

# Regional news : USA

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## SOUTHERN CALIFORNIA

# Ueli Steiger gets the picture just right

Pint sized Switzerland has a population of a mere 7.3 million. Yet many Swiss go out into the world and make meaningful contributions that lead to international reputation.

Such a person is Ueli Steiger, Cinematographer par excellence. He has been the man behind the camera, or rather, he directs his camera crew – in such important feature productions as "The Patriot", "Austin Powers", "The Spy Who Shagged Me", "Just Visiting", "Bowfinger", "Godzilla", "The Day Before Yesterday" and more.

Ueli Steiger was born and educated in Switzerland. Already early in his childhood he was drawn to movies and was fascinated by those celluloid strips telling a story. He graduated from the University of Zürich with an MA in English Literature, Linguistics and Art History. His studies at the London International Film School gave him important experience in the art of cinematography. Jobs in Europe followed. But his aim was Hollywood where he was offered to

shoot his first feature "Promised Land" with Dennis Hopper. "Hot Spot" followed and soon Ueli Steiger's talent led to new film proj-

stage by Ian Birnie of Los Angeles County Museum of Art (LACMA). The audience was treated to a rare look behind the scenes on a day



**Ueli Steiger's favored place: behind a movie camera! Filming is his life, whether inside a studio, or anywhere in the world.**

Photo: Joe Sanchez

ects. Today he is well established in Screenland's Metropolis.

On January 11, Steiger was honored at the Goethe Institut, Los Angeles. After introductions by Bernd Desinger, Director of the Goethe Institut, and Swiss Consul General Brigitta Schoch Dettweiler, Steiger was interviewed on

of movie shooting. "The Day After Tomorrow" was a real challenge, even for the seasoned cinematographer, due to the incredible visual effects, such as a Tsunami engulfing New York City. The scenes were shot on an inside stage with real water and 250 movie Extras getting wet for an entire week.

Studying the script and discussing the scenes with the Director, Ueli actually wondered, how he was going to accomplish creating the

desired effects. But, as he stated, there is never just one way to do something – there are really about 300 or 400 ways to do so, and when shooting visual or special effects, it is a process of step-by-step decisions by the minute.

The company that created the visual effects, Buf, Inc. Paris/Los Angeles, was represented that evening by another young Swiss, Giacun Caduff, Assistant to the producer.

The next project will take Steiger to Africa for six months to capture Roland Emmerich's epic "Ten Thousand B.C."

No doubt we will hear more about this outstanding cinematographer.

*Text: DorisRitzi*

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## Next Regional News:

# 2/2006

Copy deadline: March 14

Mailing date: April 26

# 3/2006

Copy deadline: May 03

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# Swiss Roots is up and running!

**www.swissroots.org** offers information on Switzerland, allows the user to search for Swiss family ties, facilitates communication with Swiss friends and relatives, and brings Switzerland and the U.S. closer together. Swiss Roots also highlights an extensive program of Swiss-related events all over the United States with a particular focus on areas having a high concentration of people with Swiss ancestry.

What do actress Renée Zellweger, General Motors vice-chairman Bob Lutz, Pittsburgh Steelers quarterback Ben Röthlisberger, General Johann August Sutter, master bridge builder Othmar Ammann and car constructor Louis Chevrolet have in common? They are all Americans with Swiss roots. Since the early 18th century, thousands of Swiss citizens have emigrated to the U.S. – motivated by curiosity, hopes for a better future, or because of economic hardship in Switzerland.

Today, there are more than one million Americans with Swiss roots, over 5,000 American cities with Swiss names, and countless U.S. citizens who are intrigued by the culture, diversity, and beauty of Switzerland. By the same token, there are many Swiss who have strong affinities to the U.S. for reasons such as tradition, personal interest, or a fascination with the American way of life.

Beginning in 2006, all of these people will be able to explore their interest in Switzerland by visiting [www.swissroots.org](http://www.swissroots.org). This website is part of the Swiss Roots project organized by the Consulate General of Switzerland in New York and the official Swiss representations in the U.S., in cooperation with numerous local Swiss associations. Swiss Roots is supported by Switzerland promotion agencies such as Presence Switzerland, Switzerland Tourism, and Pro Helvetia. The project offers a platform to promote cultural, tourist, and economic interaction between the

U.S. and Switzerland.

## The Swiss Roots events program: a threefold approach

Swiss Roots features three types of events: first, the events with nationwide dimension, such as the Ellis Island Immigrations Exhibition, the Postal Bus Road Show and the Pro Helvetia Culture Program; secondly, the regional events happening in areas with the highest density of Americans with Swiss roots; and thirdly, the local events organized, supported and carried out by countless Swiss associations throughout the United States.

On a national level, the Ellis Island Exhibition will be one of the flagship events of Swiss Roots. The Swiss "Verein Migrationsmuseum" is producing a modern and interactive exhibit on Swiss immigration to the United States that will be shown in the Ellis Island Immigration Museum. The exhibit will open on July 29 and include the New York City Swiss National Day celebration. VIPs from Switzerland and the U.S. will be present at this event, including Federal Councilor Pascal Couchepin.

