

Zeitschrift: Swiss review : the magazine for the Swiss abroad
Herausgeber: Organisation of the Swiss Abroad
Band: 33 (2006)
Heft: 1

Anhang: Regional news : USA

Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. [Mehr erfahren](#)

Conditions d'utilisation

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. [En savoir plus](#)

Terms of use

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. [Find out more](#)

Download PDF: 18.01.2026

ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>

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

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.

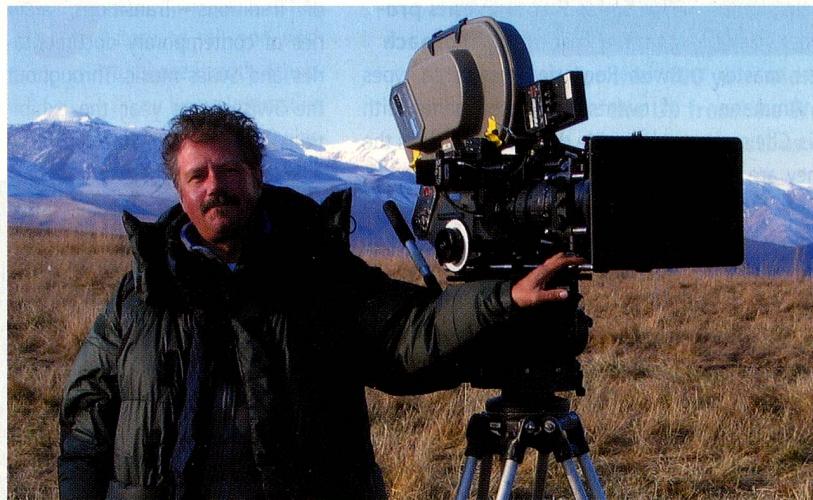
The company that created the visual effects, Buf, Inc. Paris/Los Angeles, was represented that evening by another young Swiss, Giacun Caduff,

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



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

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 Brigitte 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.

cst # 101376940

© Belair Airlines AG

San Francisco - Zurich Zurich - Las Vegas/San Francisco

June 29 - Sep. 7



From \$ 790.-
Plus Tax

A to Z Travel Planners 1 800 261 9960
Fugazi Travel 1 800 544 8728

Next Regional News:

2/2006

Copy deadline: March 14

Mailing date: April 26

3/2006

Copy deadline: May 03

Mailing date: June 15

For advertising or to send
articles, please contact:

Wal Baur
2364 Sunset Curve
Upland, CA 91784-1069

Phone/Fax: (909) 931 7708
e-mail: wbaur@adelphia.net

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. 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



be promoted in June at the "Swiss Sängerfest" in Toledo, Ohio, and again in September at the "Tell Festspiele" 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.swissroots.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

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, 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.

Daniel Hunn

Consulate General of Switzerland, New York

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

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 "tü ta to" and participate in the fun activities with and around the bus.

Make sure to check the 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*

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://swissroots.org) or on the OSA's homepage: 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 (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!

Wine, beer and spirits from Switzerland

Over 50 wines from Romandie and Ticino. Appenzeller beer. Original Willisauer spirits. Shipping to many states.

608-437-2771
www.swisscellars.com



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 contem-

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

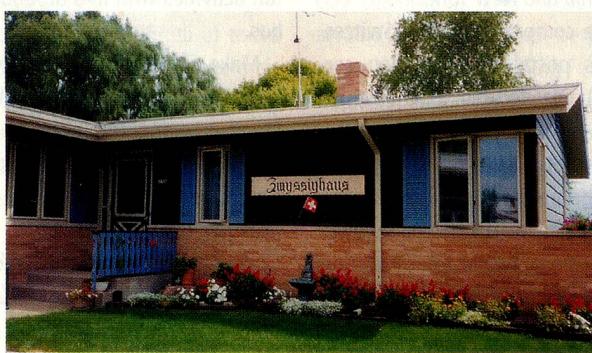


Who does not recognize the sound of the Basel Carnival drums and piccolos?

