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# REGIONAL NEWS UNITED STATES

## Editorial

### Dear Readers in the United States

This time you really came through. Seems that you felt sorry for me! What I love most is the variety of articles we have this time: From the Tell Festival in New Glarus to a Buddhist Diaspora in Northern India, a booklet about herbs, Sacramento Swiss Club is 120 years old, The Swiss Consulate in New York gets media savvy, 5250 pounds of books for the Swiss Center of North America, the Swiss Kids Kamp in Oregon, the Swiss Nationality Room in Pittsburgh and a mom with a website for parents with kids called "Plan A Day Out." Two articles didn't make it for lack of space.



Please keep up the good work.

Do you remember the article in Swiss Review # 5/2011 about Ted Muller?



er's 107<sup>th</sup> birthday? Well, I'm sad to say that he passed away peacefully last April 30<sup>th</sup>. Yesterday, May 12 was his memorial service. Here is his picture, just so you can remember him one more time.

WAL BAUR

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Ted Muller, blowing out the candles of his 107<sup>th</sup> birthday cake

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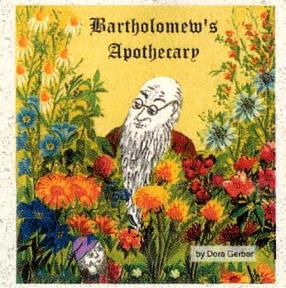
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## 9195 Book Review Bartholomew's Apothecary

By Dora Gerber

Last year I put together a booklet about herbs, with homegrown recipes told through children's lore. Bartholomew's Apothecary contains recipes that have been handed down to me from generation to generation.



When I traveled the world over, a copy of "The Swiss Nature Doctor" from Alfred Vogel, founder of Bioforce, was a constant companion. Later my mother gave me "Das Grosse Kräuterbuch" from Pfarrer Johann Künzle. That book too I always consulted throughout my life. Already as a little girl I picked herbs up in the hills with my mother and grandmother. At one time my imagination ran away with me, and I saw an old man with a long beard, a big tree and a pharmacy. Years later, in Zermatt, way up in the Alps, I saw a huge gnarly tree, and I said: that's it, that's it. These pictures stayed with me until last winter when I was snowed in. I started to doodle, then words came and I put them next to the sketches. Three month later, when it was time to till the soil, all the illustrations and the text were done.

Price: \$ 15.00. 100 % of the proceeds are going to animal rescue.

DORA GERBER

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[swissett@frontiernet.net](mailto:swissett@frontiernet.net)

My husband and I have enjoyed reading the booklet. It is not only for children and the recipes are very interesting and easy to follow.

WAL BAUR



You are cordially invited to celebrate!

### 75th Anniversary of the Wilhelm Tell Festival in New Glarus, WI USA

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original German language  
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For information: 608-325-2175  
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Welcome Reception  
Swiss Center of North America  
Sat. Sept 1, 2012 at 5 p.m.  
507 Durst Road, New Glarus

## New York

### The Consulate General Goes Social Media

To increase visibility and accessibility, the Consulate General of Switzerland in New York decided to launch its own social media presence in January 2012 to reach a broader audience through the use of new technologies and interactive communications channels. Using social



The Facebook team of the Consulate: on upper stairs, Ambassador François Barras, Nadine Olivieri Lozano, lower stairs, left to right, Jennifer Charlton, Matthias Krumnacker and Alexandra Buechler (missing: Rosina Colazzo-Franzese)

media offers us the opportunity to connect to people interested in our work and Switzerland in general.

With our March festival "Think-Swiss: Genève Meets New York" (see other article), we had the perfect launching pad for our social media adventure. After a lot of brainstorming and planning, we were able to convince all sections at the Consulate General that social media can be a useful tool for a professional communication. Our Facebook page went live on January 30 and has been received with a very positive feedback from the users.

