

February 06



SWISS-CALIFORNIA FOUNDATION

NEWS – FACTS – INFORMATION

Dear Members and Friends:

The sun is shining and the temperature is climbing – although it doesn't feel like it, I have already been working in Santa Rosa for four months. I am enjoying every single day in this beautiful area of California and I expect to continue to do so through June. For now, it is time for my second newsletter, in which I am going to give you an update on my work for the Swiss-California Foundation and the Economic Development Board.

What we have done recently...

Alongside with the daily business of the Foundation, I am working on several projects.

For the Swiss-American Chamber of Commerce, I have researched and evaluated new client relationship management software. From a final list of four programs we are soon going to determine a selection, which I will then be implementing.

I have established the "HSG Alumni Club of Northern California", which can now be found on the website of the Alumni Association (www.alumni.unisg.ch). We will be celebrating our first "Stamm" next month. We were also able to place an article in the next Alumni magazine that is going to be released in March.

An ongoing project for the SCF is fundraising and related to that effort are many activities, including the representation of the Foundation at events and meetings, such as the monthly get-together at Swissnex in San Francisco, the establishment of contacts with other foundations and interested parties, and the search for new partnerships.

I have also started the recruiting process for the next year's Fellowship program, mainly by organizing our participation at the upcoming Forum HSG.

For the Economic Development Board, I am working on international trade initiatives. As there are already several regarding the Asian Pacific area, we will focus on trade relations with Central and Latin America, both areas with strongly growing economies and efforts to liberalize their markets, which we see as great opportunities for Sonoma County businesses.

What we plan to do in the near future...

In line with our fundraising efforts we are planning a fundraising dinner this spring, where we would like to invite interested parties to learn about the Swiss-California Foundation's goals.

As I already mentioned, the HSG Alumni Club will have its Kick-off event soon and I am looking forward to holding "Stamm" meetings on a regular basis.

Once again, I would like to thank all of our sponsors for their continuous support, without which this program wouldn't be possible.

If you have any questions or suggestions, please do not hesitate to contact me.

Best regards,

A handwritten signature in black ink that reads 'Raphael'.

Raphael Zeller
Program Coordinator
Swiss-California Foundation

401 College Avenue, Suite D
Santa Rosa, CA 95401
Phone (707) 565-6456
info@swisscalifornia.com
www.swisscalifornia.com