



# Twin Cities Swiss American Association Newsletter

Edition Fall 2011

## **Twin Cities Swiss American Association**

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## **38<sup>th</sup> Annual General Meeting @ CBC**

### **Evelyne Willen rejoined and Ted Johnson joined as Associate Directors**

The Hidden Terrace at the Calhoun Beach Club provided the perfect haven for the 38<sup>th</sup> Annual General Meeting on a leisurely Sunday afternoon that started out cloudy only to turn sunny very soon after.

The venue offered the ideal atmosphere for all members, whether young or young-at-heart.

The event featured a delectable white-linen buffet lunch catered by the famed D'Amico Catering team at this historic facility, which included a spacious terrace for our use.

After the luncheon, David Mörker and Markus Gälli presented the Annual Report and the Financial Report, followed by Peter Ruth facilitating the confirmation of the Board of Directors as well as of the two auditors. In addition, Evelyne Willen was elected to rejoin and Ted Johnson to join the Board as Associate Directors.

A BIG THANK YOU for allowing us to serve you!



### **Recognition**

**Lony Maeder** is a mother to us all and has been instrumental to the success and well-being of the organization and serves on the Board to this day!

Thank you, **Lony**, for 38 years of service. We hope you will be able to continue for many years to come. You are a true inspiration us.

**Hans and Nancy Trechsel** as well as **Dorothee Aepli** are also pillars who

deserve our utmost appreciation, love and respect.

Hats off to all our pillars who have kept our association alive through all these years!

### **Annual Report**

#### **Membership**

Two years ago, we had the pleasure of welcoming **seven** households to our organization; last year it was **15** and this year **17!**

That is a **13% increase** over last year and an annual **increase of 56%** over the last two years.

Our organization consists of **110** member households (who are new or have renewed their membership; 102 last year = **+8%**) including **three** honorary memberships.

There are an additional **46** households that do not necessarily renew every year, but who stay in touch.

As such, the TCSAA community consists of **277 adults** (263 last year = **+5%**) and **120 children** (98 last year = **+22%**) who have attended at least one event in the last three years (**combined increase of 10%**)!

**Members by State/Country:** Minnesota **149**; South Dakota and Wisconsin **two** each; Iowa, Missouri and Switzerland **one** each.

### **Social Events**

The TCSAA offered five events this past fiscal year, with an **average attendance of 75** and a **mean of 80**.

The events listed in popularity in descending order are: the August 1<sup>st</sup> Celebration, the Fondue/Carnival Event, the Winter/Christmas Event, the Annual General Meeting and finally the Joint Fall Event with the Swiss Benevolent Society of St. Paul.

What venue and theme would you like to see in the coming years?



What do you think would resonate with our membership and make TCSAA sponsored events more relevant?

What would our kids, youth and young adults enjoy?

## Newsletter

The TCSAA published two newsletters this past year.

85% of newsletters were distributed via US Postal Service, with the balance sent electronically.

Many thanks to **Markus Hoesli** for compiling the newsletters and to **Michèle Kunz** for editing the same.

What content would you like to see in the newsletters?

Would you be willing to contribute to the newsletter?

What can the editorial team do to make the newsletter more relevant to all generations?

How can we better serve our kids, youth and young adults?

## Internet Web Portal: [www.tcsaa.us](http://www.tcsaa.us)

Since 2004, the TCSAA has had a web presence through its web portal.

**Markus Hoesli** deserves credit and our utmost appreciation for the creation and maintenance of the web portal ever since.



We are pleased to present you with the new and improved web portal, which was completed just a few short months ago.

Key to a successful web presence is that individuals looking for the Swiss-American community here in Minnesota are able to find us, as evidenced by the ever increasing web inquiries we receive.

On some occasions, prospective members located us on the web and then contacted us as they were in the process of relocating from Switzerland to Minnesota or planning a family reunion trip to Switzerland.

At least two new households who found us on the web became members of our fine organization this past year.

**Web Traffic Statistics:** Over the last 12 months, an average of **387 unique sites** visited our web portal per month, with March being the highest and September the lowest of months.

Last year, in comparison, **335 unique sites** visited our web portal per month.

As such, web traffic from unique sites **increased 16%** over last year!

## Facebook

Last year, **Adrian Hoesli** approached the Board in regards to establishing a Facebook community page for our organization. Soon thereafter, the project became a reality and we are pleased to report that our Facebook presence is alive and well. The purpose of the Facebook presence is to allow for the building and fortifying of relationships amongst Swiss as well as amongst friends of Switzerland.

