

Playing your cards right in Los Angeles

Silvia just called to invite us to participate in the annual jass event of the "Swiss in the South Bay" Club. This got me thinking on how much playing cards is a Swiss tradition. Mind you, not just any card game, it's "Jassen!" If you are not Swiss, it's pronounced "Yassan" and it's serious business. During the year, you can hone your skills weekly at Ueli Hueglis Restaurant, every Wednesday. Address: Swiss Chef Restaurant at San Remo, 13727 Victory Blvd., Valley Glen, CA 91401 - (818) 904 1500.

If you live in another part of Los Angeles, try the Chalet Edelweiss Restaurant where the Bachofners organize something most Thursdays. Just call to make sure. Address: Chalet Edelweiss, 8740 Sepulveda Blvd., Westminster, CA 90045, (310) 645 8740.

If once a month is your thing, then your best bet is of course the Swiss Park. Card sharks meet the second Wednesday of every month at 7:30 pm. Just let Max Bachmann (mebachmann@sbcglobal.net) know that you are interested. He will send you an invitation/reminder.

And then there is the jass competition arranged by the Young Matterhorn Swiss Club every year, usually in May. Some 40 players take part, arriving a little before noon to register. Lilo gives everybody a number and sends them to one of the tables, set with a jass-carpet, a deck of cards and forms to fill in with the results. This is a very official competition. Four players, two against two, play eight rounds, calculate their results and hand them in to Lilo. Then the numbers is played with different part-games.

I think it was about 1987 when I par-worked at the Swiss Consulate and more of a version for children. I had etc., etc., and was second to last at the end of the afternoon. I must Then I got married to a former jass tion in his hands and we started the two of us at home. Then we left with three different couples. After



Jass-Champions 2007. From l.t.r.: Köbi Baur, Jakob Schneider and Ueli Huegli

was a "jass-intermission," because we didn't know anybody who played. What saved my husbands life was the fact that a jass-CD was sold in Switzerland. So he started playing at the computer. Sometimes he got so mad at his computer-partner, that I was afraid he would throw the laptop out the window! Köbi, computer and CD survived. In 1998 we came back to the Los Angeles region and immediately started playing. One year, Köbi was again jass champion and then later even I won a championship. His teaching had paid off. When I called my mother in Switzerland to boast about my win, she said: "Oh, you must have had such good cards!" "No, I said, I played my cards right!"

are redistributed and the next round

ners. And so on for eight complete participated for the first time. I still had played cards at home. But it was no idea of strategies, special rules when the results where announced have ruined many players' hopes! champion. He took my jass educa-some serious training sessions, just for Spain where we regularly played being transferred to Argentina, there

WAL BAUR

EDITOR, REGIONAL NEWS USA

wbaur@roadrunner.com

The Swiss Bakery logo and text: Swiss Xmas Cookies, Ovomaltine, Caotina, Rivella, Cheese, Biber, Swiss Chocolates, Bread. We ship nationwide. 703-321-3672 order@TheSwissBakery.com Come and taste Switzerland. www.TheSwissBakeryOnline.com

Wine, beer and spirits from Switzerland. Over 65 wines from Romandie and Ticino. Appenzeller beer. Original Willisauer spirits. Grappa from Ticino. Shipping to many states. 608-334-2616 www.swisscellars.com Swiss Cellars

REGIONAL NEWS USA

Articles Please send articles regarding the Regional News USA to Wal Baur 2364 Sunset Curve Upland, CA 91784-1069 Phone: 909 931 7708 e-mail: wbaur@roadrunner.com

Advertising For all advertising in the Regional News USA please contact Wal Baur 2364 Sunset Curve Upland, CA 91784-1069 Phone: 909 931 7708 e-mail: wbaur@roadrunner.com

Next Regional News Swiss Review 2/11 Deadline USA February 14 Approx. Arrival USA End of April\* Swiss Review 3/11 Deadline USA May 2 Approx. Arrival USA Middle of July\* \* sooner on web-site: www.revue.ch/regio-en-usa



## New England Founding of ETH Zurich Alumni Association

**Have you ever wondered why Swiss universities don't stay in touch with their former students? Most competitive colleges in the USA stay connected to their alumni, and attending reunions is an important tradition for many. Now ETH-Zurich alumni have a similar opportunity to stay connected – to each other and to their alma mater.**

Of the approximately 600 former ETH-Zurich students in the USA, about half are in New England. October 22, 2010 marked the founding of the ETH Zurich Alumni NE Council welcoming both recent and seasoned graduates for a reception at swissnex Boston and inviting them to join the association. This is the mission statement that was presented by Council president Dean Glettig.

