

# z' Chuchichäschtli

PUBLISHED BY THE SWISS SOCIETY OF BOSTON

July 2008 | Volume 18 Number 1

## President's Message

Dear Friends,

I hope this letter finds you well and you are gearing up for a nice, New England summer. There is nothing quite like it.

In March we celebrated our 143rd Annual Meeting at a wonderful new location: the Scandinavian Living Center in West Newton welcomed us with open arms! We had a full house, a great art and hobby exhibit – the conversations were going strong and new friendships were formed. Thomas Aeschi gave a very interesting presentation keeping us updated about his views of the challenges and problems of our “old” country.

All too soon, while some pictures of our activities were shown, the evening came to a close. Everybody left with some delicious and wonderful favors provided by Lindt USA!

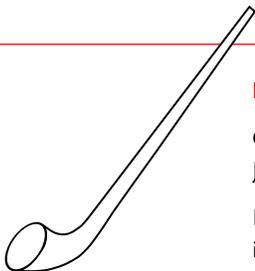
Looking forward to repeat another meeting next year at the beautiful Nordic Hall of the Scandinavian Living Center.

The calendars were sent out recently and I am looking forward to see many of you at our upcoming activities.

Last but not least, I'd like to thank Monica DeSalvo for the new look of the *Chuchichäschtli*. I hope you find it as inspiring and exciting as I do!

With best wishes,

*Marianne Biber*



### Be the first to know!

Check out our website and sign up to receive notices by e-mail. Just send your info to [contact@swissocietyboston.org](mailto:contact@swissocietyboston.org).

Please also let us know if your e-mail address is changing or if you are moving.

### Inside this Issue

- 2 SSOB and Local News
- 3 Winter Outing
- 4 Annual Meeting
- 6 Homecoming on the Boston Rütli
- 7 Marketplace
- 8 Calendar of Upcoming Events

### Welcome! New SSOB Members

**Renate and Paul Beausoleil**  
*Blackstone, MA*

**Roger Binggeli and Melanie Macbeth**  
*Waltham, MA*

**Roger and Blanka Buehler**  
*Mansfield, MA*

**Vincent Emery**  
*Framingham, MA*

**Donald and Charlotte Fultz**  
*Plymouth, MA*

**Carol Johnston**  
*Quincy, MA*

**Sevrine Knuchel**  
*Boston, MA*

**Iso and Libuse Moshfegh**  
*Cambridge, MA*

**Beat and Barbara Handschin Nyfeler**  
*Cambridge, MA*

**Philip Rauh and Dianne Philipps**  
*Cambridge, MA*

**Jacqueline Villars**  
*Belmont, MA*

**Pia Wintermark**  
*Brookline, MA*

**Swiss Society Board Members***President:*

Marianne Biber (h) 781-444-4691

*Treasurer:*

Peter Luck (c) 617-590-3447

*Secretary:*

Heather Sears (h) 617-375-6348

*Membership:*

Andrea Grealish (h) 781-769-9540

**Advisory Board:**

Heiner Baumann

Sara Briggs (h) 407-362-6781

Patrick Luthi (h) ++41 21 801 9042

Paul Zellweger (h) 617-864-1040

**Vice Presidents:**

Agnes Cavigelli (h) 781-862-0693

Susanne Beeber (h) 978-667-4785

Lena Bodos (h) 781-872-1050

Monica DeSalvo (h) 781-316-8091

Paulette Fraizer (c) 978-621-1914

Helen Gloor (h) 978-640-6203

Peter Luck (c) 617-590-3447

Pascal Marmier (c) 617-331-3989

Christine Pineo (h) 413-648-5326

Clayton Stewart (h) 781-862-2516

Thomas Stohr (h) 781-942-1123

**New Board Member & Editor of the “Chuchichaeschtli”**

I grew up in Willisau, near Lucerne. Lovers of jazz, the ‘Ringli’ cookies and ‘Traesch Schnapps’ will certainly know this historical medieval village located on the foot of the ‘Napf’. I originally came to America for a one-year assignment with Kuoni Travel in Atlanta, GA. Ten years, four states (each successively farther up the East Coast), and three jobs later I now call Reading home, along with my husband Greg and our two cats.

Of all places in America in which I lived, I find the Boston area and its suburbs to remind me most of Switzerland in terms of (most obviously) the snowy winters, the local small-town charm, and (most important) the camaraderie of the local expatriates. Furthermore, it’s just a few hours across the pond, which proves to be very handy to visit family and for my position as a Product Manager for a large International Travel Company.

While I am new at editing, I do enjoy it, and I look forward to the challenge.

‘Uf widerluege!’

*Lena Bodos*



Swissnex Boston, the Consulate of Switzerland (formerly SHARE), acts as a physical and virtual environment fostering closer ties between Switzerland, New England and Eastern Canada in academia, industry and society. It is part of the swissnex network which is primarily dedicated to science and technology.

