



# AMERICAN INTERNATIONAL CLUB OF GENEVA

*Welcoming All Nationalities in the Lac Léman Region*

## Spring 2018 e-Newsletter

### Calendar

#### **BEFORE & AFTER THE 2008 FINANCIAL CRISIS: DID THE CENTRAL BANKS IMPLEMENT IRREPROACHABLE POLICIES?**

**Jean-Pierre Roth, Former President, Swiss National Bank & Ex-Chairman, BCGE**

**Thursday, May 3, 11:45am-2pm  
Hotel Metropole, Geneva**

Jean-Pierre Roth will share his experiences at the Swiss National Bank, BCGE, and leading Swiss corporations, providing valuable insights on various topics, and give his views on recent events since the 2008 crisis in an event not to be missed by bankers, businessmen, and the general public.

#### **LIVING IN A FRAGMENTING WORLD: WILL GOVERNMENTS AND CORPORATIONS MERELY COPE WITH, OR SHAPE THE FUTURE OF, A FRAGMENTING WORLD?**

**Dr. David Roth, Founder & President Oxford Analytica**

**Friday, May 25, 11:45am-2:00pm  
Mandarin Oriental Hotel, Geneva**

The pace of change, whether in business, technology, politics, finance or even in social issues, seems almost bewildering. How to make sense of it all? Join us for the expert views of Our Guest of Honour who can help.

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

### Speaker's Luncheons



**US Ambassador Edward McMullen, Jr.  
Details Trump Administration's New  
and Ongoing Initiatives in Switzerland**

**WWF Director Marco Lambertini  
Discusses Global Efforts on Declining  
Species and Climate Change**

**See the complete stories, Pages 4-5**

### Content Highlights

- ◆ Executive Committee Updates, and Association of American Clubs Reciprocal Benefits, Pg. 2
- ◆ Revised Member and Corporate Partner Rates & Sponsorship Packages for 2018, Pg. 3
- ◆ Speakers Luncheon Recap — Patrick Aebischer (EPFL), Guillaume Barazzone (Former Mayor of Geneva), and Andre Schneider (Geneva Airport), Pg. 4 & 5
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**The 2018 AIC 4th of July Celebration is Right Around the Corner!  
Sign Up Now!**

**AIC Annual 4th of July Celebration  
Wednesday, July 4 — 6:00pm-10:30pm  
Campagne du Chateau (Route de Ferney/Chemin du Pommier)  
Grand Sacconex**

**One of the AIC's signature events is almost here — our Annual 4th of July celebration includes all the familiar food, fun, music, and fireworks, too! Plus, play touch football or baseball. For the kids — there's face painting, pony rides, bouncy castle rides, and games! Food provided by Funky BBQ, The Hamburger Foundation, and Nero's Pizza.**

**Register online at [www.amclub.ch](http://www.amclub.ch): 30 CHF for AIC, AIWC, ACA, and US Mission members and staff; 50 CHF for Non-members; 20 CHF for Children 6-12 years old.**

## AIC Executive Committee

Ron Banks, President

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

Michael Parmly, Vice-President

Ed Schneider, Vice-President, Speakers Committee Co-Chair & AIC-TV

Mary Bernasconi, Civic Concerns Chair

Patrizia Carlevaro, AIC Business Leader 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

Phillip Sundquist, Membership Chair

Giovanni Urso, Treasurer

Charles Upchurch, Business Development Chair

Nhat Vuong, IT/Web, Social Media Chair, Young Professionals Group, Chair

Jean-Claude Peterschmitt, Speakers Committee

Giorgio Ferraro, Speakers Committee, Co-Chair

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 were effective as January 2018:

**Charles Upchurch** was named Business Development Chair with the goal of increasing AIC Corporate Partners Program and broadening corporate support for AIC's major events — including 4th of July and Thanksgiving celebrations, our Sports events, and Young Professionals programming.

**Nhat Vuong**, formerly Social Media Chair was named IT/Website & Social Media Chair and Young Professionals Group, Chair.

## AIC Members Can Now Attend Events at American International Clubs Throughout Europe and Abroad

**AIC President Ron Banks** announces the reciprocal benefits agreement between the AIC and **The Association of American Clubs (AAC)**. Founded in Hamburg, Germany in 2003, the ACA boasts 40 member clubs, societies, and associations in twenty-one countries worldwide.