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

ILLINOIS

Zwyssighaus



Joe Zwyssig sent the above picture and says that the original "Zwyssig" house is in Bauen, Canton of Uri. There lived Father Alberik Zwyssig 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 Zwyssig. His "Zwyssighaus" is on Obrien St., Harvard, IL. ■



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 "Drummle und Pfife" (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.

More information about the exhibition at:
www.carnavalexhibit.org/index or
www.fowler.ucla.edu

*Salome Bryant-Gysi
 Salome.Bryant-Gysi@eda.admin.ch*

SWISS MOVING SERVICE

**TO AND FROM ANYWHERE IN U.S.
 SWITZERLAND OR WORLDWIDE**

- Personal service and individual advice
- Door to door service for household goods and motor cars, by ocean or by air
- Crating and shipping of antiques and artwork
- Consolidation service to / from New York and California

U.S. Office

OVERSEAS BROKERS, INC.
 111 Great Neck Road
 Great Neck, NY 11021
 phone: (516) 773-6100
 Toll free: (800) 752-1102
 fax: (516) 773-6103
 mail: info@overseasbrokers.com

Swiss Office

SWISS MOVING SERVICE AG
 Giesshuebelstr. 62 / P.O. Box 5286
 CH-8045 Zürich / Switzerland
 phone: +41/44/466 9000
 fax: +41/44/461 9010
 mail: info@swiss-moving-service.ch
<http://www.swiss-moving-service.ch>

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. ■

Swiss citizens residents of:

Arkansas, Louisiana, Oklahoma, Texas, Cayman Islands	Colorado, New Mexico	Kansas
<p>Effective: June 1st, 2006</p> <p>Consulate General of Switzerland 1275 Peachtree Street N.E. Suite 425 Atlanta, GA 30309-3555 Phone: 404 870 2000 Fax: 404 870 2011 atl.vertretung@eda.admin.ch www.eda.admin.ch/atlanta</p> <p><i>Please note that this address will change probably on June 1st, 2006. The new address will be announced in the next Swiss Review # 2.</i></p>	<p>Effective: May 1st, 2006</p> <p>Consulate General of Switzerland 11766 Wilshire Boulevard Suite 1400 Los Angeles, CA 90025 Phone: 310 575 1145 Fax: 310 575 1982 los.vertretung@eda.admin.ch www.eda.admin.ch/la</p>	<p>Effective: May 1st, 2006</p> <p>Consulate General of Switzerland 7373 North Michigan Avenue Suite 2301 Chicago, IL 60611 Phone: 312 915 0061 Fax: 312 915 0388 chi.vertretung@eda.admin.ch www.eda.admin.ch/chicago</p>



Delicious Swiss Sausages: Bratwurst, Cervelats, Wieners, Landjäger, Bündnerfleisch, Swiss Cheeses, Mustard from Thomy, Chocolates, Swiss Cookies, Rivella, Passaia
Wholesale & 911 E. 75th Ave.
Mail Order: Denver, CO 80229
Phone: 303 288 9787
Fax: 303 288 9789
www.continentalsausage.com
Visit our store at 250 Steele St., Denver CO 80206

USA-SWITZERLAND WEEKLY CONTAINER SERVICE NEW YORK - BASEL - 14 DAYS TRANSIT TIME

Moving your household goods / personal effects / automobiles in a smooth and fast way from USA to Switzerland

USA Office:
TRANSCONTAINER
TRANSPORT INC.
39 Broadway
NEW YORK, NY 10006
phone: (212) 425-2278
or (800) 582-0230
email:
nycoffice@transcontainer.com
web: www.transcontainer.com

Swiss office:
GOND RAND LTD. (ZURICH)
Industriestr. 10
8152 GLATTBRUGG
011 41 1 828-6830
email:
c.tintori@gondrand.ch
web:
www.gondrand.ch