We are happy to keep the readers of Chuchichaestli magazine informed about ongoing and upcoming activities at swissnex and invite you to join our mailing list if you wish to take part in our projects and events:

“Think Swim – Think Swiss”: swissnex Boston is partnering with the Charles Riv-

er Conservancy to bring back swimming to the Charles River. As the water quality of the Charles River continues to improve, it is time to make “river swimming” in the United States a reality. The panels will be displayed along the Charles River during the summer (see our homepage [www.swissnexboston.org](http://www.swissnexboston.org) for dates and locations).

Groundbreaking: The construction of our 2nd floor pavilion at 420 Broadway has finally started, and we anticipate moving back by November.

*Anina Koeppli*  
Advisor Education and Academic Affairs,  
[www.swissnexboston.org](http://www.swissnexboston.org)



Holiday apartments, holiday houses and holiday villas throughout Europe & Florida!

Contact us at **800-882-6864** to speak to a reservation specialist or visit our website [www.interhomeusa.com](http://www.interhomeusa.com) to plan your next vacation!

**Mention the ‘Chuchichaeschtli’ and get a 10% discount on your next rental!**

**WINTER OUTING**

National Heritage Museum

Lexington, MA

February 9, 2008

**Raymond Loewy:****Designs for a Consumer Culture**

Do you know who designed the logo of “Lucky Strike” cigarettes?

I didn’t know until I took part in the SSOB Winter Outing on February 9th at the National Heritage Museum where I learned together with 15 other SSOB members about Raymond Loewy. He was the inventor and creator of industrial design; born in Paris in 1893. An early accomplishment was the design of a successful model aircraft, which won the James Gordon Bennett Cup in 1908. By the following year, he was selling the plane, named the Ayrel. He served in the French Army during World War I, attaining the rank of captain. Loewy was wounded in combat and received the Croix de Guerre. He boarded a ship to America in 1919, with only his French officer’s uniform and forty dollars in his pocket.



He designed from locomotives to lipsticks and his industrial design firms created some the most important design innovations in the 20th century. “Raymond Loewy: Designs for a Consumer Culture,” showcases his work, placing it in the wider context of the shaping of a modern look for consumer culture. His career is brought to life by an array of original drawings, models, products, advertisements, photographs, and rare film footage of Loewy at work.

Raymond Loewy became involved in the emerging world of industrial design in the 1920s after a successful career in commercial illustration. He eventually would become the best-known industrial designer in the world. He spent more than five decades streamlining and modernizing

silverware and fountain pens, supermarkets and department stores. Loewy and his teams designed the color scheme and logo for Air Force One, the John F. Kennedy memorial stamp, the Greyhound ScenicCruiser, and the interiors for NASA’s Skylab. Clients included such icons as Coca-Cola, Exxon, and Shell.

After a fascinating 45 minute guided tour, the SSOB members scouted out the remaining parts of the National Heritage Museum. Most of the participants met later at the Vinny T. Restaurant in Lexington for dinner. We all had a delightful time; good food and wonderful conversation at the long table. When we left, it was snowing wildly outside - winter was reaffirming itself - still a few weeks before spring would arrive!

*Peter Luck*

**For more information on Raymond Loewy:**

<http://www.monh.org>

<http://www.raymondloewy.com>

<http://www.raymondloewy.org>

# 143<sup>RD</sup> ANNUAL MEETING

WITH ART & HOBBY EXHIBIT

Scandinavian Living Center  
 Newton, MA  
 March 15th, 2008

This year's Annual Meeting Speech was presented by Thomas Aeschi, a young Swiss Harvard student and an alumnus of the HSG University of St. Gallen, and now a graduate student at the Harvard Kenney School of Government. Originating from a small town between Zurich and Zug, Thomas looks back on various experiences outside of Switzerland in countries such as USA, Malaysia, Israel and Australia.

With his speech titled "Switzerland's future from the perspective of a young Swiss Harvard student", Thomas Aeschi shared his views on his experiences with the universities in the USA, and outlined ways and aspects on how Switzerland could learn from an American institution such as Harvard. He further addressed globalization and how forces could potentially impact the various countries; in particular Switzerland where, already faced with current internal problems and challenges, future foreign strategy policies will have a significant impact.



Thomas Aeschi



Marianne Biber, our president, shown above with Agnes and George Cavigelli and Miriam Horton, has once again done an incredible job in finding a perfect venue and getting everything set up!



Pascal Marmier



Rudy Meyer and Coni Biber



Miriam Horton, Agnes and George Cavigelli



Nina Jordan, Gaby Stewart and Felix Bosshard



Hadi and Tania Barkat



David Horton



Christine Pineo

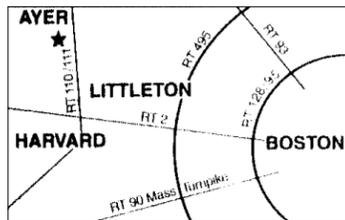


Monica DeSalvo, Parris Kellermann and Sal DeSalvo

# Homecoming on the Boston Rütli

A reflection of August 1 celebrations

"This is absolutely the nicest First of August celebration I ever attended", said the late Jakob Maier, a friend from my grammar school days, lifelong resident of Switzerland, who attended the celebration several years ago as our guest. And a short time ago I received on the telephone a similar comment from Bethli Rechsteiner in Switzerland, my brother's widow who also attended when she was our guest a few years ago.