• Offering a dynamic local

alumni network with strong ties to ETH Zurich and other alumni chapters worldwide

- Sharing a passion for Science & Technology and facilitating the exchange of knowledge, experience and ideas
- Serving as ambassadors for ETH Zurich and building productive links between Switzerland and the New England Region of the United States of America
- Inspiring personal and professional development; creating our future!

ETH Zurich President Ralph Eichler addressed the over 100 guests and toasted this festive moment with the wine of ETH-Zurich alumnus Hans Joerg Wyss who owns the Halter Ranch vineyard in Paso Robles CA. The guests also learned that ETH-Zurich now teaches its master classes in English. To learn more about the ETH-Zurich Alumni NEC or to join, log in to [www.newengland.alumni.ethz.ch](http://www.newengland.alumni.ethz.ch). American alumni cultivation is often closely linked with fundraising. Even with such a modest



While watching the rowers who participated in the world's largest regatta on the Charles River, ETH-Zurich NEC Board members and ETH-Zurich representatives strolled the parklands and exchanged ideas for collaborations and events. From left to right: Jacqueline Gasser-Beck, Swiss Consulate/Swissnex; Donald Tillmann, ETH-Zurich Foundation; Prof. Viola Vogel, ETH-Zurich; Renata von Tscharnner, NEC, Charles River Conservancy; Daniel Schaufelberger, Vice President NEC; ETH-Zurich President Prof. Ralph Eichler; Dean Glettig, President NEC; Peter Brunner, CEO ETH-Zurich Alumni Association; other board members of ETH-Zurich Alumni New England Chapter (NEC) not shown: Simone Airoldi, Francesco Albertini, Patrick Anquetil, and Rafael Garcia.

yearly tuition at the ETH-Zurich of around CHF 1000, fundraising is not the prime motive for creating ETH-Zurich Alumni Council. But many graduates now living in the USA realize what an incredible gift they received with this almost free education and want to give something back to their school. The ETH-Zurich Foundation welcomes

funds to push strategic initiatives forward: Medical Engineering, Sustainable Construction, and Electrical Energy, for example. One such initiative is to support the best talent through an excellence scholarship. Find out more at [www.ethz-foundation.ch](http://www.ethz-foundation.ch).

RENATA VON TSCHARNER  
rvt@thecharles.org



# Roberts

European Imports  
**Your Favorite Swiss Store!**



Fondue Supplies



Kitchen Towels

## Take advantage of Roberts End of Winter sale!

**Our Winter Sale offers 10% - 40% off all in-stock items from our Gift catalog and Internet catalog!**

**• Pay only \$13.95 shipping on any order over \$150!**

**For sale details, visit our web site**

**or call us at (608) 527-2417**

(Note: Sale excludes Bräzeli irons and already discounted merchandise. Sale applies to in-stock items only. This discount can not be used with other sales promotions. Sale runs February 15 - March 31, 2011.)



Victorinox Knives



Raclette Grills



Swiss Cow Bells



Längenthal China – 5 patterns

**View and shop our internet catalog at:**  
**WWW.SHOPSWISS.COM**

**Call or write for our free 40-page catalog! (608) 527-2417 • Send email to: [info@shopswiss.com](mailto:info@shopswiss.com)**

Roberts European Imports, 102 Fifth Avenue, P.O. Box 156, New Glarus, WI 53574-0156 • (608) 527-2417



### ALP and DELL Cheese - your favorite cheese store in the USA!

A Leader in Quality, Selection and Price featuring over 100 Wisconsin made, regional and imported cheeses including Appenzeller, Grand Cru Gruyere, Grand Cru Raclette (made in Monroe, WI), Gouda, Havarti, Cheddar, Blue plus many more. We have bulk cheese in wheels, loaves, and cut to your specifications. For cheese selection information, visit our web site at [www.alpanddellcheese.com](http://www.alpanddellcheese.com).