In our posts and updates, we try to offer our followers an interesting variety of content. So far we have promoted our events, posted news about Switzerland and New York and shared relevant information such as the ThinkSwiss scholarship programs. Recently we began a video series, for which we have started interviewing interesting

people here in New York who have a connection to Switzerland. Already we have had the pleasure of featuring personalities such as Claude Nicollier and Swiss hockey players Mark Streit and Nino Niederreiter on our page. In doing all this, we had the challenge to adapt to the more casual and conversational "Facebook language" while always keeping a tone representative of the Swiss government.

In addition to our Facebook page, we have also launched our own YouTube channel and Twitter account. And with the addition of a social media specialist to our team this April, you can expect many more exciting updates from us in the future. Visit

The Facebook page of the Consulate General

our pages, like us on Facebook, follow us on Twitter and let us know what you think!

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MATTHIAS KRUMNACKER

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## New York

### A Sense of Geneva in New York City

During the first week of March 2012, the Spirit of Geneva swept through the streets of New York City, thanks to the week-long festival: "ThinkSwiss: Genève Meets New York," which was held at different locations around the vivid and exciting metropolis. The Consulate General of Switzerland, together with the City of Geneva, partnered with prestigious institutions such as the New York Public Library, the American Red

Cross, Reporters Without Borders, the New York University and others to organize a series of events, which highlighted the rich heritage of the Swiss city of Geneva. Building on the 300-year anniversary of the birth of philosopher and writer Jean-Jacques Rousseau, the festival showcased the contemporary relevance of ideas born in Geneva and their impact on current American issues.

The festival program brought this message across with different types of events. At several panel discussions the thinking

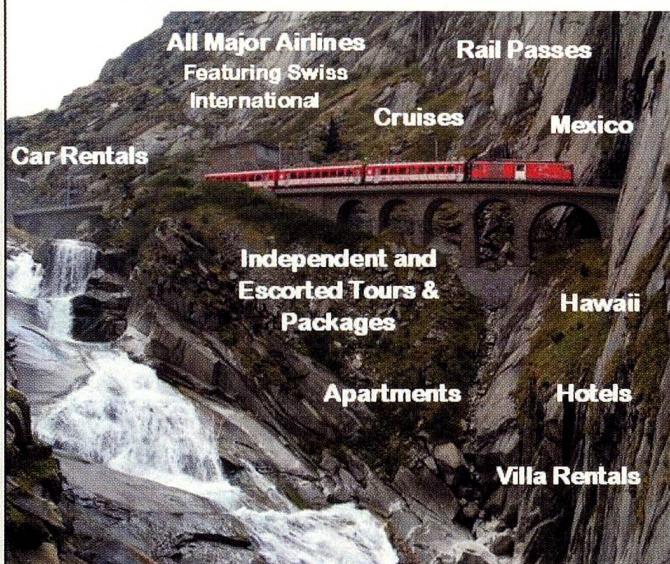


All the panelists from the "Occupy Rousseau" event.

Picture by Jori Klein

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Consul General, Ambassador François Barras addressing the audience at the American Red Cross event.

Picture by Syncere Zakee

of Rousseau, Albert Gallatin and Henry Dunant was explored as they relate to current issues.

One roundtable discussed Rousseau's ideas on education by examining the question: "What is progressive about education today?" Another panel, featuring Walter Fülleman, ICRC Head of Delegation to the UN, was very well received as it focused on the topic: "Can the Geneva conventions still protect civilians and non-combatants in contemporary warfare?" Together with a panel on the topic of how to break through Internet censorship, these events were able to show why Geneva today is considered the world capital of human rights.

At the festival's signature event, the City of Geneva found itself at the heart of the discussion on the impact of Rousseau on today's Occupy movement. "Occupy Rousseau: Inequality & Social Justice" was held in a packed Celeste Bartos Forum at the venerable New York Public Library in front of an audience of approximately 400 guests. It featured such illustrious panelists as Eliot Spitzer, Pascal Couchepein, Benjamin Barber as well as Amin Husain, one of the organizers of the Occupy Wall Street protests. What a spectacle it was!