The goal of the Pro Helvetia Swiss Roots culture program is to bridge the gap with contemporary Switzerland: Pro Helvetia presents Swiss-American highlights in music, film, and architecture. In early September, "Erica Stucky & Roots of Communication" will feature a program of jazzy Swiss folk music in Chicago, Southern Wisconsin, San Francisco, Washington, and several other U.S. locations. In the fall, Los Angeles will set the stage for

Swiss cinematography with the presentation of "Traditions – Transitions," a series of contemporary documentaries and Swiss music. Throughout the Swiss Roots year, the exhibition "Ticino Architecture" will tour

drums and pipes will perform. On April 9, Swiss roots will appear at P.S.1, the Queens branch of New York's Museum of Modern Art, with the opening of "Reprocessing Reality", a show highlighting contemporary art, presented by



various U.S. universities and architecture schools.

## Regional Events in California, Midwest, and the East Coast

In areas with a high volume of Swiss immigrants, Swiss Roots organizes regional flagship events which will help to promote Swiss culture along with the Swiss Roots website. On April 8, Swiss Roots is partnering with the Fowler Museum in Los Angeles for a Swiss Day during the museum's carnival exhibition. Switzerland's carnival tradition will be highlighted and a "Basler Fasnachts-Clique" with

the Swiss curator Claudia Spinelli. And on April 22, Swiss Roots will focus on the young and upcoming during Cal Day at the University of California, Berkley.

On June 10, another Swiss Roots event will take place at Philadelphia's Constitution Center. The Center, together with local Swiss associations, is organizing a Swiss Day featuring panel discussions on the "Sister Republics" and direct democracy. As an eye-catcher, a first time ever presentation of the Swiss "Bundesbrief" outside of Switzerland's national borders is planned in this context.

In the Midwest, Swiss Roots will

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wan + ed

s + ar



be promoted in June at the "Swiss Sangerfest" in Toledo, Ohio, and again in September at the "Tell Festschaie" of New Glarus, and the Green County Cheese days in Monroe, Wisconsin. All regional events will be linked by the Swiss Roots Postal Bus Road Show which features an old-style Swiss postal bus touring through the U.S.

In addition to the previously-mentioned national and regional events, Swiss Roots is featuring a wide range of local events organized by Swiss associations throughout the U.S. An overview of events can be found on the Swiss Roots website [www.swiss-roots.org](http://www.swiss-roots.org).

#### Share your Swissness

Swiss Roots is still looking for individuals and families who are traveling to Switzerland this year to explore the land of their forefathers. If you have been invited to a family reunion or are organizing one, we might include you in the "tell us your Swiss story" section of the Swiss Roots website. In particular those of you who are discovering the hometown of your ancestors for the first time should visit [www.swissroots.org](http://www.swissroots.org)

and share their story.

For the community tools section of the Swiss Roots website, we are interested in funny and intriguing Swiss-related stories on heritage and immigration, lifestyle and sports, business, politics, arts, and travel. If you have an exciting story to tell and wish to share it with others, if you know interesting and unusual Swiss-related characters, if your relatives' forefathers had particularly moving immigration experiences, or if you know any great Swiss anecdotes, please go to [www.swissroots.org](http://www.swissroots.org), post your story and participate in the discussion forums.

If you run a Swiss club, have a Swiss restaurant or a Swiss style hotel and would like to appear on the Swiss Roots website, or if you would like to promote your 2006 events through Swiss Roots, please e-mail us at [swissroots@nyc.rep.admin.ch](mailto:swissroots@nyc.rep.admin.ch).

*Daniel Hunn*  
Consulate General of  
Switzerland, New York  
[swissroots@nyc.rep.admin.ch](mailto:swissroots@nyc.rep.admin.ch) ■



Watch out for this 100 year old Postauto who will tour the US from the West coast to the East Coast. [www.postbus.ch](http://www.postbus.ch)

## A Swiss Icon on a mission "hits the road"

#### Postal Bus Roadshow through the U.S.

Swiss Roots is happily awaiting a visitor from Switzerland. It is neither a VIP from the political, economical or cultural sphere, nor a Swiss celebrity traveling through the country, but a 100 year-old icon from the Swiss postal transportation fleet.

The Postal Bus will be visiting the United States for 6 months and travel from the west to the east coast. As one of the national events within the Swiss Roots program it will mark the connection - or "fil rouge" if you will - between the seven regional Swiss Roots events taking place in the states of California, Ohio, Wisconsin, Pennsylvania and New York.

The company PostBus (Switzerland's postal transportation services) has decided to choose an "Old-timer" for this voyage celebrating their 100 year history. This vintage postal bus will be loaded with nostalgic memories of times when Swiss postal transportation used mail coaches and sleighs as their main means for travelers,

their luggage and the post office mail.

The touring "Old-timer" tells the story of how PostBus evolved from horses (for the coaches and sleighs) to horsepower, today transporting over 102 million commuters and scenic travelers every year. Traveling has become an integral part of everyday life for many. The incredible PostBus network covers 91 million vehicle-kilometers, enough to circle the globe five times every day!