To order cheese direct, call (608) 328-3355 - order online at [www.alpanddellcheese.com](http://www.alpanddellcheese.com)



*Washington, D.C.*  
**Albert Gallatin's**  
*250<sup>th</sup> Birthday*

In front of the Treasury Department in Washington you will find a statue of Albert Gallatin with the following inscription:

ALBERT GALLATIN  
 Secretary of the Treasury,  
 Genius of Finance,  
 Senator and Representative,  
 Commissioner of the Treaty of  
 Ghent,  
 Minister to France and Great  
 Britain,  
 And steadfast champion of  
 democracy  
 1761 – 1849

Despite this impressive résumé, history seems to have overlooked Albert Gallatin. Born in Geneva and emigrating to America in his youth, Gallatin became one of the most influential political figures of his time, holding various distinguished positions in the United States and significantly shaping the destiny of the young republic.

In honour of Albert Gallatin's 250th birthday year, the Swiss Confederation has launched the "Gallatin250 Project." As part of the project, the Embassy of Switzerland and Swiss Consular Representations throughout the U.S. will organize a series of

high-level events called "Gallatin250 Roundtables" from mid-2010 through 2011. The Gallatin250 Roundtables are platforms for the discussion of current and relevant policy issues such as public debt reduction and fiscal responsibility. As another part of the Gallatin250 Project, the Swiss Confederation provided support for the publication of a new biography on Albert Gallatin written by



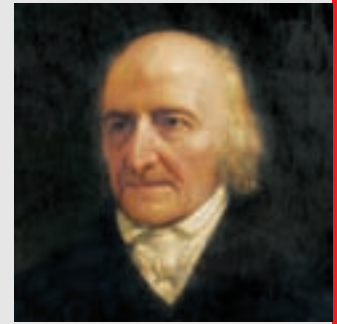
The statue of Albert Gallatin in front of the Treasury Department in Washington D.C., with the inscription clearly visible

Nicholas Dungan, a political and economic commentator and transatlantic expert. So it came to pass that on the 23<sup>rd</sup> of September 2010, over 100 people gathered at NYU's Gallatin School of Individualized Study to celebrate the book launch of "Gallatin: America's Swiss Founding Father." Distinguished guests spoke of Gallatin, his place in history and relevance to the present.

Dr. John Sexton, President of New York University, identified with Gallatin's cosmopolitan

personality. He stated that the goal of NYU is to create a university both in the city and of the city. This was the multicultural and organic approach that Albert Gallatin, a co-founder of NYU in the 1830s, sought to realize during the first few years of the university's existence.

Ambassador Christoph Bubb, Consul General of Switzerland in New York, pinpointed Gallatin's education in Geneva as the foundation of all his later accomplishments. Gallatin was not the average immigrant who became "Americanized," but actively shaped the newly born nation. Throughout Albert Gallatin's entire life, the core values of his Geneva upbringing such as decisive logic and discipline were evident. Finally, author Nicholas Dungan thanked everyone at the Swiss Confederation and New York University Press for the support in writing this biography. He expressed astonishment that someone of Gallatin's stature



**Portrait of Albert Gallatin** could be bypassed in history. He hoped that, with the book and the Gallatin250 project, Albert Gallatin would receive his deserved recognition. The author ended by quoting the first sentence of the introduction: "Albert Gallatin, born in Geneva and raised in the Swiss and French-speaking tradition, came to America in his youth and, in a lifetime of public service to his adopted country, contributed to the welfare and independence of the United States as fully as any other statesman of his age."

BENJAMIN NEWMAN  
 benjamin.martinez.  
 newman@gmail.com

At RFA  
 We Understand...

**RFA**  
 Reilly Financial Advisors

Helping expats and Swiss citizens with  
 Investments and financial matters

**Ron Inniger**  
 Vice President, Wealth Management  
 Swiss Certified Financial Planner  
 P: 800-682-3237 ~ F: 619-698-7260  
 Email: ron@rfadvisors.com  
 www.rfadvisors.com

**A to Z Travel Planners**  
 Swiss Owned and Operated  
 Travel Agency Services Worldwide

All Major Airlines  
 Featuring Swiss International  
 Rail Passes  
 Cruises  
 Mexico  
 Car Rentals  
 Independent and Escorted Tours & Packages  
 Hawaii  
 Apartments  
 Hotels  
 Villa Rentals

**www.EuropefromAtoZ.com**  
 Call 1-800-261-9960 or 408-363-9966  
 5533 Snell Avenue Suite 100  
 San Jose, CA 95123

CST #101376940

## California In search of open minds

Severin Ott is President of the United Swiss Societies of Northern California. He left Switzerland in 1969 and found the open-mindedness he was looking for in the San Francisco Bay Area.