As an AIC Member, you can attend events in ACA affiliated cities — including Lyon, Paris, Buenos Aires, Copenhagen, Stockholm, and Lisbon, among other. The Host Club allows you to attend events sponsored by any member of the AAC if you are visiting for business or pleasure. For a complete list of AAC Club Members, visit their website at:

<http://www.associationofamericanclubs.com/member-clubs.html>

This agreement follows these terms and conditions:

- ◆ A visiting member in good standing at his/her Home Club shall be accorded the privileges and use of facilities, where available, and be entitled to participate in the activities of the Host Club at the member price of the Host Club. Upon request, visiting members must produce proof of membership from their Home Club.
- ◆ All visiting members are expected to comply with the House Rules and By-Laws of the Host Club.
- ◆ The Host Club reserves the right to deny or revoke a visitor's privileges on such grounds as it sees fit.
- ◆ Payment of all account charges is due prior to the departure of the visiting member in cash or by accepted credit card.
- ◆ All Clubs agree to publicize the new reciprocal arrangement among their members.
- ◆ All Club Presidents are encouraged to display the Reciprocal Clubs on their respective homepages.
- ◆ All Club Presidents must pass this Agreement on to their successors.
- ◆ Any Club can cancel this agreement effectively thirty (30) days after forwarding a written notice of cancellation to the other Clubs. All Clubs agree to advise their respective members of cancellation of this agreement.
- ◆ Please open this Word document, type in all your data, print it, then sign it, scan it, and return it as a pdf file.

**For more information, please contact: [admin@amclub.ch](mailto:admin@amclub.ch) or 022 31-0 0015**

## New Member Rates

The Executive Committee approved the following changes to its Personal Membership Categories and Options effective January 2018.

AMBASSADOR	495 CHF
RESIDENT	250 CHF
NON-RESIDENT	100 CHF
FAMILY	400 CHF

Covers the entire family (spouse/partner and children) to come to all AIC events at member prices.

For more information on specific benefits particular to a membership classification, visit our website — [amclub.ch](http://amclub.ch) or e-mail: [admin@amclub.ch](mailto:admin@amclub.ch)

## New Corporate Partner Rates

Our Corporate Partners and Sponsors benefit from associating their brand with the AIC's 65+ years as one of the most respected clubs of its kind in the Geneva region. Our offering of Speakers Luncheons, Cultural and Social events, Sports and Recreational events continue to excel and we have strengthened our Young Professionals Program. Your company can become a Corporate Partner or Sponsor at one of the levels listed below:

PROGRAM PARTNER	15,000 CHF
PLATINUM SPONSOR	15,000 CHF
GOLD SPONSOR	8,000 CHF
SILVER SPONSOR	5,000 CHF

For more details on becoming a Corporate Partner, to receive information on the benefits of our four sponsorship levels, or to discuss sponsorship of specific events and activities, contact Charles Upchurch, AIC Business Development Chair by phone (022 310 0015) or e-mail at: [admin@amclub.ch](mailto:admin@amclub.ch)

## 2018 Corporate Partners



**MONTALBA ARCHITECTS**



The AIC would like to thank our Members and Corporate Partners who are a vital backbone of the Club. Visit our website — [www.amclub.ch](http://www.amclub.ch) — for a detailed listing of Club activities. If you have questions, e-mail us: [admin@amclub.ch](mailto:admin@amclub.ch)

## Speakers Luncheon Recap

### US Ambassador Thomas McMullen Jr. Addresses on AIC Audience on New Joint U.S-Swiss Initiatives

On April 25, recently appointed US Ambassador Edward McMullen, Jr. spoke to AIC members and guests at the Swiss Metropole. A native South Carolinian, Ambassador McMullen discussed joint initiatives currently underway between the Swiss and U.S. governments, including commerce, trade, defense, and technology alliances.

He touted the very positive meeting between President Trump and Swiss President Alain Berset during the annual Davos Conference meeting back in January. He said US-based companies currently employ more than 90,000 workers in Switzerland, and that 40,000 US citizens were working in Switzerland. He hailed the Administration's 2018 corporate and individual tax cuts and its plan to significantly reduce government regulations as a driving force for increasing the growth of US businesses in Switzerland and the world.



The South Carolina native hailed a June 2018 summit in Washington aimed at improving investment by US and non-US small, medium, and large businesses. He also noted the US interest in expanding a worker apprentice program established by former Ambassador Suzy Levine, and sees reduced unemployment, a surging Wall Street, and renewed corporate and investor confidence as signs of the success of the Trump's policies.

