed below and we are working to deliver more activities in 2016.

1. **Sports Activities** – a Snow Day in Les Diablerets and a 4 Bowling Tournament. The world class AIC Golf and Tennis Tournaments are just around the corner. New for 2016 will be a summer hiking trip and in the fall a spectator sporting event.
2. **Professional/ Evening Events** - the AIC's own Ed Karr gave an exciting talk on his year in Antarctica, plus two AIC Breakfasts with HeadStart Advisors and Sarah Santacroce, speaking about LinkedIn.; a panel discussion about publishing moderated by Charles Mela and panelists Vera Michalski and Marlyse Pietri.
3. **Cultural Events** – a concert with the Swiss Romande Orchestra and a visit to the Elysée Museum in Lausanne
4. **AIC Luncheons** – the first one was with the Baroness Arianne de Rothschild and was sold out, the second one was in April with Professor Stéphane Garelli and the third will be in June with Mr. Raymond Loretan.
5. **AIC Geneva Economic Forum** - with Serge Dal Busco, Member of the Conseil d'Etat of Geneva in charge of the Department of Finance and Xavier Oberson, Professor of Swiss and International Tax Law.
6. **New Event** – the AIC Entrepreneur Program – will launch its first event in September.
7. **The AIC 4th of July Celebration** is coming soon and the AIC Thanksgiving Dinner is being planned
8. The AIC Aperó - always on the first Thursday of the month

Several of you have commented on the new AIC membership rates, so let me address your comments. For the past 10 years or more the annual dues have been CHF 180 and CHF 190. Then in 2014, the AIC Executive Committee felt it was necessary to raise the membership from CHF 190 to CHF 250, primarily because of increased operating costs. The new rate was put into effect in April 2015. We hope you understand.

As mentioned in my first President's Message, the AIC is guided by the Three Pillars, which are:

Engaging Members – to focus on engaging Club members and Corporate Partners through the use of social media and to encourage all members to participate in Club activities.

Building Strength – to increase membership and Corporate Partners and to encourage all members to invite their friends and colleagues to join and to participate in the AIC events.

Delivering Benefits – to continue to offer unique and interesting events; to offer special discounts at major retailers, opticians and airlines, to name a few; to provide opportunities for members to build their professional and personal networks.

The AIC is a member driven Club and we are working hard to serve our members. The Club is lucky to have a large and dedicated membership and we count on your contribution to continue to keep the AIC the "Best Club in Town".

I look forward to seeing at future events and please feel free to let us know what is on your mind.

Best regards,

Ron Banks, AIC President 2016

American **International** Club of Geneva



Luncheon with Raymond Loretan

On Wednesday June 8, the AIC organizes a speaker luncheon with Raymond Loretan (President of the Diplomatic Club of Geneva, Former Ambassador of Switzerland in Singapore and New York, Chairman of Swiss Medical Network) at Mandarin Oriental Geneva.

He will talk about « **Challenges ahead of Switzerland** »

Raymond Loretan holds a law degree from the University of Fribourg and a diploma in European Organizations from the University of Strasbourg. Before joining the Swiss Medical Network as Chairman of the board in January 2007, Raymond Loretan held several positions within and outside the Swiss administration for more than 20 years, serving as diplomatic Assistant to the Secretary of State at the Federal Department of Foreign Affairs (1984–1987), personal adviser to Federal Councilor Arnold Koller (1987–1990), Counselor for European Affairs of the Canton of Valais (1991–1992) and Secretary-General of the Swiss Christian Democratic Party (1993–1997). In 1997, Raymond Loretan was appointed by the Swiss government as Swiss Ambassador to the Republic of Singapore and to the Sultanate of Brunei Darussalam. In 2002, he was appointed as Consul General of Switzerland in New York with ambassadorial ranking. Vice-Chairman of Aevis Victoria Holding, he is also founding associate of the consultancy practice FBL associés Geneva (www.fbla.ch), Chairman of the board of the "Société Suisse des Explosifs" and Vice-chairman of the Cave "Vins des Chevaliers". He was Chairman of the Board of Di-