Janis Joplin? Severin Ott had never heard of her when some friends took him to a concert in 1969. Ott was 19 years old, hardly spoke any English and had just emigrated to Canada from Weggis by Lake Lucerne. It took him a while to realize what this concert was all about: Woodstock.

This was the open spirit that he had been looking for when he left Switzerland. He didn't find it in Canada, where, at that time bars still had separate lounges for men and women. Given this and the cold weather not to his taste, he moved to California in 1971, following a family tradition. Some of his ancestors had left Switzerland in the early

19th century, others in the 1940s, and three of his six brothers and sisters had already settled in California. With his apprenticeship in the construction industry in Switzerland, he easily found work in



Severin Ott, President of the United Swiss Societies of Northern California

the booming building business around the San Francisco Bay Area and made his way to be a civil engineer. Finally, he found the open-mindedness he had

been looking for. "I was never a hippie, I needed a secure job. But I was looking for a society where things don't have to be done the same way as they always have been," he says. California proved to be this in-

as exchange students. Ott doesn't regret having left Switzerland and enjoys living in California. But he still feels more Swiss than American, and still shows up at appointments a few minutes early. "I could probably live in Switzerland today. The Swiss have become more open-minded," he smiles. He visits Switzerland about every five years, particularly for class reunions.

When his two children were born, his desire to celebrate his Swiss heritage grew stronger. He joined the Peninsula Swiss Club and is now President of the United Swiss Societies of Northern California, an umbrella organization of eight Swiss clubs. "It would be a shame if these organizations ceased to exist," he says. But Ott feels that they must become more family-friendly. Some years ago, children were not even allowed to join the annual Fondue event. Severin Ott can be reached at: Severin\_Ott@Hotmail.com.

United Swiss Societies of Northern California:  
<http://teslatroops.com/USSNC/about.php>

ADRIAN RITTER  
is a freelance journalist  
[adrianritter@gmx.ch](mailto:adrianritter@gmx.ch)

novative environment. Severin Ott, now 61, experienced many changes since the 1970s: the end of race riots and the Vietnam war, the boom in Silicon Valley, the constant immigration of people from all over the world. "It was the end of the era when Swiss immigrants could easily get a long-term visa," he recalls of the 1970s. Nowadays, most Swiss have a work visa for only three or four years or come



**TRANSPORTING**  
· **HOUSEHOLD GOODS**  
· **AUTO & BOAT**  
· **AIR & OCEAN**

**Direct Service USA  
TO AND FROM Switzerland**

USA contacts:

**TRANSCONTAINER TRANSPORT INC.**

**East Coast**

777 Passaic Ave.  
Clifton, NJ 07012  
Tel. +1(973)272.0201 or  
1.800.582.0230  
E: [nycoffice@transcontainer.com](mailto:nycoffice@transcontainer.com)

**West Coast - TTI FORWARDING**

320 Pine Ave., Ste 1000  
Long Beach, CA 90802  
Tel. +1(562) 437.4210 or  
1.800.325.3811

E: [laxoffice@transcontainer.com](mailto:laxoffice@transcontainer.com)

[www.transcontainer.com](http://www.transcontainer.com)

Swiss contacts:

**GONDRAND AG**  
Industriestrasse 10  
8152 Glattbrugg  
Tel. +41 44 828 6830  
E: [c.tintori@gondrand.ch](mailto:c.tintori@gondrand.ch)  
[www.gondrand.ch](http://www.gondrand.ch)

### Search for Heirs

We are looking for the descendants of **Meinrad Benedikt Kaelin**, born May 22, 1891 in Einsiedeln. He arrived in New York on Aug. 20, 1912 on board the ship „Rijndam“. He was the son of **Dominik Benedikt Kaelin** and **Appollonia Kaelin-Wikart**, born Oct. 27, 1862, deceased Feb. 24, 1925.

We are also looking for information regarding Appollonia's daughter, **Meinrada Elisabetha Kaelin**, born May 16, 1890. We assume she was a member of the Mormon Church Jesus Christ of Latter Day Saints.

Any information should be mailed to:

**Benno Kälin**  
Langrütistrasse 30  
CH- 8840 Einsiedeln, Switzerland  
or e-mailed to  
[benno.chaeli@bluewin.ch](mailto:benno.chaeli@bluewin.ch).