Look out for the yellow icon as it travels through your area, listen for the unique three-tone horn "tu ta to" and participate in the fun activities with and around the bus.

Make sure to check the [www.swissroots.org](http://www.swissroots.org) website regularly for coverage on past, ongoing and future appearances throughout the country.

*Rosina Colazzo-Franzese*  
Consulate General in New York  
[rosina.colazzo-franzese@eda.admin.ch](mailto:rosina.colazzo-franzese@eda.admin.ch) ■

## Discover your Swiss roots

The Organisation of the Swiss Abroad and the Foundation for Young Swiss Abroad invite young Americans with Swiss origins, to take part in their programs for children and youngsters. The holidays and training programs look back on a long-standing tradition and are always a big hit with Swiss Abroad. Information and registration: [swiss roots](http://www.swissroots.org) or on the OSA's homepage: [www.aso.ch](http://www.aso.ch) (sub-site "Youth").

Those who want to know what life in Switzerland is really like, can contact "Swiss Ping Pong" for a stay in a host family. More under: [www.swissroots.org](http://www.swissroots.org) (sub-site "Swiss Ping Pong"). Uncomplicated, open-minded and interested host families are looking forward to welcoming hosts from overseas and discovering together their origins. Discover your Swiss roots in Switzerland!

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## SOUTHERN CALIFORNIA

# Basler Fasnacht Featured at a CARNAVAL Exhibition

The Consulate General of Switzerland in Los Angeles has been involved in the planning of the CARNAVAL exhibition since 2002 and is now happy to finally announce its opening. The exhibition at the UCLA Fowler Museum, Los Angeles lasts until April 23, 2006.

Every year before the catholic season of lent and the arrival of spring, people honor the past, celebrate the present, and generally let loose by playing out historical fantasies, making social and political commentaries on con-

tradition of carnival. These celebrations are the subject of the spectacular, multimedia exhibition CARNAVAL!

Explore the revelry of carnival festivals as they are enacted today in eight different geographic and cultural regions. The lavish exhibition presents approximately fifty elaborate costumes and numerous masks reflecting a range of masquerade and performance themes that represent traditions in the following sites:

Basel/Switzerland, Venice/Italy, Tlaxcala/Mexico, Laza/Spain, Recife-Olinda/Brazil, Oruru/Bolivia, New Orleans/USA and Port of Spain/Trinidad and Tobago.

The unique celebrations and rituals are brought to life through photographic murals and short video programs of recent carnival festivities in these locales, allowing you to explore the history and evolution and experience the sights and sounds of this vital celebration.

In April 2006 the famous Swiss



**Who does not recognize the sound of the Basel Carnival drums and piccolos?**

porary issues, and reveling in the fun of coming together - all in the spirit of the cherished global



**Picture of the "Rätz Clique" at last years Basler Fasnacht.**

photo: kristy may

Basler Fasnacht will come to life. Swiss Roots is partnering with the Fowler Museum in Los Angeles for a Swiss Day featuring the Basler "Rätz Clique". Come and join us for a day of "Drumme und Pfiife" (drums and piccolo playing). If you have never visited the carnival in Basel, this is the moment to experience it in person!

Subscribers to the Consulate's e-mail News Letter will be kept informed about the exact date of

the events with the Basler "Rätz Clique".

To subscribe, contact the Consulate at [www.vertretung@los.rep.admin.ch](mailto:www.vertretung@los.rep.admin.ch).

More information about the exhibition at: [www.carnavalexhibit.org/index](http://www.carnavalexhibit.org/index) or [www.fowler.ucla.edu](http://www.fowler.ucla.edu)

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## ILLINOIS

## Zwyszighaus



Joe Zwyszig sent the above picture and says that the original "Zwyszig" house is in Bauen, Canton of Uri. There lived Father Alberik Zwyszig who wrote the lyrics for the Swiss National Anthem.

Joe hails from Sisikon, Canton of Uri and has lived for the past 50 years in the United States. He is very proud to be Swiss and to be called Zwyszig. His "Zwyszighaus" is on Obrien St., Harvard, IL. ■

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## TEXAS

# Closure of the Consulate General of Switzerland in Houston

Governments, companies, organizations and institutions must adapt to changing needs. This forced the Swiss Federal Department of Foreign Affairs to restructure the world wide net of its diplomatic and consular representations. One of those measures to be

implemented is the closure of the Consulate General of Switzerland in Houston and the opening of a Honorary Consulate later in the year 2006.

The files of persons registered with the Consulate General in Houston will be transferred to the

Swiss representations indicated below.

The transfer of responsibilities is automatic and does not require any action on your part. All pending cases and open matters will be forwarded and an uninterrupted service will be provided by the

Consulate General of Switzerland newly responsible for your area. However, as from the effective date all inquiries must be addressed to the new Swiss representations.