The panels were rounded out

with the contemporary dance performances from the Ballet du Grand Théâtre de Genève and Geneva-based choreographer Foofwa d'Immobilité, a music program which included the jazz trio Marc Perrenoud and the soloists from the Orchestre International de Genève, as well as film screenings, selected guided visits and tours of cultural exhibitions.

The festival was a great opportunity to promote the history and spirit of Geneva, which is one of tolerance, humanity and interculturality, while exploring its relevance in America's reality



Michel Butor (right) and Lois Oppenheim  
Picture by Mathieu Hasselin

today. Considering the number of people who could be reached in New York City with this festival, it can be declared a success and something the city of Geneva and Switzerland can rightfully be proud of.

MATTHIAS KRUMNACKER

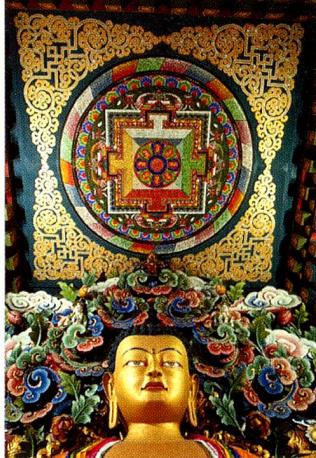
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## California

### The Buddhist Diaspora in North India

In honor of the visit of His Holiness the 14<sup>th</sup> Dalai Lama, Tenzin Gyatso, to the University of San Diego, a special photo exhibition of the Buddhist Diaspora



Buddha inside a Bhutanese Temple

gives articulation to the landscape of a people His Holiness has spent a lifetime serving. Collected from over two years of travels in north, northeast India, and Bhutan, these select photographs offer a panoramic view of Buddhist pilgrims and

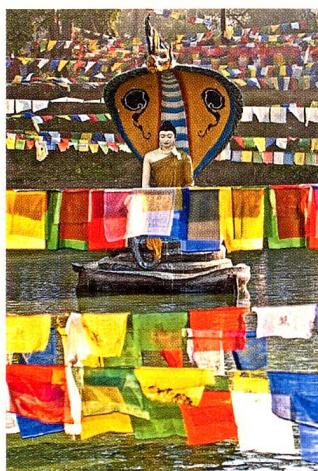
architecture from Bihar and Sikkim. The images provide a visual entry into appreciating faith's role in the shaping of space and community for Buddhists in the Diaspora.

Known as the Buddhist "capital" of the world, Bodhgaya in Bihar



Bhutanese Monk in Mahabodhi Temple in Bodhgaya

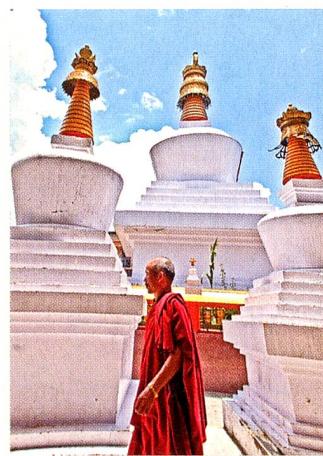
is an important destination for pilgrims who come from distant locations to visit the hallowed site of Gautama Buddha's enlightenment and to worship at the sacred Mahabodhi temple (recognized as a UNESCO World



Maha Bodhi Sarovar

Heritage Site since 2002). Images shown here highlight the three-day celebratory activities surrounding "Buddha Mahotsava," the anniversary of Lord Buddha's enlightenment in the 6<sup>th</sup> century B.C.E.