*Pennsylvania*  
150 years old/young  
Swiss Society

The Swiss Benevolent Society of Philadelphia celebrated its 150<sup>th</sup> Anniversary with a Gala Event on October 16, 2010 at the Torresdale Frankford Country Club in Philadelphia.

Our celebration started with a cocktail hour and music by the



Bronkovic, greeted sixty-nine members, friends and guests. The President of the SBS Phila-



Cocktail hour at the 150th anniversary celebration

Windjammer Euro Band lead by Thomas Groeber. Thomas welcomed us all in the Ball Room with his fine Alphorn tune. Our Master of Ceremony, Jack

delphia, Dolf Herger, welcomed special guests: Honorary Consul of Switzerland in Philadelphia, Mr. Franz Portmann; President of the Swiss Benevolent Society



The Kulu Mele African-American Dance Ensemble from Philadelphia

Washington DC, Mr. Campbell Graeb; President of the Swiss Club of the Jersey Shore, Mrs. Silvia Brooks; President of the Swiss Society of New York,



Thomas welcomed the guests in the Ball Room with his fine Alphorn tune

Mr. Beat Reinhart, and President of the New Helvetic Society, Chapter Pennsylvania, Mrs. Veronique Sturzenegger. The SBS President also introduced the Directors of the Board and turned the micro-

memorable one half hour show we all enjoyed dessert and the SBS President took the floor again to thank all advertisers, supporters and volunteers for helping us to make this event happen.



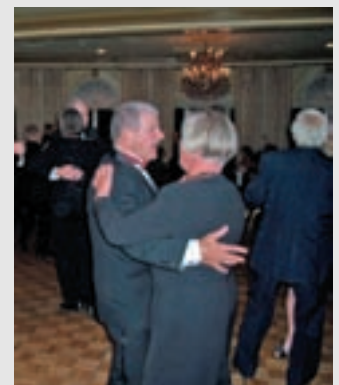
The President's table

phone over to Dr. Frank E. Muggler who presented the Invocation for this special event

The band continued to play familiar tunes and I was very happy to see so many couples



On the dance floor, left: Vreni Ranjo and SBS President Dolf Herger and right: Honorary Consul Franz Portmann with wife Rosemarie



and wished all attendees a pleasant dinner. We all enjoyed excellent food and continued to listen to Swiss tunes, which encouraged some couples to take the floor for a dance. The drummers and dancers of the Kulu Mele African-American Dance Ensemble from Philadelphia, lead by Dorothy Wilkie, performed dances from their native country. After a

enjoying their dancing. The 150<sup>th</sup> Anniversary Celebration came to a close with a Thank-You to all members, friends and guests and a wish for a safe ride home.

TEXT:

DOLF HERGER

PRESIDENT SBS PHILADELPHIA  
dherger@verizon.net

PHOTOS:

SUZANNE AND BEAU HERGER

**We offer a very large selection of delicious Swiss Sausages, Landjaeger, Buendnerfleisch, Cheeses, Chocolates, Thomy Mustards, and more.**

<p><b>WHOLESALE &amp; MAIL ORDER:</b> Continental Sausage 911 E. 75th Avenue Denver, Colorado 80229 Local 303-288-9787 or toll free: 866-SWISS-FOOD   Fax 303-288-9789</p>	<p><b>VISIT OUR RETAIL STORE:</b> Continental Sausage 250 Steele Street Denver, Colorado 80206</p> <p><b>VISIT OUR WEB SITE:</b> www.continentalsausage.com</p>
--	---

## California Healing hands

Volunteer work at a transitional shelter for survivors of domestic violence

Dr. Irène Gabriel-Thomas, daughter of Walter Gabriel, Ennetbürgen, and Anna Barbara Holenstein, Stein am Rhein, was born and raised in Zürich, where she attended the Kantonsschule

Küsnacht, graduated in 1988 with a Maturität Diploma and began to study History at the University of Zürich. After just a few semesters, Irène

realized she needed to spend her life interacting with people rather than books, and enrolled in the newly founded Schule für Naturheilkunde in Zürich. This is Irène's story: On a trip vacationing in Bali with my daughter Mara, I met

Professor John Thomas from the University of Southern California (USC) and his daughter Celeste. That walk on the beach at sunset was telling, and my daughter and I soon joined John and Celeste in Los Angeles. We have been happily married for over twelve years.