Thank you for your understanding and support. ■

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<i>Please note that this address will change probably on June 1<sup>st</sup>, 2006. The new address will be announced in the next Swiss Review # 2.</i>		



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## NORTHERN CALIFORNIA

# Swiss Alps come to San Francisco

**Inventioneering Architecture showcases Swiss architectural genius**

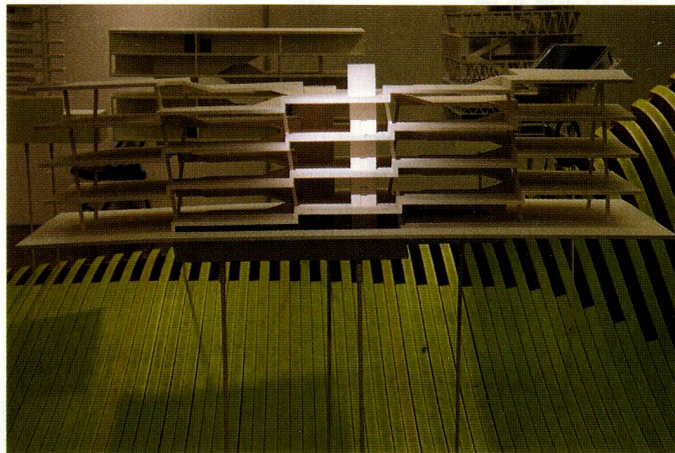
Can you describe Swiss architecture and why it is so special?

This was one of the underlying themes of a 5-week exhibition and lecture series in San Francisco this past October, attended by over 2000 people, and coinciding with the new Swiss designed De Young Museum, by architects Jacques Herzog and Pierre de Meuron. Architects from Switzerland and the US, students, aficionados and the general public toured the 132-foot topographical rendition of the Swiss Alps, and filled a lecture hall for five lively presentations by top

Swiss architects. Organized by the four Swiss schools of architecture of the ETH Zurich, EPF Lausanne, USI Mendrisio, University of Geneva and swissnex, the show and lecture series sought to explain visually and verbally what differentiates Swiss architectural teaching, research, design and practice from American, and why people find it so appealing. In addition, visiting architects treated students of co-sponsors UC Berkeley College of Environmental Design/Architecture and the California College of Arts (CCA) to a classroom lecture



**Partial view of the 132 foot topographical rendition of the Swiss Alps. Over 2000 people attended the five-week exhibition.**



**A beautiful sample of architecture "Made in Switzerland"**

during the week. Visiting Swiss architecture professors included Marc Angelil (ETH Zurich), Andrea Deplazes (ETH Zurich), Ines Lamunière (EPF Lausanne), Valerio Olgiati (USI Mendrisio) and Dirk Hebel and Jörg Stollman (ETH Zurich). Hebel and Stollman were also the creators of the exhibit platform, and own the architecture firm INSTANT.

"Our goal was to raise visibility for how our pedagogy and practice combine design and construction, what kind of results this creates, and how accepted this is in other parts of the world," states Professor Marc Angelil of ETH Zurich. "San Francisco -- a city with a vibrant international architectural community -- is fascinated by how the Swiss do it. Our goal was to create an interactive opportunity to bring both sides together in dialogue," explains project originator Dr. Christian Simm, Executive Director of swissnex.

The opening celebration was honored by the State Secretary Dr. Charles Kleiber, and heads of several cantons and institutions. To add to the excitement, former Consul General Roland Quillet hosted an evening reception to thank the San Francisco community for their continued support for Swiss architecture. The reception brought together the State Secretary and the cantonal delegation, Mr. Herzog and Mr. De Meuron, Harry Parker III, the Director of the De Young Museum and a large number of international architects and supporters.

The lectures are downloadable at [www.architectureradio.org](http://www.architectureradio.org). The exhibition will complete a world tour prior to returning home to Switzerland -- next stop Boston!

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## MASSACHUSETTS

# Swiss Alps at Boston International Airport

## Opening Ceremony "Inventionneering Architecture"

The Consulate of Switzerland, the Swiss House for Advanced Research and Education (SHARE) and the Massachusetts Port Authority (Massport) unveiled "Inven-

Logan International Airport is a unique starting point for opening the airport to arts, science and education. He underlined the pioneering role of SHARE and its

science, business and society. Dirk Hebel, designer of the exhibit, explained the making of this traversable platform.

### About the Exhibit

"Inventionneering Architecture" was designed and built by professors and students from ETH Zürich; Università della Svizzera Italiana (USI), EPFL Lausanne; and the University of Geneva. It features an interactive 130-foot (40 m) platform of an imaginative cross-section of the Swiss Alps. The exhibition will give over 300'000 passengers and visitors a physical and intellectual opportunity to experience higher education, arts and architecture in Switzerland.



**Having fun at the ribbon cutting ceremony (from left), Christian Blickenstorfer, Jack Quelch, Gerhard Schmitt, Christoph von Arb**

Fotos: Christian Waeber

7 days a week until the end of March 2006. For guided tours and further information about the lecture series, please contact SHARE Boston, at [www.shareboston.org](http://www.shareboston.org).