The small and secluded geography of Sikkim makes logical its equation with mythical accounts of a Himalayan utopia known as



Do-Drul Chorten Stupa In Gangtok

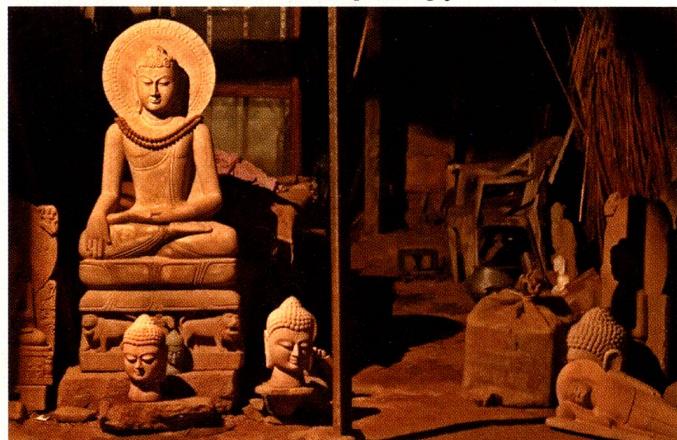
Shangri-la, paradise on earth. Today, it exemplifies India's cultural diversity and religious tolerance by its graceful hybridization of Buddhism and Hinduism. Well over three hundred years ago, the famous Pemayangtse monastery (Sublime Lotus) in Pelling, featured here, was built for monks of Tibetan descent.

DOMINIK HUBER

dominik@dominikphoto.com



Mahabodhi Temple Bodhgaya



Pala Dynasty Buddhas

#### About the photographer:

Born in Switzerland, raised in southern Italy, a long-time resident of New York City, and now a resident of San Diego, Dominik Huber's wide-ranging portfolio reflects his passion for story-telling through photography. Using visual media, he seeks to excite and inspire as well as to communicate and inform by bringing an artistic sensitivity to issues of socio-cultural evolution. His eclectic range in experience, subject, and skill has won him numerous grants and an international clientele. His full portfolio can be viewed at [www.dominikphoto.com](http://www.dominikphoto.com). Prints are available upon request.



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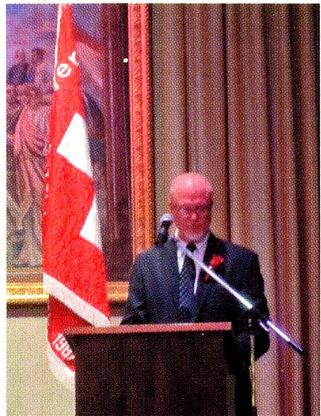
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## California

### Sacramento Helvetia Verein Celebrated their 120<sup>th</sup> Anniversary!

The original 33 Swiss immigrants officially organized the Sacramento Helvetia Verein 120 years ago on March 13, 1892.



President Ernst Gudel, a great MC

30 years later, on May 11, 1922 the Sacramento Swiss Ladies' Society was established. Both have been strong clubs, meeting monthly and sharing many special events throughout the



Cheers to 120 years years. After 90 years of running the two organizations separately and yet on the same day, at the same time, but in two separate rooms, the two clubs voted to



Alphorn player Robert Fox and Martin Gisler, Fahnenschwingen

merge into one. On February 1, 2012 at the New Year's general meeting, a toast was made as the 120-year-old Sacramento Helvetia Verein allowed the membership of women, and the two organizations officially merged.

On March 24, 2012, 175 members and guests celebrated the 120<sup>th</sup> Anniversary with a banquet fit for a king and a queen. Members shared stories of their rich heritage. The evening was full of exhilaration as everyone enjoyed the food, music and atmosphere of Switzerland right smack dab in the middle of town.