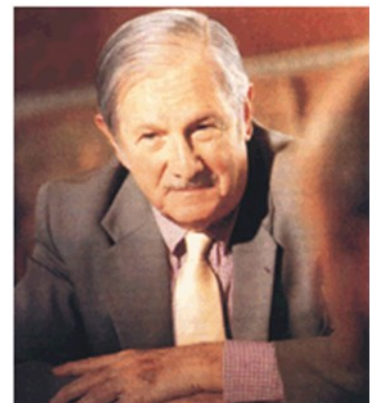


Evening Event with Frank Peel

On Tuesday June 14, the AIC organizes an evening event with Dr. Francis « Frank » Peel at Swissôtel Métropole.

He will talk about « **The Next President of The United States** »

Frank spent 51 years as a resident of Geneva, returning to the US in 2008, settling in Naples, Florida, where he frequently gives talks on American politics in both English and French. Frank was a long-time AIC member, and often won the annual new member recruitment competition. On 20 January 2017, a new American President will be sworn in as the most powerful leader of the most powerful country with the largest economy and the largest military - this is a turning point for America and for the entire battered globe. Will the next President continue to reduce America's international role? Will he or she continue to increase the government's domestic role? Who will be the next President of the United States?



Frank was born in London in 1927. In 1940 he was a boy bicycle messenger when the Germans were bombing London. He moved to America and became an American citizen while serving in the US Army 1945-46. He has both UK and US passports.

Frank attended universities in America, Austria, Britain and France. He received degrees from Cornell and Columbia Law and was admitted to the New York Bar in 1952. He practiced law on Wall Street before moving to Geneva to become the legal adviser to the ILO, one of the UN agencies, where he also was Chief of Planning and Director of the West African Field Office in Nigeria.

Frank was Deputy Director-General of the World Wildlife Fund. He created and hosted the first Geneva television programme in English with French subtitles in Europe, on Swiss TV. His guests included Sir Peter Ustinov, Sir Bob Geldof, Prime Minister Tony Blair and President Bill Clinton.

Frank has long been active in US politics. In the 20th century he worked for Adlai Stevenson and Jimmy Carter. In the 21st century he worked for John McCain. He was a member of the Democratic National Committee and elected Delegate to Presidential Nominating Conventions representing Democrats Abroad. Now he is an independent

Frank also plays the stock market where he is known as the Guru of Wiggins Pass.

For several decades he lectured on board ship, including Cunard, Silversea, Regent, Crystal and others, in both English and French.



4th of July Celebration

On Monday July 4, the AIC organizes one of its signature events: the 4th of July Celebration.

The event will take place like each year in Grand Saconnex (Place de Fêtes de la Campagne du Château) and will start at 5pm. Games for Children with Party Time, come and enjoy burgers, ribs and tacos at one of our food trucks: The Hamburger Foundation, Funky BBQ, Brooklyn Kitchen.



Play flag football with the Seahawks, the Geneva American Football Team, and hit some base balls with the Geneva Baseball League.



At 7pm, the famous Albert-Mark Band will play your favorite songs while you enjoy a Bacardi cocktail prepared by bartender Fanan

Event sponsored by:



Reporting on AIC Events

Evening Event with Vera Michalski-Hoffmann and Marlyse Pietri

On the evening of February 9th, the AIC hosted a literary panel consisting of the leading publishers in the Swiss Romande region. The panel consisted of Marlyse Pietri, the founder of Editions Zoé, and Vera Michalski Hoffman, the founder of Editions Noir sur Blanc and Foundation Jan Michalski for Writing and Literature. The panel was moderated by Charles Méla, a well-known French author and longstanding professor at the University of Geneva. Both panelists have worked closely with foreign authors to transcribe their works into French – Madame Pietri most notably with certain Germanic authors, and Madame Michalski-Hoffman with Polish and Eastern European authors. Madame Pietri stressed the time and commitment needed to work with these authors in order to create a high-quality book. Similarly, Madame Michalski-Hoffman added the importance of paying attention to details, even punctuation. Both authors noted that local bookstores, such as Payot, remain important in the value chain in Switzerland, as opposed to the predominance of Amazon.com in the Anglo Saxon market.