**Speakers (from left): Gerhard Schmitt, Christian Blickenstorfer, Christoph von Arb, Jack Quelch**

Fotos: Christian Waeber

tionneering Architecture," a public exhibition of Swiss architecture and design at Logan International Airport Terminal E on Friday, January 20, 2006. Over 500 selected guests gathered for the opening and ribbon cutting ceremony. The exhibition is open to the public until March 31, 2006.

### Opening Remarks and Ribbon Cutting

For Harvard Professor John Quelch, Chairman of the board of Massport, the staging of Inventionneering Architecture at Boston

director Christoph von Arb, "the most active and innovative consul in Boston". Swiss Ambassador Christian Blickenstorfer focused on the many famous Americans with Swiss roots, namely the automaker Louis Chevrolet, the bridge builders Othmar Ammann of George Washington Bridge in New York and Christian Menn of Boston's Zakim-Bunker-Hill-Bridge, the actress Rennée Zellweger and quarterback Ben Roethlisberger. Vice-president of ETH Zurich, Professor Gerhard Schmitt pointed out the different aspects of architecture in



**Alpine sound at the opening ceremony (from left): Robert Morgenthau (playing carbon-fiber alpflyinghorn), Nick Guttersohn (playing traditional wooden alphorn)**

Fotos: Christian Waeber

### Lecture Series

Six distinguished architects from Switzerland who contributed to this exhibit will give lectures at leading universities in the Boston Area (Harvard GSD, MIT, RISD, BAC, WIT).

### How to Visit

Working closely with Massport, SHARE Boston arranged for the display to be open to the public

The exhibit location and schedule is as follows:

Logan International Airport  
Terminal E Arrival Hall  
January 20 – March 31, 2006  
Hours: 8 AM-8 PM  
Tour guides on site 2-7 PM

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## VIRGINIA

# How to Create your Own Business

Lessons from a Swiss Entrepreneur in the US

Shortly after beginning my MBA at Georgetown University in 2002, I decided to start my own business, an expansion of my family's Swiss skin care business, Alchimie Forever S.A.R.L., based in Geneva, Switzerland ([www.alchimie-forever.com](http://www.alchimie-forever.com)). Here are some of the lessons I learned.

## Just do it!

There are two lines of thought as to when to start your own venture:

1. Start as early as possible and "just do it."
2. Gain experience in your specific industry while being paid, and then leave to set up your own firm, taking with you as many existing clients as possible.

I decided to go with strategy number one. Many suggested I first work at L'Oreal or Estee Lauder, but for me, there were three key reasons not to:

- You never know everything there is to know about your industry, so when do you decide you have learned enough and can now set

out on your own?

- I was afraid of getting used to the paychecks, benefits, and lifestyle of a corporate job and not wanting to give them up.

- I had much less to lose right after business school than I would at age 40, a mother of three with a nice house and the accompanying mortgage.

## Write a business plan

My first idea was to open a medical spa in the US. I wrote a 50 page business plan and then decided it was not an appealing project. This realization came **after** I wrote the business plan, not before, and not during the first 10 pages. Putting thoughts on paper and examining the marketplace in black and white is hard, but it is one of best ways to prepare for success.

## It is better to have tried and failed than to never try at all...

For me, this is perhaps the most significant cultural difference between the US and Switzerland. In the US, future prospective employ-

ers would, if I chose them well, appreciate the fact that I tried my own venture as a sign of initiative and creativity. In Switzerland, a

"failed" business venture and the ensuing bankruptcy remain something to be ashamed of, hidden from friends and family, and certainly not discussed in the professional arena.

## Made in Switzerland

As a Swiss entrepreneur in the US, I have been able to gain marketing advantages from the fact that our skin care products are 100% made in Switzerland. Alchimie Forever is part of Swisscos, a Swiss association whose mission is to protect the "Made in Switzerland" label in cosmetics, which typically evokes feelings of high-quality, nature, and luxury in the consumers' minds.

## Working 16 hour days for yourself so you don't have to work 8 for a boss...

Of all the definitions of entrepre-



Ada proudly showing off her products

neurship, this is the one I most relate to. Creating my own business has entailed more work than almost any other possible career. But the benefits are immeasurable, including control, independence, responsibility, flexibility, glamour, constant challenges, and last but not least the potential to make a lot of money. Having my own business is the most fulfilling and exciting professional choice I have made to date. When I can't truthfully say that anymore, it will be time for me to go work for corporate America.

Until then, I remain a Swiss entrepreneur in the US pursuing my own version of the "American dream."

Ada Polla Tray, MBA, President, Alchimie Forever LLC

[ada@alchimie-forever.com](mailto:ada@alchimie-forever.com)

Photos: Lars Tray Photography ■

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## Call for Heirs

In the inheritance matter of Lydia Rusterholz-Rusca, deceased on March 7, 2004, last residence at Wallisellenstrasse 312, 8050 Zürich, Switzerland, the authorities are looking for **Marino René Rusterholz** born on January 27, 1947, or his descendants. Last known address: 233 Lahainaluna Road, Lahaina, HI 96761, Hawaii. Present whereabouts unknown.