Outside view of the Banquet Hall

As guests arrived they were greeted with lively accordion music performed by fellow member Walter Grob. The social scene was alive and buzzing around the hosted bar and the abundant appetizers of käse and prosciutto, plump chilled prawns with cocktail sauce, bruschette and scrumptious scampi. President Ernst Gudel carried out the duties as Master of Ceremonies just beautifully and introduced the evening's special guests from San Francisco, the Honorable Consul General of Switzerland, Julius Anderegg and his lovely wife Ursula. Julius Anderegg spoke about the value of tradition, our heritage and encouraged the connection we hold true to our hearts with Switzerland. He graced the meal and dinner was served. After salads, family style platters of delicious veal roast with Spätzli and gravy, chicken cordon bleu with mushroom cream sauce, beef tenderloin and grilled vegetables were served. Swiss member Ettore Ravazzolo,



One of the highlights of the evening was the parade of all Swiss Cantonal flags

Sacramento's supreme pastry chef, provided a selection of desserts that were as beautiful as delectable; and let's just say –

it was hard not to eat more than we should! It truly was a celebratory meal.

What joy and Swiss pride the Fahnenschwingen Tribute by Martin Gisler and the deep tones of the traditional Alphorn, played beautifully by Robert Fox, brought to

the audience. The parade of the Canton Flags and the succession of time-honored Swiss songs yodeled charmingly by member and celebrated singer, Lisa Ward Dillier, brought so much delight to the evening's festivities that it felt like there was "joy" in the air.

tee Chairman. For years he catered each of the monthly meetings and organized the annual Spring Picnic, August 1<sup>st</sup> Celebration, Fall Metzgete and Winter Christmas Party. The



Marianne Richardson, Liliane Shepard, Roland Tenthorey

award and standing ovation were simply a small token of the members' appreciation.

The brilliant Ronald Scheiber Orchestra topped off the evening with dance music. Their music always brings "Switzerland" to the party! The dance floor was heating up as the candles burned down and alas the evening had to come to an end. It truly was a celebration of our united clubs, our strong alliance with Switzerland and our ancestors.

Happy Anniversary, Sacramento Helvetia Verein! May the next 120 years flourish with the same grace and pleasure as the first 120 years!



Walter Grob and Lisa Ward Dillier

A special Lifetime Recognition was awarded to Swiss Helvetia Verein's most tireless and respected volunteer, Paul Kiser. Paul is a past president of the Verein and the Activity Commit-

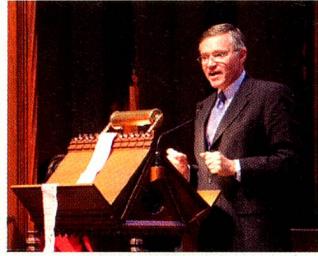
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*Pennsylvania  
Swiss Nationality  
Room Dedicated at  
the University of  
Pittsburgh*

On April 22<sup>nd</sup>, a beautiful Swiss Nationality Room joined the University of Pittsburgh's renowned collection of 29 ethnic classrooms. Special guests included Ambassador François Barras of the Consulate General of Switzerland in New York and Pitt's Chancellor Mark Nordenberg.

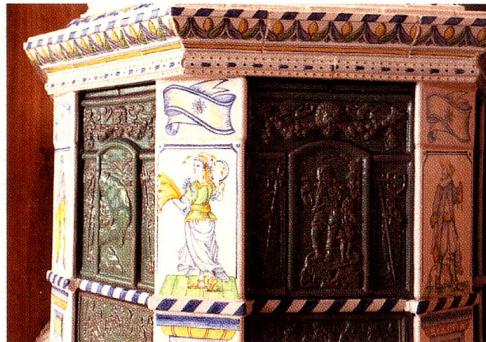


Swiss Ambassador François Barras speaks at the room's dedication ceremony

Following the dedication ceremony at Heinz Chapel, Bernese mountain dogs led a procession of over 300 guests to a reception and Swiss Room tours at Pitt's

Cathedral of Learning. The reception featured a variety of traditional Swiss cookies as well as musical entertainment by Pittsburgh's Helvetia Männerchor and alphorns.