AIC President Ron Banks, Marlyse Pietri, Moderator Charles Méla, Vera Michalski-Hoffmann



The audience was deeply engaged with the speakers, with an extended question and answer session on book publishing, industry trends, and other topics. Vera Michalski-Hoffmann, in response to a young aspiring author, on how best to have one's book published, replied to focus on researching the interests of each publishing house. Each house has its own identity and focuses on a certain range of topics and authors. The event was well attended with over 50 guests ranging from young authors to industry luminaries.

More photos on <http://www.amclub.ch/photos/set/36/>

Cultural Event - Musée Elysée

On a Sunday afternoon on April 24 a nice group of members and guests met up at the photographic museum L'Elysée in Lausanne/Ouchy to see the retrospective of the Swiss photographer Werner Bischof (on his 100th birthday). The very attractive and dynamic new directrice, Tatyana Franck, led us around, in English. After the museum closed to the public, we gathered for a buffet of oriental delights.

Mme Franck introduced us to the museum, which has a treasury of 1 million items, but severely limited space and lots of stairs. Within 5 years, however, it moves to the new *pôle muséal*, currently under construction at the main train station – a proper museum and much more space.

The current exhibition of Werner Bischof presents snippets of his entire career: as commercial photographer (clearly influenced by the artist Man Ray); as photo journalist at MAGNUM with giants of photography (including Henri Cartier-Bresson, Mme Franck's uncle); and free-lance. He traveled and photographed the world during an important period of modern history: the devastation of the war in Europe (from his bicycle) and Asia; the Indian famine – where his cover on *Life* magazine was a turning point of his career; the Korean War, where the US Army ran re-education camps for Chinese and North Korean POWs (who knew!); Vietnam when it was still French Indochina; and later the US and Latin America. It was a remarkable period, and Bischof was often at the right place at the right time to capture it. A fascinating career cut short by a tragic accident in the Amazon.

Robert Race, Cultural Chair



AIC La Tour Sports Program



The first ever AIC Snow Day was a complete adventure for everyone who signed up. Your "Chair" had never made the trek before and was relying solely on input from 2 friends who know the area well and had made the run many times. They categorized the effort level required to complete the 3.5km circuit, plus another kilometer after lunch to get down to where the cars were parked, as low or "not difficult". In all fairness to some of us who completed the day a bit out of breath and with tired muscles we should have said that the effort level was moderate. It goes without saying that everything is relative.

On the other hand it was the opinion of all participants that the "fun meter" was on high the whole day long. Once the big effort was completed and the beautiful scenery to get to the restaurant was fully enjoyed we all arrived the Lac Retaud restaurant for a well deserved fondue with all the trimmings. Conversations during lunch were animated and I even heard calls for another go before the winter season ended.



The AIC/ AIWC Mini Mini Bowling challenge concluded on Friday April 22nd. Twenty four AIC and AIWC members spouses and friends converged on the bowling alleys at La Praille determined to make the last bowling evening the best of the 4 Friday events.

I was present and can confirm that the bowling was of the highest possible standard on both the technical and "giggle" levels. After the bowling was completed all of the participants reassembled at Molino's Pizzeria to partake in a well deserved pizza party and await the tournament results and prize giving.



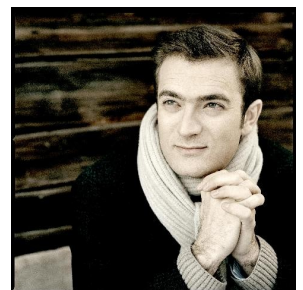
Our section in the restaurant echoed with lively conversation and much laughter. This to me was the organizer's prize for the efforts made in running the event. Special mention goes to Penny Tirado who was the main driver behind the arrangements with the bowling alley, the bowling pairings and draws, the logistics with the restaurant and the calculation of the results.