I was introduced to Chiropractic while working at Dr. Cheryl Revkin's Office in Silver Lake as



Dr. Gabriel working on a patient

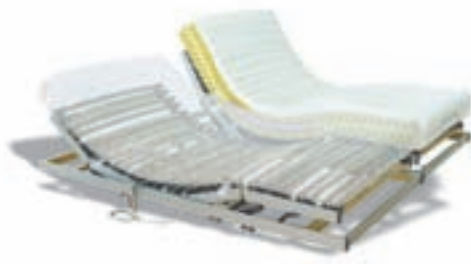
the massage therapist. Although I was accepted to USC's Occupational Therapy School, I was so intrigued by Dr. Revkin's work and her role in the community, that I chose to attend Cleveland Chiropractic College in Los Angeles. After graduating with de-

grees in Doctor of Chiropractic and Bachelor of Science, I went on to study Chiropractic Biophysics with Dr. Meredith Littlefield, and Zindler Technique with Dr. Dale Ellwein, both masters in their fields with decades of experience in practicing and teaching. The four years of Chiropractic College, which is similar to medical school, form the scientific foundation, and the holistic view I have nurtured since Naturopath School fostered my approach to healing. When Marilyn Fong, a massage client who has long since become a friend, mentioned her involvement with a shelter for abuse victims, I asked if I could treat the families. It has been a source of experience and enrichment ever since.

I have been offering chiropractic care to the women and children at the shelter for over a year on a weekly basis. Upon arriving, I am greeted by the children eagerly waiting their turn while I set up my table and unpack the files. Kids profit greatly

from chiropractic care, and I feel fortunate to be able to adjust them regularly. After the kids, I care for the mothers. Regular care helps the body achieve better health, an important factor in the recovery from years of high stress, emotional and physical injury and insult. Body and mind regain strength and resilience. Chiropractic adjustments directly influence the nervous system, which in turn controls every function of the body. Although the families are in a safe place, there is still the challenge of adapting to completely different lives: a new environment, new circumstances, new rules, and being a single parent. My function is to provide relieve from aches and pains, listen to and discuss any health concerns, and educate about healthy life style choices. Training in language and job skills, counseling, expressive art workshops, and my health care all aim at the empowerment of the women and their children to live self-determined.

IRÈNE GABRIEL-THOMAS, DC  
engelina@mac.com



### 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](http://www.SwissSleepSystem.com) or call 1.866.SWISS99. We'll make you feel right at home.



*Für ä tüüfä gsundä Schlaaf. Pour un sommeil sain et profond.*



Last September 16, in recognition of her volunteer work, Dr. Irène Gabriel-Thomas was the happy recipient of the following awards: APWC, California State Senator Carol Liu, California State Assembly Member Mike Eng, and Los Angeles County Assessor Robert Quinn.

The Asian Pacific Women Center (APWC) is dedicated to providing a safe haven and support services for women and children who are survivors of domestic violence. They provide an environment that is sensitive to the cultural and language needs of Asian and Pacific Islander who are domestic violence survivors as well as their families. They help as they acquire the necessary skills and personal strength for self-sufficiency and violence free lives. The shelter is open to families from any cultural background.

More about the Center:  
[www.apwcla.org](http://www.apwcla.org)



## Washington, DC. A Call for a Manufacturing Mandate

To Attract and Retain a Skilled Workforce

Challenged by a shortage of skilled labor and the global economic crisis, Swiss and American manufacturing industry leaders issued a collective call to action at the 4<sup>th</sup> Annual Manufacturing Summit on Green Collar Jobs and Apprenticeship, on November 9, 2010 in Washington, D.C.

Leaders from government, business, and manufacturing organizations working to ensure a solution to the need for more skilled workers in the U.S. addressed the Summit. Among the 21 speakers at the full-day Summit were: Senator Al Franken (D-Minnesota); Senator Amy Klobuchar (D-Minnesota); Assistant Secretary of Labor Jane Oates; Caroline Faivet, President of The Swatch Group (US); Blake Moret, VP of Rockwell Automa-

tion; Hans Ulrich Bigler, President of SGV the Swiss Trade Association of SMEs; Phaedra Ellis-Lamkins, President of Green For All; Louis Soares, Director at The Center for American Progress; and Manuel Sager, the newly appointed Ambassador of Switzerland to the United States.