Planning for the Swiss Nationality Room began in 1998. The Swiss Room design is inspired by a room from Fraumünster Abbey in Zürich, built in 1489. The classroom features four handmade trestle tables and 26 "Stabellen" chairs, representing Switzerland's linguistic regions and Cantons (states). Stained-glass windows display the coats-of-arms of Switzerland and its first Cantons. A hand-carved and painted frieze encircles the classroom and includes representations of the flora, fauna, and people of Switzerland. Another special feature of the Swiss Room is a traditional Kachelofen (tile oven).



Detail of the room's Kachelofen (tile oven)

In total, more than 400 individuals and 20 institutions provided financial support for the design and construction of the

The Swiss Nationality Room at the University of Pittsburgh's Cathedral of Learning.

Swiss Nationality Room. Architect Justin Rüssli of Lucerne, Switzerland, designed the plan for the room, and Pittsburgh architect Stephen Altherr served as the architect-of-record. Woodworker

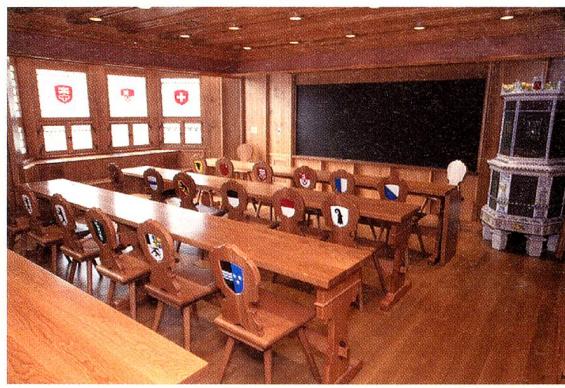
and carver Richard Sink of Mountaineer Wood Industries of West Virginia completed the artistic vision by crafting all of the wood furniture and features of the room. David Houser of West Virginia created the room's stained-glass windows. Craftsman Bob Leuenberger of Pittsburgh made metalwork, and Red Clay Tile Works of Pittsburgh crafted the Kachelofen. The general contractor for room construction was PJ Dick.

TEXT: PHILIP BOTTONARI

pkbott@andrew.cmu.edu

PHOTOS: COURTESY SWISS NATIONALITY ROOM COMMITTEE / ALEX PATHO

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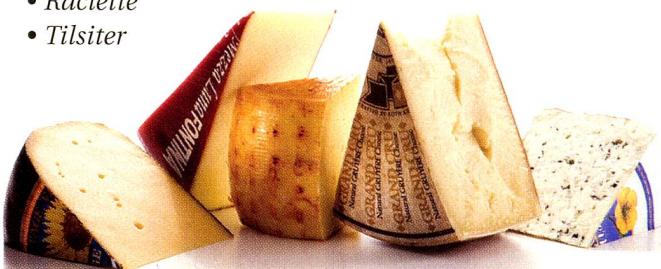
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## Oregon

### Swiss Kids Kamp = Fun, fun, fun!

Many of you have heard about the annual Swiss Kids Kamp, but you may not know what actually goes on there. Well, I can tell you from experience, that it's a full weekend of a lot of fun and a lot of learning about our Swiss culture.



Building birdhouses

Sponsored by the Portland Swiss Ladies Society, the Swiss Kids Kamp takes place every August at Camp Arrah Wanna near Welches on the way to Mt. Hood. Kampers range in age from 8 years old to 14, with several



Swiss Chess at SKK

older kids (15, 16 years old) serving as Junior Counselors. Masterfully headed up by Rosaly

Divens the past few years, the Kamp has been steadily growing in size with over 40 kampers attending each year. Rosaly and her all-volunteer staff put the kampers through a number of fun swiss activities. The day begins bright and early with the beautiful sound of cowbells ringing throughout the lodge. Missy Yungen and her sister

Trina Lippert then lead the kampers on a hike through the woods. Along the way, the kampers do a number of exercises and calisthenics to help get the blood flowing. This is followed by a hearty breakfast. Then the kampers are split up into groups for their various activities.