The idea for this event first germinated during last year's tennis tournament at the Parc Des Eaux Vives". Fay Rogers brought the idea to me and suggested that if the AIC was interested in holding a joint event with the AIWC that I should contact Penny who has 20+ years experience in coordinating the AIWC "Mixed-Bowling" league. I am glad that I did and hope to be able to count on Penny for next year's event.

Raphael Negron, Sports Chair

OSR Rehearsal

At the kind invitation of Orchestra de la Suisse Romande (OSR) Foundation president Florence Notter and Ami de l'OSR president Regis Muletier, AIC Cultural Events participants attended an orchestra rehearsal in March. This was followed by dinner. It is quite special for music lovers to share in the working of a major European orchestra.



There was a good turnout for the rehearsal. With cocktails in the foyer of Victoria Hall, musician and writer Richard Cole offered a commentary – in English – on the featured work of the up-coming concert, *Mar'eh for violin and orchestra*, and its composer, Matthias Pintscher, who was also the conductor. The work itself is quite modern, and certainly benefits from hearing several times. As typical of rehearsals, this was a "working session" so that bits and pieces were played by the orchestra and violinist Renaud Capuçon. We would have to wait for the concert to hear the whole thing.

As it turned out, that was the only piece that got attention – some would have liked to hear portions of the other works in the program by Dvořák and Fauré. However, it meant that the rehearsal was over in time to move to Café Lyrique for an "early" dinner.

The Café Lyrique menu was to their usual high standard of three courses, with wine, and service was prompt. Among dinner were musicians, the conductor, and our host presidents. All the guests (partners, sponsors, Ami, and AIC) were warmly welcomed by Mme. Notter. Later, she joined one of the AIC tables for dessert. A great honor to share the evening with her. As the OSR returns from China and India, and announces its program for the 2016-17 season, AIC Cultural Events looks forward to participate in other programs of Geneva's flagship orchestra.

Robert Race, Cultural Chair



Luncheon with Stéphane Garelli

Professor Stéphane Garelli of IMD in Lausanne spoke to a packed house of the AIC luncheon series on 21 April 2016 at the Swissôtel Metropole. In a lively, spirited discussion, Garelli first pointed to the volatility and uncertainty in present-day economic conditions worldwide. He then structured his talk around a series of questions and challenges facing economies globally.

--Is the economy slowing down? Yes, was Garelli's answer, but the picture is not uniform. Certainly some indexes are down, but across Europe, for example, the UK is showing growth. The world economy is helped by the low oil prices, though there too, different oil producers have starkly differing production costs. E.g., Saudi Arabia produces for \$12/barrel, whereas Iran requires \$50/barrel to break even. It is hard to judge uniformly what is going on.

--Will the Swiss Franc stabilize? Certainly others are more volatile, such as the U.S. There has emerged the phenomenon of negative interest rates, and yet data shows that people have spent less when there are negative yields.

--Does Switzerland need a sovereign fund? Switzerland's reserves are certainly full. The Banque Nationale Suisse says not to touch them; "they are ours!" The BNS also says that Switzerland may need those reserves at some future date. However, Garelli observed that Switzerland, like several other advanced countries such as the U.S., is cash-rich but infrastructure-poor. The reserves could usefully be spent on upgrading the country's bridges, roads and tunnels.

--Can Switzerland still attract money? Garelli said that globally there is some 8.9 trillion dollars offshore, of which over 2 trillion is in Switzerland. Certainly sovereign funds are changing world finance. The curious thing is how much Swiss capital is in other countries' sovereign funds. For example, the Norwegian sovereign fund is the world's biggest. Three of the largest companies invested in that fund – Nestle, Novartis and Bosch – are Swiss. That said, the tax treatment of those funds needs re-examination, including perhaps territorial based taxation. The issue of what constitutes "legitimate" taxation needs to be addressed. At the same time, Garelli added, the tax code of most countries is far too long and complex. It needs to be simplified.