SWITZERLAND
book now - from \$ 790.00 + tax round-trip
San Francisco - Zurich in eco- or relax class
GABY BURKERT TRAVEL
serving the Sonoma Wine Country 707 939-9000
CST: 2055538-40

Prof. Franz Werner of the Rhode Island School of Design invites you to tour Art, Architecture+Design in:
Switzerland+Germany+France
August 8–August 19, 2006
ph: (401) 277-4843 or f Werner@risd.edu
www.risd.edu/sigds.cfm

NORTHERN CALIFORNIA

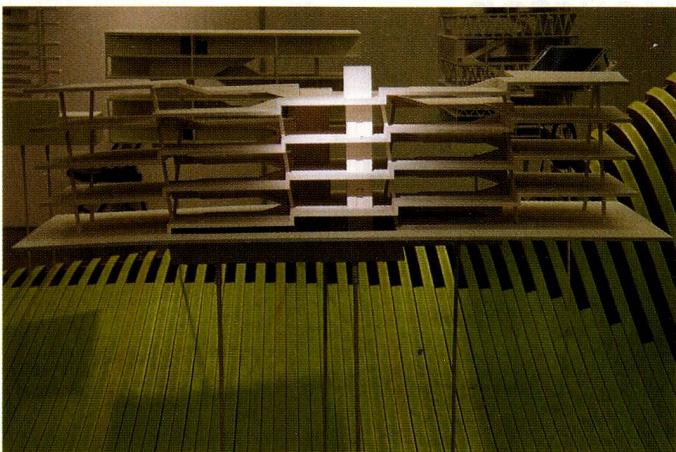
Swiss Alps come to San Francisco

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



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. The exhibition will complete a world tour prior to returning home to Switzerland -- next stop Boston!

*Text: Amy Ambrose
swissnex/ETHZ outpost
www.swissnex.org
amy.ambrose@swissnex.org
Fotos: J. Patrick Li*



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

Ragusa
Caotina
Torino
Raclette
Coffee
Sausages & Cheese
Imported Specialties & more

The Swiss Bakery

For a product list please contact us:

Info@TheSwissBakery.com

Tel. 703 891 2744

Fax 703 891 2745

We Ship by UPS

www.TheSwissBakery.com

MASSACHUSETTS

Swiss Alps at Boston International Airport

Opening Ceremony "Inventioneering 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

"Inventioneering - 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.



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

Fotos: Christian Waeber

tioneering 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 Inventioneering Architecture at Boston

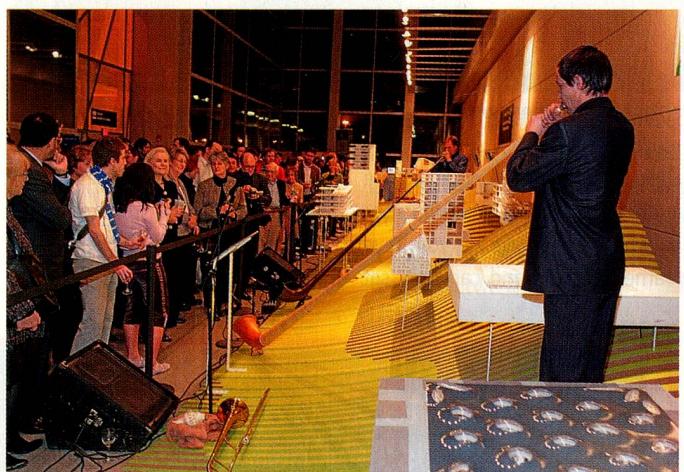
director Christoph von Arb, "the most active and innovative consul in Boston". Swiss Ambassador Christian Blickenstorfer focused on the many famous Americans with Swiss roots, namely the automaker Louis Chevrolet, the bridge builders Othmar Ammann of George Washington Bridge in New York and Christian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



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.