Tom Imholt heads up the wood-craft unit with some able assistance by Adolf Stecker. Last year the kampers made key holders in the shape of a Swiss chalet.

After the hammering and drilling was complete, they took their projects to Shelby Imholt who had them decorate their chalets with small sticks, stones, and just about any other material. The result was some amazing looking projects. In the past, the

kampers have made Swiss birdhouses, Swiss chalet napkin holders, and Swiss weather

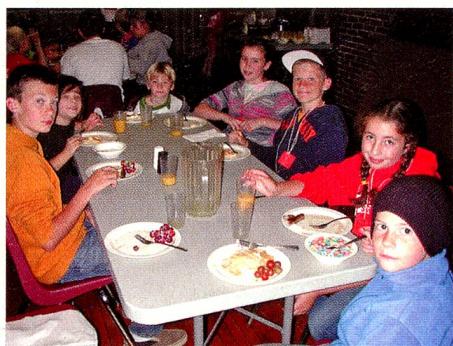
vanes.

Pierre and Claire Vireday then took the kampers on a genealogical journey as they sifted through old pictures and documents, which helped tell the story of their ancestors' journey from Switzerland to

the USA. With a lot of help from Rosaly's research, they were able to learn so much about their Swiss heritage. "I found my great-grandmother's ship's manifest from Ellis Island. She was only seven years old when she came from Switzerland in 1924. That must have been so scary for her," said Courtney Zurcher, a 12 year old, five-year veteran of Swiss Kamp.

Becky Sowder and Tom Imholt then taught the kids a few traditional Swiss songs, yodels and Swiss dances, while Shelby played the accordion. The Chicken Dance is always a favorite with the kampers. After a fun afternoon of swimming, Richard Vireday and Tim Sowder took the kids through a lesson in archery. Every year there's a budding "Willhelm Tell" who wants to shoot an apple off someone's head. Of course, we don't let that happen!

The kamp wraps up with a program for the parents where the kampers get to show off what they've learned. They put on the popular "Swiss Kids Got Talent" show. In past years, we've had excellent playing of musical instruments, silly skits, martial



When you are so busy, you are also very hungry!

arts demonstrations, and one kid burping the entire alphabet - in German! It was a proud moment for his parents! :)

So, as you can see, the Swiss Kids Kamp is an action-packed, fun-filled weekend that builds great memories. "My sisters and I really like going to Swiss Kids Kamp every year," said Courtney Zurcher. "It's fun to learn about Switzerland and see old friends and make new friends."



Nate Schoch gets an Alphorn lesson

The Kamp is scheduled this year for the weekend of August 17-19. If you know of any children between the ages of 8 and 14 that would like to have a fun kamp experience, please contact Rosaly Divens for more information at [wsurose@gmail.com](mailto:wsurose@gmail.com).

TED ZURCHER

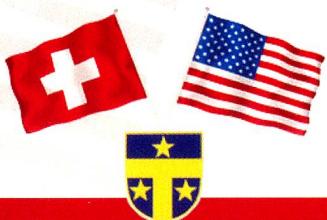
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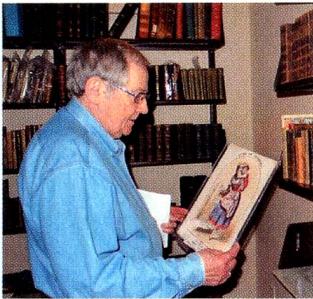
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## Wisconsin

