



SWISS-CALIFORNIA FOUNDATION

PROGRESS-REPORT

Dear Members and Friends:



It is hard to believe four months have passed since I first started work with the Swiss-California Foundation. My short four months here have been very exciting and eventful. I have had many valuable experiences through both my work with the Foundation as well as my time spent exploring and enjoying beautiful Northern California.

What I have done in the past few months...

The first few weeks were dedicated to settling in and becoming acquainted with the Swiss-California Foundation and the Sonoma County Economic Development Board. Accordingly, my days were filled with the search for the perfect car, standing in line for a Social Security number and getting to know my co-workers and the office. Soon, I was able to develop a work routine and take care of the Foundation's daily business. I also began to work on a number of individual projects.

Projects I am working on...

Currently, I am working on projects from four different areas.

(1) For the **Swiss-American Chamber of Commerce** (SACC) I am following up on a project, which was started by my predecessor Raphael Zeller and involves the establishment of a customer relationship management database. Only a few small modifications remain before the software can go online and help facilitate the SACC's daily business.

(2) For the **HSG Alumni Club of Northern California**, which is the local branch of the Alumni Club of the University of St. Gallen (HSG), I am planning a "Stamm" in San Francisco within the next month. It will be a perfect opportunity for local HSG Alumni who live in the area to get together and catch up on what has been going on since the last "Stamm" in late June 2006.

(3) For the **Swiss-California Foundation** (SCF) I am working on increasing the aware-

ness of the Foundation throughout the Swiss Community in the Bay Area. As a nonprofit organization it is crucial for us to make the foundation and our fellowship program known to as many people as possible. Being a partner of the SACC and the University of St. Gallen, and being supported by renowned Swiss-related companies, the SCF provides a valuable networking experience for all its members. Furthermore, the Foundation offers one qualified Swiss graduate per year the unique opportunity to live and work in the United States and to prepare for future key roles in business and governmental relationships between Switzerland and the US. My activities related to the effort of awareness building include the representation of the Foundation at events and meetings, such as the monthly get-together at Swissnex in San Francisco and the various events hosted by the SACC.

I have also started the recruiting process for next year's Fellowship program, specifically by organizing our participation at the upcoming Forum HSG, the annual recruitment event at the University of St. Gallen. The 2007-2008 fellowship program will start in November 2007.

(4) For the **Sonoma County Economic Development Board** (EDB) I am working on international trade initiatives with a focus on trade relations with Central and Latin America. These are areas with strongly growing economies, which offer great business opportunities for Sonoma County companies.

I am also working on a talent attraction program for young professionals. This project involves developing and conducting a survey of Sonoma County young professionals, evaluating the special needs and interests of this demographic, as well as drafting an action plan, which will help policymakers and local economic development leadership attract and retain young, highly skilled professionals to the area.

Please go to the next page to see what we plan to do in the near future...

We are pleased to announce that the Swiss-California Foundation is growing. Among others, Merryvale Vineyards recently joined us as a new member and, needless to say, we are always happy to welcome additional supporters and friends of the Foundation.

The Foundation also strives to constantly develop and improve its fellowship program. In relation to this effort the Foundation will hold a Board retreat, which is scheduled to take place in early spring. The retreat allows the SCF Board to meet and discuss the program's focus and long-term goals. It will also provide an opportunity to outline the program for next year's internship.

I would like to thank you all for your interest in the Swiss-California Foundation and for your generous and continuous support. I hope to meet you soon!

Please do not hesitate to contact me if you have any questions or suggestions.

Best regards,



Patrizia Buser
Program Coordinator
Swiss-California Foundation

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

Farewell Party Raphael Zeller, June 2006