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

Fotos: Christian Waeber

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

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

Remo Steinmetz
Consulate of Switzerland/
SHARE Boston
remo@shareboston.org

US and Swiss Tax Planning and Consulting

US income tax returns - Swiss Income Tax Returns
Claims for Refund of Swiss Withholding Taxes

Solving Tax Problems of Swiss in the USA

Swiss Certified Accountant, MBA, CFP, EA
with extensive US and Swiss tax experience

Caspar Spescha, Facts & Consulting Inc.
60 East 42nd Street, New York, NY 10165-0639
Tel: (212) 949-9465 Fax: (212) 949-9557
E-mail: FactsTax@aol.com

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 SARL, based in Geneva, Switzerland (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'Oréal or Estée 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-

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

Photos: Lars Tray Photography ■



Ada proudly showing off her products

A to Z Travel Planners Swiss Owned and Operated Full Service Travel Agency



Belair Charter flights
All Major Airlines
Car Rentals & Rail Passes

A to Z Travel Planners Call: 800-261-9960, 408-363-9966
5533 Snell Ave. #100, San Jose, CA 95123 CST# 101376940

Call for Heirs

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

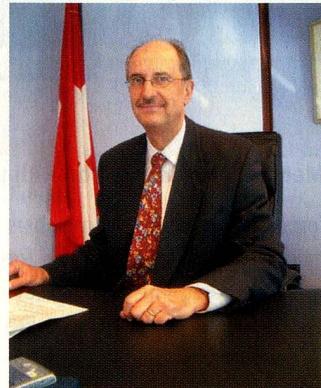
Born 1950 in Zofingen / Switzerland, where he completed his schooling and Education with the Federal Banking Diploma. He can look back over 30 years of Consular and Diplomatic Service. During his long career, he had assignments in Chicago, Havanna, Dakar, Vancouver, Paris, Atlanta and London.

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 Lon-
don. 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.*

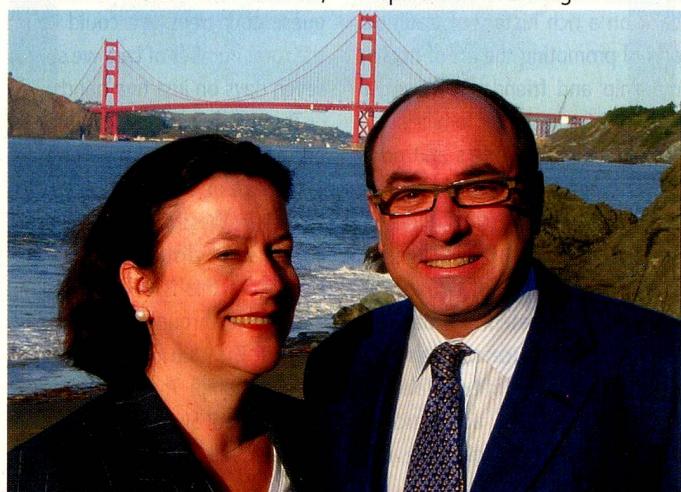
*One of my goals is to visit as many
of the Swiss Clubs, Swiss businesses
and Swiss related events in my very
large consular district as possible. It is
an important task of mine to recognize
and support all Swiss related organiza-
tions and activities and I therefore
hope to meet many of you during 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-Envu, 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 "baccaloreat" at the Cantonal High School of St. Gal-



len followed by the "Diplôme de langue et de civilisation français" 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

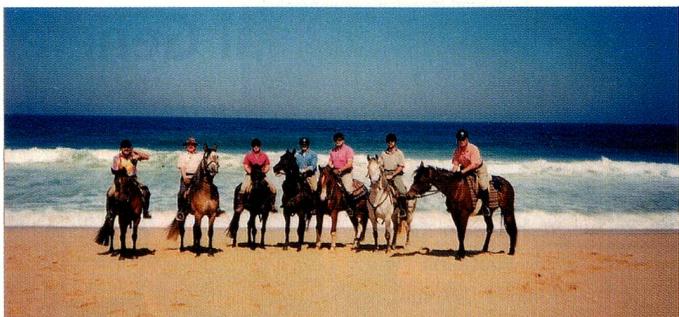
Hudson Riding Club

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 (President or Riding Master) or

e-mail at secretary@hudsonridingclub.com.