Please contact Jakob Wolfensberger, Lerchenbergstr. 12, 8703 Erlenbach, Switzerland.



# Three new Consul Generals have arrived in the US

## Ulrich Hunn, Consul General of Switzerland, Atlanta

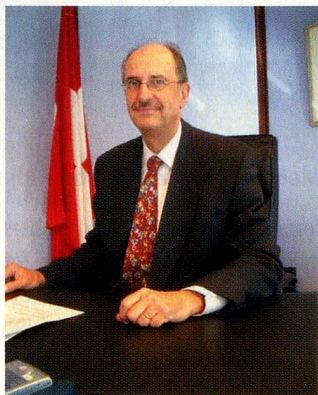
Born 1950 in Zofingen / Switzerland, where he completed his schooling and Education with the Federal Banking Diploma. He can look back over 30 years of Consular and Diplomatic Service. During his long career, he had assignments in Chicago, Havana, Dakar, Vancouver, Paris, Atlanta and London.

From 1988-92 he was in charge of the Personnel Administration Service of the Swiss Foreign Ministry and from 2001-2005 he was Consul General at the Swiss Embassy in London.

Mr. Hunn is married to Marie-Claire Hunn – Gonseth. They have two grown up daughters Melissa and Leonie. His hobbies include golfing, cycling, hiking and skiing.

*Message from Consul General Hunn: Some of the readers of the Swiss Review might remember us from our first assignment in Atlanta from 1996 until 2001.*

*It is a great pleasure for my wife Marie-Claire and myself to come "back*



*home" to Atlanta, after a four years assignment as Consul General in London. Many of our friends and business contacts from that time are still around, which makes it so much easier and quicker to become settled after only a few weeks.*

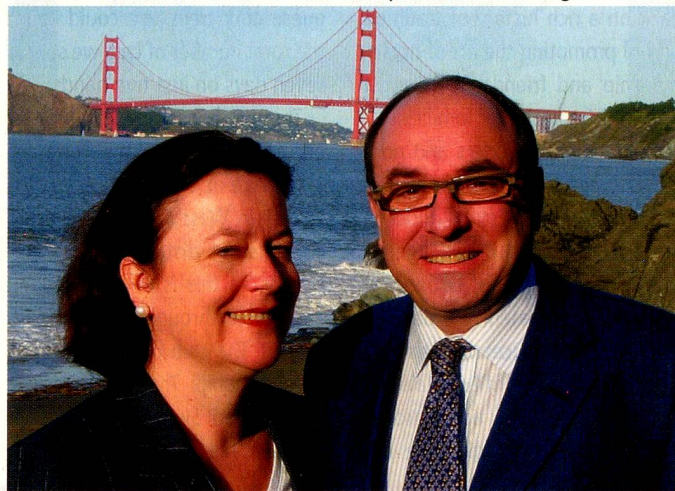
*One of my goals is to visit as many of the Swiss Clubs, Swiss businesses and Swiss related events in my very large consular district as possible. It is an important task of mine to recognize and support all Swiss related organizations and activities and I therefore hope to meet many of you during the coming months.*

**Ulrich Hunn**

## Jean-François Lichtenstern, Consul General of Switzerland, San Francisco

Accompanied by his wife Marylène and their youngest daughter, Camille, Mr. Jean-François Lichtenstern took up his duties as Consul General of Switzerland in San Francisco mid-October 2005 with the intention to pursue the objectives of his team and offering our fellow-citizens an accurate,

ficer in Bern and Köln. He was successively posted in Toronto, Santiago de Chile, New-York and Lyon. He then was assigned to our Embassies in Brasilia and Athens as head of chancery. He subsequently was in charge of export promotion with the Federal Department of Foreign Affairs in



prompt and friendly service.

A citizen of Romainmôtier-Envy, Canton of Vaud, Mr. Jean-François Lichtenstern was born in 1951 in France. Holder of a Baccalaureat he was trained as a Consular of-

Bern. From 2001-2005 he served in Hong Kong as Deputy Consul General, in charge of cultural and trade matters. Mr. J.-F. Lichtenstern is married to Marylène Walker and they have two children.

## Brigitta Schoch Dettweiler, Consul General of Switzerland in Los Angeles

Born 1947 in St. Gallen, Brigitta Schoch Dettweiler received her primary education in her Canton

of origin (Appenzell / AR) and obtained the "baccaloret" at the Cantonal High School of St. Gal-



len followed by the "Diplôme de langue et de civilisation françaises" with the Sorbonne University in Paris. After completing a practical training in an international company in Zurich she joined the Swiss Federal Department of Foreign Affairs in Berne in 1968.

She served for varying periods in Lisbon, Rio de Janeiro, Brasilia, Havana, Islamabad, Teheran, Tripoli, Moscow, Dakar, Kinshasa, Paris and Oslo. Subsequently, she was in charge of Culture and Communication with the Secretariat of the Swiss National Commission of UNESCO in Berne for over four

years. From 1991 to 1996 she served as Deputy Consul General and Cultural Attaché in Los Angeles.