## SwissCommunity

This past August, the Organization of the Swiss Abroad launched [SwissCommunity.org](http://SwissCommunity.org).

Its aim is to strengthen the link between the Swiss abroad and Switzerland.



To-date, local communities in 59 countries have registered on the portal.

Here in the U.S., 38 local Swiss organizations are part of this community and we are pleased to have a presence as well.

## Cheese Order

**Pius Hollenstein** coordinated another highly successful Emmi cheese order which was delivered just prior to the Thanksgiving weekend.

Last year, our community ordered 2,029 lbs. and this year, the order weighed in at 2,438 lbs., which is an increase of 20%!

This effort not only directly benefits our members and friends of Switzerland, but, at the same time, also serves as fundraiser for our organization.

The proceeds mainly go towards subsidizing all of our social events.

Are there any other types of cheese that would resonate with our membership?

## Festival of Nations

As in many past years, we had the opportunity to team up with the Swiss Benevolent Society of St. Paul to ensure that our Swiss culture was appropriately represented during this year's Festival of Nations.

Thanks to **Julie Spreck** and her fine organization for doing such a wonderful job at the Swiss Café!

Also, thanks to our sister organization for investing \$400 in our exhibit.

Thank you note from **Julie Spreck:**

Dear David + TCSAA,

Please extend our thanks to the TCSAA for the assembly and staffing of the 2011 Festival of Nations Swiss Exhibit Booth. The St. Paul Swiss are always happy to work together on this major cultural event in our area.

Regards, Julie + St. Paul Swiss

A special THANK YOU goes to **Fred Lindner, Nole Cook** and **Dell Tapp** for putting on an incredible exhibit!



Please reach out to **Fred** if you would like to be involved in the planning, design, build, and presentation of next year's exhibit.

## **Council of the Swiss Abroad – The Voice of the Fifth Switzerland**

The 120-member council gathered in April (in Brunnen) and August (in Lugano) to discuss matters of importance to the Swiss living abroad (about every tenth Swiss lives outside of Switzerland).

Strategic objectives for the period from 2009 to 2013 are:

- + Consolidation of the legal status and care of the internationally mobile Swiss
- + Extension and institutionalization of the political participation of the Swiss living abroad
- + Development / fortification of the information to the Swiss living abroad
- + Creation of a “Swiss Abroad Community” on the Internet
- + Strengthening and solid anchoring of the institutions for the Swiss abroad
- + Positioning of the CSA as a competence center for all questions regarding the Swiss living abroad

## + **Modern Switzerland featured at the 2011 St. Paul Festival of Nations**

by Fred Lindner, Chair FON Swiss exhibit booth

While people often think of Switzerland in terms of delicious chocolate, cheese, the legendary William Tell or secret Swiss bank accounts, the Swiss booth exhibit during the 2011 St. Paul Festival of Nations (May 5 - 8) featured modern global market places, important to the Swiss overall economy: Swiss Machine Tool Industry, Swiss Watches and Swiss Tourism.



A team of four, including Evelyne Willen, Dell Tapp, Nole Cook and Fred Lindner, designed, created and organized this years' exhibit event for the TCSAA Swiss club and the Swiss community in the Twin Cities in general. As every year, Julie Spreck and her team of the St. Paul Swiss Benevolent Society were responsible for the Swiss Cafe, serving hundreds of delicious dishes and treats every day during the festival.



The Swiss Machine Tool Industry is the number four global exporter of metal cutting and metal forming tools. This is a tremendous accomplishment in a very competitive environment and for a country the size of Switzerland. This global leadership position has been achieved and is being maintained by heavy investments in R & D and in the training of employees, who often come to the industry through an apprenticeship system. We were fortunate to have the generous support of Twin Cities-based Fraisa Company, with TCSAA member and US subsidiary CEO Mathieu Tapp; he lent us three displays each with multiple examples of metal cutting and metal forming tools including a short video showing how such tools are being used and are applied. Dell Tapp put it all together, brought it to the exhibit booth and set it all up in a very attractive way.