--Why can't economies get their recoveries going? The current economic state is unusual, Garelli observed. Economists often predict an eight-year cycle to economic trends. The difficulty at present is that between the crisis in 2008 and the current slowdown, there was no real recovery. Keynes is not working, Garelli noted. Central banks flooded markets with cash after 2008, and yet at present, the risk is deflation, not inflation. Governments need to ensure that small and medium-sized companies get resources, not just the major firms.

--What is happening to new companies and the new economy? Garelli observed that many emerging companies are coming not from the developed world, but from emerging markets. And unlike in the developed world, the emerging companies are primarily family-owned. We need to connect to those firms, which often are not on the stock exchanges.

Garelli concluded with an observation on Switzerland, and whether it is too small to make a major difference in the world economy. "If you think you are too small to make a difference, you haven't spent a night with a mosquito."

Michael Parmly, AIC Vice-President



Luncheon with Baroness Ariane de Rothschild

On the occasion of the International Women's Day, the American International Club (AIC) was pleased to host a luncheon with Baroness Ariane de Rothschild, Chairwoman of the Group Executive Committee. The Baroness spoke to over 80 participants on the subject of "Human: the capital of the 21st century". The event, held in the Hôtel d'Angleterre, was sponsored by the jewelry store "Les Facettes"

"In the light of ongoing disruptions, the only way to limit uncertainty is to have faith in humanity. It is a faith I deeply share but it has to be anchored in action. All of us are concerned. We need to give men and women the means to accompany changes and see them as opportunities for our future development." With those words Baroness de Rothschild, opened her speech. She pointed out that since 2007 there has been a recurring pattern of crisis and the only solution was to not only help people regain trust in their ability to shape their future but also to empower them with the means to do so.

The audience was captivated by her passion in philanthropy in the historical network of the Edmond de Rothschild Foundations. The Rothschild family is a striking example of how individuals can implement a game-changing vision. They have always been aware that for society to function well, changes must come from within and be given the support necessary to succeed. That is why today the family's Foundations focus on helping people around the world to feel empowered to embrace change and fulfill their own projects.

"The digital revolution is the modern-day equivalent of the 19th century's industrial revolution. It is radically changing both our work life and our personal life," continued Baroness de Rothschild. "The digital revolution is changing our behavior in all respects. It is my belief that humanity will end up making the best of the digital revolution. It is people, human capital that will be able to generate, accompany and make the best of all these major changes."

The weakness of interest rates, the digital revolution, and the sense of uncertainty are the fundamental reasons that will make human capital the key capital of the 21st century. She said that we were entering a new era that values cognitive, verbal, and interpersonal skills more than ever before. To reduce social exclusion, it is our shared responsibility to accompany this evolution. We must invest in human capital and develop it grow through continuous training. Switzerland and the USA are exemplary in this regard. "We need to have faith in individuals' ability to assimilate and embrace change, as our collective future depends on it," she concluded her speech.

Afterwards Baroness de Rothschild took questions from the audience. Our president, Ron Banks, thanked her for her captivating lecture and presented her with a lifetime membership in the AIC.



Leon Benusiglio, Baroness Ariane de Rothschild, Monique Kiss, Charles Méla, Daniel Treves



Baroness Ariane de Rothschild and Oxana Bondareno, Director Les Facettes, sponsor of the event



Breakfast with Sarah Santacroce

On Friday, April 29th, the AIC organized a Professional Program Breakfast at Hôtel Tiffany. The event was well attended with a full house of more than 30 people. In this eye-opening, hands-on event, professionals learnt what it takes to build their personal brand on LinkedIn.