She was appointed Consul General in Genoa / Italy in September 1996 and held the same position in Hamburg as of December 2001. Since October 10, 2005 Mrs. Schoch Dettweiler is Consul General of Switzerland in Los Angeles.

Mrs. Schoch Dettweiler is married to Klaus D. Dettweiler Schoch.

Her mother tongue is German and she speaks French, Italian, English, Portuguese, Spanish and Norwegian.



## NEW JERSEY

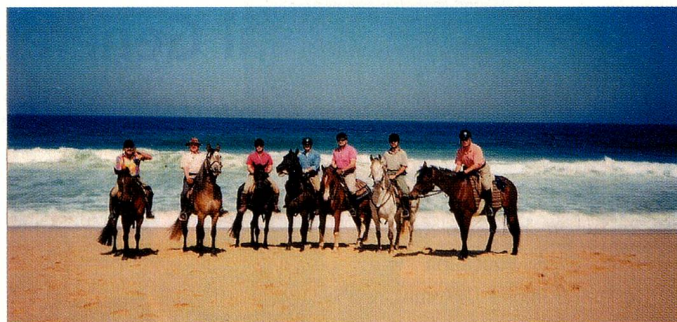
## Hudson Riding Club

The Hudson Riding Club, or the "HRC" as it is known, is a Swiss horseback riding club located in Northern New Jersey, but it draws riders from the entire New York City area. It rides weekly and organizes regular social events, as well as rides abroad. Founded in 1901, the Hudson Riding Club can look back on a rich history of tradition and of promoting the art of horsemanship and friendship amongst its members and their families.

Last June, both riders and non-riders went for a one-week trip to the Alentejo Estate Ride in Portugal. This was in the interior of the country, East of Lisbon. Everybody participated in a day trip to the Atlantic Ocean, a tour of Alter do Chao, one of two national Lusitano stud farms, and watched a Portuguese bull fight. The rid-

ers rode from one estate to the next on superb horses, while the non-riders took sightseeing tours to local points of interest. The HCR stayed on the estates and country inns, enjoying gracious hospitality and great meals. Another highlight were the fantastic lunch picnics in the countryside under the Portuguese cork trees. We could count the total number of cars we saw in seven days on just two hands.

The HRC season begins in October and runs until June. The rides take place at the Essex Equestrian Center in West Orange, New Jersey, a short distance from Manhattan. As this is in a hall, riding is possible throughout the winter season. The club practices English horsemanship. The riding master is a trained Swiss cavalry horseman and the riders perform simple



Members of the Hudson Riding Club at the Beach in Portugal

formation activities. The members meet one evening per week for one hour riding. The HCR has several Swiss traditions. The open fire Raclette party is held in early November in Morristown, NJ and in December, Santa Claus pays a visit to a cocktail and dinner party. At the end of the riding season a Closing Party honors special riding achievers.

All interested in the "King of sports and the sport of kings" are invited to contact the Hudson Riding Club through its website [www.hudsonridingclub.com](http://www.hudsonridingclub.com) (President or Riding Master) or

e-mail at [secretary@hudsonridingclub.com](mailto:secretary@hudsonridingclub.com).

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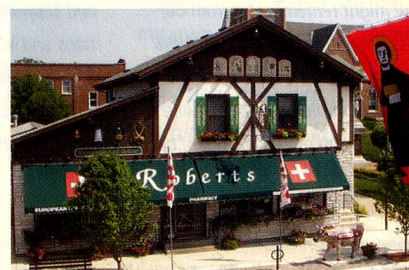
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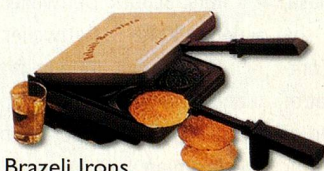
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## SOUTHERN CALIFORNIA

# A Worthy 25th Silver Anniversary Concert

Remembering the 25th Pacific Coast Swiss Singing and Yodeling Festival, helds in June 2005 in Long Beach, California

The writing of the essay below is merely my way to express my most sincere gratitude to the members of the Grand Concert. My wife and I have participated in the last 13 Festivals and worked actively on the USSSPC since the late sixties. Due to some physical handicaps, we were unable to attend the 25<sup>th</sup> Festival. I received the CD's a few weeks ago. In the large collection of Swiss music and folklore we have, your CD's will always remain second to none. We will never get tired of listening!

Perhaps the most remarkable feature of the nearly 30 numbers of the program was their rich variety. Seldom before, if ever, has a Grand Concert shown so many varied presentations of Swiss Folklore from so many parts of Switzerland. A special delight were typical Swiss musical instruments.

No less remarkable was the quality of the singing of the Massed Choir. The dynamics, the attacks and releases, the tempi, the moods and expressions of the melodies, all were on a high artistic level hardly rendered by any of

the past Grand Concerts. It was a great tribute to the outstanding musicianship and talent of Mr. Rodger Whitten, Festival Music Director.