While Swiss Watches are world famous, few people know that today's Swiss Watch Industry is still the worlds' largest exporter in total currency: \$ 16 billion to be exact. Approximately 600 companies employ 40,000 people and there are over 450 brands of Swiss watches being made. The top 5 export countries for the industry are: Hong Kong, USA, France, China and Italy. The Swiss watch industry has a leadership position of firsts: like the wristwatch, quartz watch (!), water resistant wristwatch, but it also had maintained global leadership in luxury and jewelry type watches. Precision time measurement, including sporting events like Olympics, track meets, swimming competitions etc. have helped to keep the high visibility of famous Swiss brands like Omega, Rolex, Rado, Tissot to name a few. The Swatch brand has helped to bring back younger customers with a preference for colorful fashion watches in different price classes.

The third theme of modern Swiss industry or business featured was the Swiss tourist industry. Over 175,000 people are employed and approximately 36 million overnights are booked every year. This industry alone is 6% of the Gross Domestic Product with \$ 30 billion annually. A custom-built replica of the Matterhorn Mountain (made by our talented friend and sponsor Nole Cook) showed both, winter and summer tourist activities as well as tunnel technology, which has made a modern Swiss transportation network possible. Tourism marketplace choices include hotels, restaurants, railway, cableway, ski lifts, boat transport, recreation and entertainment services, healthcare, retail, tour operator, buses and many more. Year-round destinations are Summer and Winter resorts, thermal baths, conference locations, hiking, skiing, water sports,



wine tasting, sightseeing of old towns, castles, many museums....the list is almost endless.



Many volunteers from our club (plus a few from the St. Paul club) spent time and shared their knowledge of Switzerland during exhibit booth time, welcoming thousands of students during daytime hours on Thursday and Friday, and many other visitors, starting Friday evening through Sunday afternoon: thank you all for your help and contributions, including a thank you to Rudi Gutmann, who opened some doors for industry contacts of Swiss professional associations in the US.

## Fondue /Carnival Event Party

By Michèle Kunz

As summer has been declared over for this year and fall is in full swing, some of us cheese aficionados are already thinking about fondues and raclettes for the coming winter. For the TCSAA, as many of you already know, one of the highlights of winter is our annual Fondue/Carnival party.



This year it was held on February 26<sup>th</sup> at the Germanic American Institute on Summit Avenue in St. Paul. The GAI has proved to be a great venue for us, and this year we had the whole main floor at our disposal. We had been a little too cozy for comfort downstairs last year, and the logistics of carrying caquelons (fondue pots) brimming to the top with piping hot cheese fondue down a flight of stairs were a little risky, to say the least.



Over 75 members and guests and around 15 children and youth enjoyed a wonderful evening of good company, great food and lots of fun. The kitchen crew, led as always by Pius Hollenstein, worked very hard to get all of the fondue pots out in a timely manner. Thanks to all who helped out (too many to mention here, but you all know who you are!).

One of the highlights of the evening was the parade of costumes and the voting for the best of the evening. It was very hard to pick from so many creative and fun costumes (both for the adults and the children), but in the end, the votes were tallied and the great prizes handed out. It is not too early to be thinking about your costume for the next Fondue/Carnival Party in 2012 (date TBD.). We always look forward to that part of the evening.

So, stay tuned for news about the upcoming cheese order and get ready for another successful Fondue Party!





## Impressions of the August 1st Party

(Photos provided by Markus Gälli)



## Business Ads

Heidi Poey Art Studio presents: Colorful paintings of landscapes, florals and animals. Check out the [martists.org](http://martists.org) website to view both Heidi's paintings and her husband Dick's stone and bronze sculptures. Dick's art can also be seen under his name at [mnsculptors.com](http://mnsculptors.com).

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Michèle Kunz has a translation service. She also provides tutoring for English (ESL) and German.

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Intuitive Astrologer Daniella von Arx offers vocational astrology, relocation charts, transits/solar returns, and basic birth chart services for individuals who are looking for professional and reliable astrological advice.

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Hans Trechsel develops hybrid robotic systems. See more information under:

<http://www.automationdesignsystems.com/>

**THANKS TO ALL WHO WROTE AN ARTICLE FOR THIS NEWSLETTER—THEY ARE VERY MUCH APPRECIATED!**

## Member News

### New Members

Deborah and Philip Zeller  
Tatiana and Victor Froloff  
Denine and Scott Van Steenwyk  
Nadja and Patrick Lancaster

A warm welcome to all new members



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Our next event is:

Winter / Christmas Event: December 4<sup>th</sup>, 2011