Ambassador McMullen then answered questions on a number of issues, including the resumption of Consular services and staffing in Geneva, expanding security information and traveler services, and a future joint meeting of ambassadors aimed at reaching some formal plan or consensus on the question of double taxation, saying a "window of opportunity" for change exists.



### WWF Director Marco Lambertini Talks Global Efforts at Conservation and Species Protection

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

The WWF promotes living in harmony with our environment. Its six areas of environmental conservation include Wildlife, Oceans, Forests, Freshwater, Climate & Energy, and Food. Mr. Lambertini said that since the 1950s there has been a "great acceleration" in the human consumption of water, land, fish, and food to unsustainable levels.

He added that humans have been taking nature for granted, and ignoring the consequences. Global warming has accelerated, leading to melting polar ice caps, flooding, and increasingly unstable weather patterns. Furthermore, wildlife has decreased by 60% from 1970 to 2012. Lambertini, however, provided reasons to be hopeful about our planet's future. He said that in the 1990's, less than 1% of the Earth was government-protected. Through efforts in the forests of Sumatra and other countries, today 17% of the globe is protected.

He was excited about the fact that China recently banned the sale of elephant ivory effective January 1<sup>st</sup> of this year. He also provided a vision of a world where individuals consume less, and produce food more efficiently (generate more food with less resources). He stated that this more sustainable environment requires financial investment. In terms of financial support, Mr. Lambertini pointed to "Impact Investing" as a new source of funding that includes a social/environmental benefit in the investors' total return.

## Speakers Luncheon Recap, Continued

### Former Geneva Mayor Guillaume Barazzone Details City's Emerging Challenges & Priorities

The American International Club (AIC) hosted an informative presentation by Guillaume Barazzone, member of the Swiss Parliament, member of the Geneva City Government and former Mayor of Geneva, before AIC members and guests at the Swissôtel Metropole on March 22<sup>nd</sup>.

Geneva is ranked 8<sup>th</sup> in the quality of living by Mercer. Mr. Barazzone (pictured, right) stressed that Geneva has always been a small and beautiful city whose growth is based on its diversified economy and very open approach. However, Geneva is developing a few big city challenges such as traffic. These problems are difficult to face because Geneva has not had a vision to manage this growth.



Secondly, securing the long term relationship with the EU which is critical to retaining access to European markets, taking into account the effects of Brexit and the far right political parties. Third, he said that passing tax reform was essential for stabilizing the fiscal framework and good conditions for corporations in order to retain them.

Mr. Barazzone also cited new projects such as CEVA (one of the largest subways in an existing city), investments in arts and cultural facilities, and concluded his presentation with a discussion on the lake shoreline upgrades which include a new port, a new space for the Geneva Nautical Society and the Eaux-Vives beach restoration and expansion project.



### EPFL's Patrick Aebischer Discusses Latest Swiss Innovation and Venture Funding Initiatives

Dr. Patrick Aebischer, President Emeritus of the Ecole Polytechnique Federale de Lausanne (EPFL) gave an inspired talk on Swiss innovation at the Metropole on March 6 before a packed crowd of AIC members and guests. A leading figure in research, innovation, and entrepreneurship, Dr. Aebischer cited Swiss ingenuity in global innovation and its #1 ranking in competitiveness in an annual study by the World Economic Forum.

In an interactive discussion, Dr. Aebischer presented a Swiss education process that enables students to participate in tomorrow's innovative and dynamic economy. He provided his vision of future technology convergence at the nano, molecular and bio levels.

Dr. Aebischer described an innovation framework consisting of: 1) top universities that producing disruptive, world-class research, 2) an innovation ecosystem, 3) anchor companies that are global leaders, 4) access to venture capital and growth funds, 5) successful exits (M&A), and 6) pleasant living conditions. Switzerland ranks high in most of these categories. Swiss universities were ranked 3rd globally behind the US and UK, and was #1 on a per-capita basis. EPFL created 233 startups, and raised some 400 million CHF in capital in 2016, versus only CHF 3 million in 2001.