Sessions and panel discussions emphasized solutions to the skilled labor shortage including the importance of coordinated public private partnerships to build capacity and ensure economic growth. It was noted by several that the current opportunity is positively impacted by the demand for more green collar manufacturing jobs.

"The United States needs a coherent and coordinated national manufacturing strategy - a Manufacturing Mandate -- if we are to grow and prosper as a nation. 'Smartforce' development has to be a priority component of this strategy, because our people are the catalysts of innovation," said Doug Woods, President of

The Association for Manufacturing Technology (AMT). He continued, "We must work together with our government and our schools to ensure that American workers are equipped with the skills necessary to take on the world and come out on top!" Key priorities in the Manufacturing Mandate include:

who are passionate about watch making to attend a two-year program tuition free, where The Swatch Group subsequently employs 90% of graduates. Ms. Faivet said, "This is a unique school in the USA that combines WOSTEP certification with an apprenticeship experience." This innovative training program is



Mr. Hans Ulrich Bigler, president, SGV Swiss Association of SMEs  
Ms. Jane Oates, Assistant Secretary of Labor  
Mr. Stephen Mandes, Executive Director, National Institute of Metalworking Skills (NIMS)  
Senator Amy Klobuchar (D-Minnesota)  
Mr. Martin von Walterskirchen, Minister, Regional Director Americas, Switzerland Trade & Investment Promotion

- incentives for innovation and R&D for new products;
- more capital;
- global competitiveness;
- minimize structural cost burdens; and,
- enhanced public private partnerships between government, businesses and educational institutions.

The Swiss, well known for their dual secondary education system incorporating apprenticeship, shared their educational and public-private partnership models with participants. Caroline Faivet highlighted The Swatch Group's model of global training through its Nicolas G. Hayek Watchmaking School, located in Florida. Given the high demand for these skills, Ms. Faivet described this unique opportunity available for people

one example of the Swiss model of apprenticeship implemented globally. Appointed Ambassador Sager strongly emphasized the importance of creating the right opportunities at an early age. Apprenticeship programs in Switzerland have proven successful in ensuring professional opportunities for young people and a steady supply of skilled workers for the Swiss manufacturing industry. In addition, with limited natural resources, the Swiss have been encouraged to develop innovative green technology solutions in energy and building manufacturing. Appointed Ambassador Sager said, "we know the added value of well paying green collar jobs is that they serve to ease both the employment crisis and the



**SAN FRANCISCO - ZURICH: DAILY**  
except Tues/**Starting March 26, 2011:**  
**EVERYDAY. NONSTOP TO ZURICH**

**IN-STYLE** from San Francisco, Los Angeles, Chicago, Newark, Boston and Miami. You may fly from one city, return from another (like Europe). **Lots of \$-saving combinations – Book early – 2011 rates available NOW!** We handle **ALL Airlines** – economy, business and Consolidator rates. **The earlier you book, the more you save. Beat the NET.**



**PRE-TOUR to 27th PACIFIC COAST SWISS SINGING and YODELING Festival/CALGARY to VANCOUVER: June 14-23, 2011, A Real Treat!**

After a brief city tour in **CALGARY**, we go to **BANFF**. Enjoy a full-day boating, fishing, hiking or an optional Helicopter Ride. Next is gorgeous **Lake Louise**, the **COLUMBIA ICE-FIELD**, a possible river ride down Athabasca River, 2 nights in **JASPER**, ending with a spectacular train ride on the "ROCKY MOUNTAINEER" from the **Canadian Rockies** to the Pacific Coast. Total Rail journey by daylight with hotel in **Kamloops**. \$2,499 pp share double. \$730 single suppl.



**JOIN US again on one of only three true Clipper Ships!**  
We sail **Aug 27, 2011** from **MALTA** on the Star Flyer, calling on ports in Sicily, Tunis, Sardinia & Corsica before disembarking Sept.3 in **MONTE CARLO**.

fr.\$1,337.50 pp/share - Port Taxes \$235.