Many of the choral numbers have never before been presented by any of the member societies. They will be a welcome enrichment to the repertoire for their own public performances. One is tempted to write little essays for each of the songs – their words and melodies so nostalgic, tender and heartwarming that it stirs one's heart with gratitude for our Swiss heritage. A special tribute to those who were responsible for the selection of the songs.

Last but not least – what a wonderful idea of the Festival President, Mrs. Wal Baur, to have the Grand Concert recorded on two CD's in a highly professional manner. We will relive the beauties of the 25<sup>th</sup> Grand Concert for years to come.

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NORTHERN CALIFORNIA /  
NEVADABELAIR Flights from San Francisco and Las Vegas will  
return in June

Starting June 29th, the Swiss tour operator Hotelplan will resume its charter flights to and from the Bay Area. Hotelplan, a Migros owned company, will again operate its own **BELAIR Boeing 767-300** airplane **nonstop from SFO to Zurich**. It will feature a convenient weekly schedule with flights

leaving SFO every Thursday evening. On the return flight, BELAIR will go nonstop to Las Vegas and then continue on to SFO, after a short stop to clear customs.

This flight will again be the only nonstop connection from the Bay Area to Switzerland. It is a commitment by Hotelplan to California

as a tourist destination as well as to the Swiss-American community that has been the loyal foundation of these flights in the past.

**"A to Z Travel Planners"** in San Jose and San Francisco based **Fugazi Travel** will continue to be Hotelplan's official representation in the Bay Area for this flight. Both retailers have very close ties to the Swiss-American community and will assure the continuity that this flight is based on. It should be

mentioned that Gaby Burkert will also continue to promote and sell BELAIR flights to her loyal clientele in the wine country.

Hotelplan is proud of this "best kept transatlantic secret" and hopes to serve many of you either in one of the 210 Economy Class seats or in the almost legendary RELAX CLASS. An attractive schedule and prices still below \$1000.- should make this flight a big success once again! ■

## KANSAS

Swiss "can do spirit"  
lives on in Bern, Kansas

Bern, Kansas is a little farming village of 220 people somewhat off the beaten path with a big unlimited horizon both in spirit and fact as well as Swiss perseverance and doggedness.

Last October, Bern inaugurated the completion of a Community

support funds from the KAN-STEP program (Small Towns Environment Project). Today, two years later, this center was the cause of all these festivities.

Contrary to most small settlements in the US, Berne is thriving. The rejuvenation started many years ago with the establishment of a local Meat Processing Plant, followed with the expansion of the Local



The new Community Center in Bern

Center in the presence of dignitaries from the State of Kansas and the Swiss Consul General, Mr. Armin Meile. He brought greetings, congratulations and gifts from the City of Berne, Switzerland and the Swiss Government.

This Community Center is the result of the villager's desire not to let tragedy act as a detrimental, destructive influence. A few years ago, a fire destroyed a store building. This created a new opportunity. Local citizens donated the land, equipment, and more than 5000 hours of volunteer labor to match

Agricultural Services Business consisting of several enormous silos. Next came a Dog Food Factory, which was expanded a couple of years ago. All this created new employment opportunities.

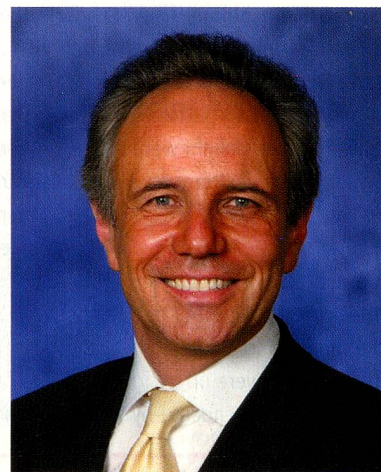
The Bern Café, the Center of the local social life, was recently purchased and completely renovated by the citizenship. And some time ago, a Public Library of several thousand books with a full-time librarian joined this list of accomplishments. The collection even has a substantial section on the old Bern and Switzerland, which

## WASHINGTON

New Honorary Consul in  
Seattle

Mr. Philippe Goetschel has been appointed Honorary Consul of Switzerland in Seattle. A former senior executive at Microsoft he is currently the chairman of Bucky Inc., a travel accessories products company. He has 3 teenage children, graduated from Universität St. Gallen and Harvard Business School and is from Zollikon ZH and Pleigne, JU.

His main task as Honorary Consul will be to maintain ties with local authorities and with business, scientific and cultural circles. Mr. Goetschel is not entrusted with administrative matters. Please therefore note that



Philippe Goetschel, Honorary  
Consul in Seattle

all consular matters (registration, passports, etc.) still have to be referred to the Consulate General in San Francisco. ■



Erdmann Schmocker and  
Mayor Ralph Schiffbauer

was partially donated, by several libraries in Switzerland, including the Swiss National Library.

Efforts throughout the years as presented by Bern, Kansas, can only be applauded and must be supported at all levels. Even after six generations, this represents the Swiss "can do" spirit at its best. *Erdmann Schmocker* ■