In closing, Dr. Aebischer spoke about the synergy between education and technology. He pointed out that while Switzerland provides ample early-stage funding, the Swiss lack the growth capital needed for bigger ticket projects. He revealed that Europe accounted for just \$16 billion of the \$127 billion global venture capital investment last year, with Switzerland providing only \$1 billion. Other issues faced by Europe include the dis-incentivizing of IPOs, and too many acquisitions of early-stage startups before they mature. He countered that part of the solution lies in attracting high-quality, experienced CEOs, a program he is currently actively implementing in a new venture fund.

**For a complete summary on the presentation by each of featured speakers, go to our website: [amclub.ch](http://amclub.ch)**



## 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
Alexander Ballin	Magistrate	Commonwealth of Virginia	USA
Julian Bansemer	Self-Employed		Germany
Max Bernstein	Associate (Junior Team)	UBP Investment Advisors	Swiss
Erik Boehm			USA
Jean Jacques Bovay	Senior Partner	Etude Bionda	Swiss
Gian Luca Burci	Adjunct Professor	Grad. Inst. of Int'l & Dev Studies	Swiss
Christopher Bernadis	Retired		USA
Ivailo Chervenkov			USA-Bulgaria
Ronald Crawford	Managing Partner	Bwritr SARL	USA
Francois Gaudard	Egyptologist	University of Chicago	Swiss
Piper Harris	Partner-Marketing Comm	Inmarsat	UK
Cecilia Merametdjian	Business Development Mgr	BBGI Group	Swiss-France
Anna Mitan	Executive Director, Comm. Dev.	Celgene	Poland
John Moetteli	Attorney	Da Vinci Partners	USA-Swiss
Andrea Nucci	Family Officer	Nucci Advisory & Consulting	Swiss
Ronald Pittet	Director	Clinical Business Intelligence	Swiss
Kira-Destiny Prince	CEO	Pass Panacea SARL	UK
Michael Silverstein	Retired		USA
Cari Valero	Founder	Bel Air Real Estate	Spain
Vanessa von Richter	Co-Director	Anouk Foundation	Swiss
Barbara Wetsig-Lynam	Senior Advisor	Philanthropy Strategies	USA

2018 Member Corporate Discount Partners — Enjoy the Benefits of Membership!

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OPTIQUE  
maîtres opticiens



**MANOR**



Visit [www.amclub.ch](http://www.amclub.ch) for Specific Discounting Information by Merchant

## Announcements

### AIC Next Entrepreneurs Program Event — Discover Fongit!

**Tuesday, June 19, 11:45am-1:45pm**  
**Chemin du Pre-Fleuri**  
**3 Plan-les-Ouates 1228 Switzerland**

AIC has scheduled its 3rd Entrepreneurship Series with a visit to Fongit, the Geneva-based start-up firm called "Switzerland's premier innovation incubator." Since its founding in 1991, Fongit (La Fondation Genevoise pour l'Innovation Technologique) is a private, non-profit foundation, supported by the state of Geneva and Innosuisse. It has been supporting Swiss start-ups in transforming their novel technology into social & economic value.

Its pioneering innovation in has led to 50+ tech start-ups in industries such as Advanced Engineering, IT, and MedTech. Over the past decade, Fongit's has created 10+ successful M&A exits and raised over 150 million CHF in private capital.

During this visit you will:

- Meet Antonio Gambardella, Director of Fongit, who will address the following topics:
- What is Innovation Incubation?
- How incubators double the rate of start-up success
- The Swiss model of start-up success - and how it differs from the USA VC approach
- How can corporates and SMEs best benefit from start-ups and their lean innovation practices?

If your launching your business, NGO, or a developing a product to market to market, come and get the insights you need to start, grow, or finance your business and turn your dreams into a reality.

For more information on Fongit, take a tour of their website at: <https://fongit.ch/>. Or, just visit us on the web — [www.amclub.ch](http://www.amclub.ch) — or e-mail us at: [admin@amclub.ch](mailto:admin@amclub.ch)

## AIC ANNUAL TENNIS TOURNAMENT

**Save the Date: Friday, June 8th, 2018 from 5pm to 10pm**

**Venue: Tennis Club de Genève/Parc des Eaux Vives**

The 2018 edition of the AIC "MDRR" **Mixed Doubles Round Robin (with a handicap twist)** is right around the corner. The chosen format calls for each participant to play with as many different partners as possible during the tournament. A handicap system is used to compensate for differences in individual playing levels. You sign up individually for this tournament, even though you play Doubles. It really is a fun-filled, exciting format.

