



SWISS-CALIFORNIA FOUNDATION

NEWS – FACTS - INFORMATION

Dear Members and Friends:

Days are fleeting fast. I have already been in Santa Rosa for more than one and a half months and the time has come to send you my first newsletter.

What we have done recently...

My time initially was devoted to becoming acquainted with the Foundation, the Sonoma County Economic Development Board where our office is located, and of course with the daily business I will handle for both organizations.

A very important part of my work is to strengthen the public awareness of the Foundation. Recently, we were very pleased to again have the opportunity to present the Foundation to almost 100 people at the Holiday-Lunch of the Swiss-American Chamber of Commerce.

Also, the Swiss-California Foundation is celebrating the Holidays, so we organized a Fondue get-together at the home of one of our board members (Daniel Hildebrand).

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

To keep the Fellowship program going for the coming years and to broaden its financial basis, the Swiss-California Foundation is constantly seeking new partners and sponsors. For example, we will organize a fundraising dinner this coming spring. Additionally, there will be several projects to improve sponsor's benefits and their representation.

For our long-term partner, the Swiss-American Chamber of Commerce, I will evaluate and implement a communication database program to ease the interaction with its members and improve the efficiency of administration.

Starting two years ago, the Swiss-California Foundation has showed its strong ties to the University of St. Gallen by organizing informal meetings with alumni in the region. This year we will take a step forward and establish an "Alumni Club of California".

I will also run several projects for the Sonoma County Economic Development Board. One such program is the International Trade Program. Its focus will be to improve the success of local businesses in global trade, especially to Asia. Independent from that, I will also work on a real-wage appreciation study for Sonoma County, the first such survey done in Sonoma County.

The Swiss-California Foundation is always trying to improve its activities. We hope you are pleased with our work and would like to thank you for your continuous support and engagement.

If you have any questions or suggestions, please do not hesitate to contact me. In the meantime, I wish you and your family Happy Holidays and all the best for the New Year.

Best regards,

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

Raphael Zeller
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