101 YEARS OF CREATIVE TRAVEL  
One Call For the World!  
1910-2011  
415-553-7711

Toll free:  
877-388-9695

269 States Street  
San Francisco, CA 94114-1405

**JASON TRAVEL, INC**  
travel@jasontravel.com  
www.jasontravel.com

**Swiss Heritage Travel**  
find@swissheritagettravel.com  
www.swissheritagettravel.com

CST #1005510-50

**All Things Swiss**  
Eco-Friendly watches, luxury organic soaps,  
fine quality pewter gifts and items  
All made and crafted in Switzerland  
www.all-things-swiss.com

fiscal concerns of employers and workers alike.” Fiscal, unemployment and energy concerns were shared by both Senator Klobuchar and Senator Franken. “Despite Min-

century labor force, Congress needs to ensure that our investments in education and job training keep up with our country’s workforce needs to rejuvenate our economy for genera-

have the ability to be the global leader in energy.” Assistant Secretary Oates offered the keynote speech to the audience of 150 manufacturing leaders. “I am pleased to join in this conversation on the shared futures of advanced manufacturing, green jobs and Registered Apprenticeship,” said Oates. “Our Registered Apprenticeship program has a record of success when it comes to creating nationally recognized credentials. Continuing to develop and refine connections between Registered Apprenticeship and green careers is a key aspect of delivering training that gets more workers into good jobs in promising industries.”

in expanding sectors such as manufacturing and green technology. Funding, innovation, incubation, and improved partnerships were key messages that participants took back to their respective businesses in the United States and Switzerland.

# # #

The 4<sup>th</sup> Annual The Manufacturing Summit 2010 on Green Collar Jobs and Apprenticeship was hosted by Switzerland Trade & Investment Promotion and The National Institute for Metalworking Skills (NIMS).

For more information, go to: [www.TheManufacturingSummit.com](http://www.TheManufacturingSummit.com)

DANIEL BANGSER  
SWITZERLAND

TRADE & INVESTMENT PROMOTION  
[daniel.bangser@eda.admin.ch](mailto:daniel.bangser@eda.admin.ch)  
[www.LocationSwitzerland.com](http://www.LocationSwitzerland.com)  
[www.osec.ch](http://www.osec.ch)

Photos: Switzerland Trade & Investment Promotion.  
This is the 4th Annual Manufacturing Summit 2010: green Collar Jobs and Apprenticeship



Senator Al Franken (D-Minnesota) and newly appointed Ambassador of Switzerland to the United States, Mr. Manuel Sager

nesota experiencing the highest unemployment levels in a generation, there are manufacturing jobs in our state that remain unfilled,” said Sen. Franken “While Minnesota has some exceptional programs in place to train a 21st

century labor force, Congress needs to ensure that our investments in education and job training keep up with our country’s workforce needs to rejuvenate our economy for genera-

In addition, Assistant Secretary Oates mentioned the upcoming Solicitation Grant Application (SGA) of \$500 million of available funds to support grant recipients in developing new public private partnerships between educational institutions and local businesses, to build capacity

### Coffeehouse quality in the comfort of your home

The NEW Palazzo from SOLIS is the ultimate in home espresso machines. It offers: Espresso and Café Crème at the touch of a button; Steam at the turn of a knob; and a built in bypass chute that permits the use of pre-ground coffee (decaf) so that no one is left out. Producing delicious coffeehouse quality lattes and cappuccinos at home has never been so easy.



SOLIS Master 5000  
\$ 899.00



SOLIS Master 5000  
Digital, \$ 1049.00

**SPECIAL OFFER**  
Receive a 5 % discount if you mention offer code CH05 when placing your order.

All prices subject to change

Repairs of all Solis coffee makers



SOLIS Palazzo \$ 1199.00

**Premiumcoffeemaker by:**  
**GULF COAST CONSULTING ENTERPRISES INC.**  
Phone: 941 380 2832  
[www.premiumcoffeemaker.com](http://www.premiumcoffeemaker.com)  
[support@premiumcoffeemaker.com](mailto:support@premiumcoffeemaker.com)

## Swiss Moving Service AG



moving around the world

TO AND FROM ANYWHERE IN SWITZERLAND AND THE WORLD

- Personal service and individual advice
- Door to door service for removal goods and motor cars
- Consolidation container services to all mayor places in the USA, Canada, Australia, Far East, New Zealand, Latin America and Africa

In der Luberzen 19  
CH-8902 Urdorf Zurich  
Switzerland

phone +41 44 466 9000  
fax +41 44 461 9010  
[www.swiss-moving-service.ch](http://www.swiss-moving-service.ch)  
[info@swiss-moving-service.ch](mailto:info@swiss-moving-service.ch)

Happy  
New Year!



Wal Eaur