### Tournament Details:

Matches will start around 5:30pm and will end by 8:00pm

Prize giving, cocktails and dinner will take place starting from 8:30pm.

**Note: The TC de Genève strictly enforces a "white tennis attire" rule.**

**Tournament Fees:** The fee to play alone is CHF15 & for off-court festivities (prize giving, cocktails, and lunch) is CHF50. Collected in cash at the start.

**Note:** Non players are encouraged to come and watch the matches and if so inclined to join the players for cocktails and dinner (for a small fee of CHF35).

**Prizes:** Awards, Prizes and Accolades will be given the players having won the highest number of games.

**Registration:** Just complete the attached entry form, and email a copy to Elena Morier: [elena.morier@bluewin.ch](mailto:elena.morier@bluewin.ch) before May 31st (latest).

**OPEN TO AIC MEMBERS & their spouses/partners (children over the age of 12 will be admitted on a space available basis).**

**LIMITED TO 36 PARTICIPANTS (so sign up early).**

Information also online: [www.amclub.ch/events/](http://www.amclub.ch/events/)

**Sponsored by La Tour**

## Free Flash Makeovers at Manor for AIC Members

The AIC announces a new flash facials makeover offer by Manor to members of the AIC. You get a freemakeover (approximately 20 minutes) by the staff of Manor's flagship store on Rue Cornavin. Just contact our office at **022 310 0015** to schedule a pickup of your personal invitation gift voucher and visit the store at your convenience.



## Calendar of Upcoming Events

Event	Date(s)	Time	Location
<b><u>MAY 2018</u></b>			
<b>Monthly Apero</b>	Thursday, May 3	6:30pm-8pm	Bistrot 23 Rue de la Coulouvrenière 23 1204 Geneva
<b>MEET THE CEO</b> <b>Jean-Pierre Roth, Former President</b> <b>Swiss National Bank</b>	Thursday, May 3	11:45am-2:00pm	Metropole Hotel Quai du General-Guisan 34 1204 Geneva
<b>MEET THE CEO</b> <b>Dr. David Roth, Founder &amp; President</b> <b>Oxford Analytica</b>	Wednesday, May 25	11:45am-2:00pm	Mandarin Oriental Hotel 1 Quai Turrettini 1201 Geneva
<b><u>JUNE 2018</u></b>			
<b>Monthly Apero</b>	Thursday, June 7	6:30pm-8pm	Bistrot23 Rue de Coulouvrenière 23 1207 Geneva
<b>AIC Annual Tennis Competition</b>	Friday, June 8	5:00pm-10:00pm	Tennis Club of Geneva Parc des Eaux Vives 1207 Geneva
<b>AIC Entrepreneurs Series</b> <b>Discover Fongit</b> <b>Meet Anthony Gambardella, Director</b>	Tuesday, June 19	11:45am-1:45pm	Fongit Chemin du Pre-Fleuri 3 Plan-des-Ouates, 1228 Suisse
<b><u>JULY 2018</u></b>			
<b>AIC Annual 4th of July Celebration</b>	Wednesday, July 4	6pm-10:30pm	Campagne du Chateau Route de Ferney Chemin du Pommier, 1207 Geneva
<b>Monthly Apero</b>	Thursday, July 5	6:30pm-8:00pm	Bistrot23 Rue de la Coulouvrenière 23 1207 Geneva

### 5th Annual AIC-Chand Kaul Memorial Golf Tournament

**Reserve Your Spot Today!**

**September 21, 2018 7:30am-3:30pm Golf & Country Club de Maison Blanche, Echenevex, France**

A field of up to 40 players will tee off at one of Geneva's most beautiful golfing venues. Limited to AIC members and their partners and spouses, the AIC Golf Events uses the Shotgun Florida Scramble (AKA Step Aside Scramble), with teams of 4 players. All four players tee off, the best shot is chosen, then only three players hit their second shots. The best of the second shots is chosen, the player who hits it sits out the third shots; and so on, until the hole is completed.

In addition, an aperitif followed by a buffet lunch will be hosted on the Club House Terrace at the conclusion of the competition. Numerous prizes for the competition as well as prize drawings for attending will be awarded during dessert and coffee. **For more information, visit our website at — [www.amclub.ch](http://www.amclub.ch) or via e-mail at: [admin@amclub.ch](mailto:admin@amclub.ch)**

**This event sponsored by Hospital de La Tour.**