### New Home for the Tritt Library

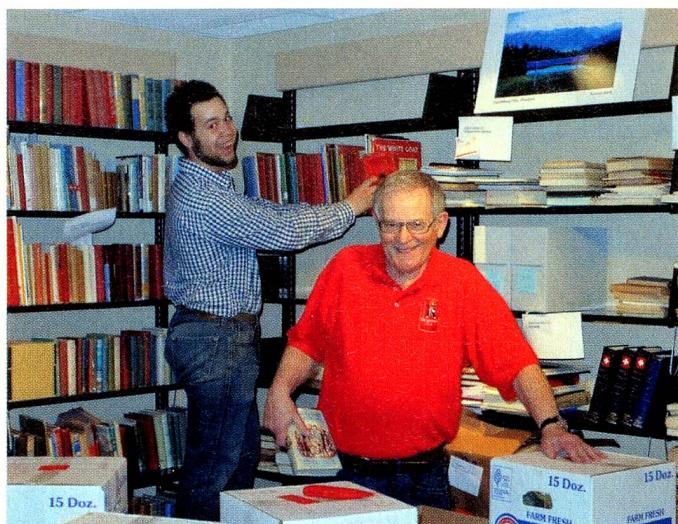
Don Tritt's 40 year passion to experience the land of his ancestors brought him to the Swiss Center of North America April 16, 2012, with 5,250 pounds of books. It took a week to carefully unpack some 4,000 vol-



Donald Tritt examines one example of early Swiss advertising art he has collected over 40 years.

umes and merge them into the Swiss Center's holdings. The oldest and most rare book measures just 2 inches wide by 4 inches tall. It is a 1627 printing of "Helvetiorum Respublica" written in Latin, by renowned Swiss historian Josias Simmler.

As professor of psychology at Denison University in Ohio, Tritt had the opportunity to travel, and with each trip he searched for books related to Switzerland in the U.S., England, Scotland, Wales, Canada, Australia, and not surprisingly Switzerland. Why did he start this collection? "As a little kid, I remember stories being told that were so exciting about people who lived somewhere else (Switzerland). As I grew older, I realized I needed to know my own



Tritt Library archivist Alex Champion and Don Tritt unpack a rich vein of Heidi books.

identity."

As he explored his personal Swiss roots, Tritt collected not only written material, but 17,000 Swiss postcards from 1895 to 1945; stereo views from 1860 to 1940, early advertising art and binders filled with fascinating pins. Adding Tritt's holdings to the Swiss Center's library means there are approximately 8,000 books and artifacts representing what the Swiss Center believes is the largest focused library on Switzerland and Swiss Americans.

The Donald G. Tritt Library is a research library open to students, scholars and the general public. The growing collection contains rare books, papers, letters and other artifacts donated by individuals and Swiss organizations, and reflects on Swiss history, immigration, art, sci-

ence, education, business and contemporary life.

Swiss Center President Beth Zurbuchen thanks those who continue to support the only Swiss heritage center in North America. "As a nonprofit organization, continued public financial support will ensure that Don's legacy continues to live on for generations to come."

Now back home in Ohio, Tritt wrote in an e-mail to Zurbuchen, "Two sentiments linger - the sense of relief that my library is now safely planted in its next home and that its current home is of the highest quality."

The Swiss Center of North America is located at 507 Durst Road New Glarus, Wisconsin USA.

ARTICLE AND PHOTOS:

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## California

### New web site for families with kids

My name is Maruska Maggetti Gannon and I am originally from Switzerland. In fact I grew up in Locarno, Ticino and lived there for the first 25 years of my life. In 1995 I moved to the US for fun and never left.

This past March I created a new site [www.PlanADayOut.com](http://www.PlanADayOut.com), which offers a helpful and truly one-of-a-kind service to Orange County families. PlanADayOut.com is a FREE online resource filled with hundreds of local outing ideas and activities for kids. By visiting this very user-friendly website, families can easily find tons of fun things to do in Orange County based on a whole host of search parameters, such as distance from home, date/time, ages of kids, cost of admission, indoor/outdoor, etc. I am really trying to make a difference in families' lives by providing an easy-to-use website to parents so that no kid misses out on the fun.

MARUSKA MAGGETTI GANNON  
FOUNDER OF PLANADAYOUT.COM  
[info@planadayout.com](mailto:info@planadayout.com).



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