*Alex Maier, Secretary
973 984 9660*

Classified Ads

Do you want to read more about Switzerland?
Get the monthly
NEW SWISS JOURNAL.
1 year \$ 32.50, sample \$ 3.50.
NEW SWISS JOURNAL, POB 51191
Sparks NV 89435; 775-425-3185.



Roberts

EUROPEAN IMPORTS

YOUR SWISS STORE IN THE USA!

Announcing Roberts Early Spring Sale!

Take 25% off ANY retail order of \$150 or more from our Gift catalog or Retail store...PLUS we'll ship orders anywhere in the Continental USA for only \$5.95!

Note: This sale excludes Bräzeli irons. Sale runs through April 30, 2006.

(Mention Code 106 when you order. Discount can not be used with other sales promotions.)

View and shop our internet catalog at:

WWW.SHOPSWISS.COM

Call or write for our free 32-page catalog!

Toll free: (800) 968-2517 • Send email to: robertsj@shopswiss.com

102 Fifth Avenue, P.O. Box 156, New Glarus, WI 53574 • (608) 527-2417



Brazeli Irons



Raclette Grills



Swiss Fondue Supplies



Langenthal China – All patterns

SOUTHERN CALIFORNIA

A Worthy 25th Silver Anniversary Concert

Remembering the 25th Pacific Coast Swiss Singing and Yodeling Festival, held 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 25th 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 25th Grand Concert for years to come.

Mit lieben Auslandschweizer
– Heimwehgrüßen
Max Zimmer
Salt Lake City, UT



Sleep the Swiss Way. Again.

Return to the quality sleep you are used to, no matter where you live in the U.S.A. Now, the energizing **Swiss Sleep System** is here to bring you the comfortable, healthy sleep you had back home.

Get to know the **Swiss Sleep System** and its line of products at www.SwissSleepSystem.com or call 1.866.SWISS99. We'll make you feel right at home.

SWISS SLEEP SYSTEM.
Good Night. Good Day.
Für ä tüüfä gsundä Schlaaf. Pour un sommeil sain et profond.

*Free shipping in the continental USA with this code.

Order-Form for Festival 2005 Grand Concert CD

Name _____

Street _____

City _____

..... Sets 2 CD cassette Grand Concert, \$ 20.00 each

Postage and handling, 1 Set \$ 3.50, 2 Sets \$ 5.00

..... Songbooks, \$ 12.00 each

Postage and handling, 1 book 1.50, 2 books 2.00

\$

\$

\$

\$

Total \$



Make check out to "Harmonie" and mail to

Köbi Baur, 2364 Sunset Curve, Upland, CA 91784-1069

For larger order, call 909 931 7708 or send e-mail to wbaur@adelphia.net

NORTHERN CALIFORNIA / NEVADA

BELAIR 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



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

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

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.

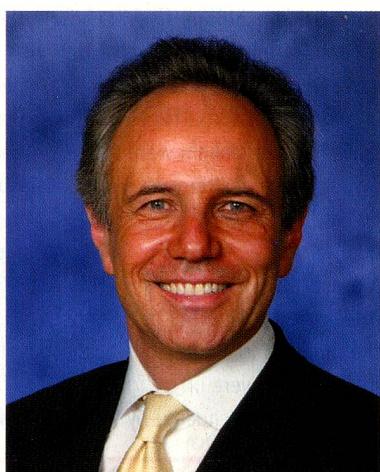
The Bern Café, the Center of the local social life, was recently purchased and completely renovated by the citizenship. And some time ago, a Public Library of several thousand books with a full-time librarian joined this list of accomplishments. The collection even has a substantial section on the old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