Sarah has in depth knowledge of this platform and shared with the AIC how it can be used for networking, branding or job search. Sarah is known for her practical approach and she shared bite sized action-steps to improve attendee's profiles, new tools & encourage self-reflection through specific questions.



Social Media

Do not forget to comment our events on our Facebook page and LinkedIn. Invite your friends to like the page and join the club.

Do not forget to tweet: **#AICGENEVA**

Katrina Burrus, Social Media Chair



The AIC would like to thank our Corporate Partners who are the vital backbone of the AIC. If you are interested in becoming a Corporate Partner please contact Mary Hofstetter, Director of Development. admin@amclub.ch or call: 022 704 13 23



New Members

We would like to inform you of our new AIC Members who have joined since January 2016. We would like to encourage you to invite your friends and colleagues to be members as they will enjoy not only **top global Speakers** with **special member prices** to attend, but also the many professional programs, sporting and cultural events that the AIC organizes for its members. Go to **AIC Facebook** to view all the exceptional events that were organised by the AIC. Give us your opinion on Facebook and on the **AIC Linked In** page. We value your input.

Anca	APETRIA	Schwab, Flaherty and Associates	Avocate STG
Kaspar	BANZIGER	Independent	
Sherif	BARAKAT	NBK Banque Privee	General Manager
Yann	BIERI	Quintessentially	Membership Manager
Silvana	CAVANNA	BPDG	CEO
Berenice	FITZPATRICK	Jiva Hill Resort	Attachée Commerciale
Béril	GURDOGAN		
Warner	HALE	SPF	Owner-Investment Manager
Maureen	HOOD	Retired Procter and Gamble	Marketing/Innovation
Mofoluwaso	ILEVBARE	Self Employed	Confidence Coach and Speaker
Omar	KALOUTI	Louis Dreyfus Commodities	Graduate Trainee
Claudine	KAUFMANN	Future Watch	Business Development Manager
Clarissa	MASON		
Christiane	MITCHELL MARTIN	CM Consulting	
Jane	MOCELLIN	Retired UNDP	Senior Consultant
Elena	MORIER	Baidollet Int. SA	Development Manager
Irina	MOUJJEVLEV	JT International SA	Procurement & Compliance Manager
Ashley	PILIPISZYN	University of Geneva	Executive Project Manager
Hervé	PRETTRE	Credit Suisse	Director, Head of EAM
Arlette	PUJOL		
Leslye	ROOD	Lord Corporation	Lawyer/mediator freelance
Joel	ROOD	Lord Corporation	President EMEA
Raghubir	SINGH	Sirva Switzerland	Sales Executive
Gregory	TIMOFIEJEV	Timco	CEO
Paul	TSCHURT- SCHENTHALER	Oxfam International	Senior Partnership Manager
Diana	TWIGDEN	Pharma Industry	Medical Sciences Policy and Governance Strategic Advisor
Roselyne	VIGNON	Vignon International Trading	Manager
Jayashree	WATAL	WTO	Counsellor
Judith	WEBSTER	Jhamtse International	Co-Founder
Vivien	YAKOPIN	Les Facettes	Director Business Development



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NEXT CELEBRATION:

MAY, THE 20TH & 21ST 2016

CHÂTEAU DE CRISSIER

OPEN AIR FESTIVAL GATES OPEN AT 5.30PM

FRIDAY, THE 20TH

GOSPEL MADRIJAZZ (CH)
BROTHER MISSISSIPPI GABE CARTER (USA)
JYNX (F)
REVEREND K.M. WILLIAMS (USA)
REVEREND DEADEYE (USA)
MIGHTY MO RODGERS (USA)
THE CHAINSAW BLUES COWBOYS
REVEREND BEAT-MAN (CH)

SATURDAY, THE 21ST

FLOYD BEAUMONT & THE ARKADELPHIANS (CH)
BLUE MONDAY MINISTERS (RO)
MOLLY GENE ONE WHOAMAN BAND (USA)
LEO BUD WELCH (USA)
JOHNNY MONTREUIL (F)
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