Indeed, our "Bundesfeier" at the Warren homestead in Harvard is a special event. My wife, Jeanne and I have attended every year but one since 1969, the year after we moved to New England. Of course, our two sons always accompanied us as long as they lived with us. Always, and again on July 29/2007, the "Swiss Picnic" has been a highlight of our summer.

What makes this event so special? Is it the Bratwürste, the Schüblige and assorted goodies? Is it Mike Kälin's Ländler music, the shooting competition, the raffle, or the sing-along? Or is it Davy the Clown or the "official" speaker who brings the Swiss Government's greetings? They all help making the day memorable, but there is something more fundamental.

It's the people, the people! Many come year after year with children and eventually with grandchildren. They come from near and from afar, such as this year Sara Müller Briggs and her daughter Danielle from Florida, or Sonia Cavigelli with her husband Bob and son Luc from Pennsylvania, and Sonia's brother Michel and his daughter Katia from Maryland.

For two years in a row we had the pleasure of sitting with visitors from really far away, from Santiago de Chile. Roger Hurst combined his visits to his parents Clay and Marjorie in Bedford with giving his two young daughters and his spouse an exposure to a Bundesfeier in the Northern Hemisphere.

All the attendees are deeply indebted to the volunteers who year after year make it happen, to the Bibers with their five daughters, the Cavigelli family, Helen Gloor and her daughter Susan and family, Pam Müller and daughters Andrea and our long-time former President, Sara; to Nina Jordan and family and to the many others who toil selflessly year after year.

I may not remember their names on the spot but their work is no less appreciated. And, of course, our warmest thanks must always go to the Peter Warren family who for forty-six years have so generously allowed us to use their beautiful homestead for our get-together.

This is not just a get-together --- it's a **Homecoming** for us Swiss and our friends.

Emil Rechsteiner

## Save the Date! July 27, 2008 2008 1st of August Celebration

### Volunteers needed!

We are looking for members to help at this event. Please contact us if you would like to run or help at one of the activities or refreshment stands. [contact@swissocietyboston.org](mailto:contact@swissocietyboston.org)



Get your SSOB T-shirts at the August 1st celebration.

Each August 1st volunteer will receive a **FREE t-shirt!**

You may order your t-shirt by contacting us at [contact@swissocietyboston.org](mailto:contact@swissocietyboston.org).

\$10 each. (\$3 for shipping and handling.)

## MARKETPLACE



### GRANNY'S RECIPE FOR "VOGELHEU" (BIRD'S HAY)

Old and stale bread at home? Try this very classic and traditional Swiss recipe to use up your leftovers. It may even bring back some happy childhood memories?

Serving size: 3-4

Do you have a favorite recipe you'd like to share? Just send us an email: [contact@swissocietyboston.org](mailto:contact@swissocietyboston.org)

#### Traditional Recipe

300-400 grams (10-14 ounces) stale bread  
2 tsp butter

Cut bread into small cubes. Melt the butter in a large frying pan, and toast bread, stirring constantly, until golden and crisp.

4 eggs  
200 ml milk  
salt

Combine eggs, milk and salt. Pour mix over the bread in the pan, and toss and turn until mix is set and dry.

\* Serve hot! Also good with a salad.

#### For a sweeter version:

2-3 apples  
4 eggs  
200 ml milk  
1 tsp lemon juice  
2 tsp sugar  
1/2 tsp cinnamon

Add diced apples and toast with bread.

Combine and pour mix over bread & apples and continue as above. Scatter with extra cinnamon and sugar to your liking.

\* Especially good with fruit compote or a vanilla custard sauce!

Bon Appetit!



## 2008 Farmers Markets Schedule

MONDAY	TUESDAY	WEDNESDAY
<b>BEDFORD FARMERS MARKET</b> <a href="http://www.bedfordmarket.org">www.bedfordmarket.org</a> ☐ June 16th until October 20th ☉ the corner of South Road / Railroad Ave. 2:00 pm - 6:30 pm	<b>LEXINGTON FARMERS MARKET</b> <a href="http://www.lexingtonfarmersmarket.org">www.lexingtonfarmersmarket.org</a> ☐ June 17th until October 28th ☉ Massachusetts Ave. / Fletcher Ave. 2:00 pm - 6:30 pm (or until dusk)	<i>Plan ahead!</i> <i>Remember 48 hours lead time on special orders!</i>
THURSDAY	FRIDAY	SATURDAY
<b>GLOUCESTER CAPE ANN MARKET</b> <a href="http://www.sustainablecapeann.org">www.sustainablecapeann.org</a> ☐ July 10th until October 9th ☉ Harbor Loop 3:30 pm - 6:30 pm	<b>TGIF!</b> <i>Do you need a catering?</i> <i>We can help!</i>	<b>ANDOVER FARMERS MARKET</b> <a href="http://www.andoverhistorical.org/farmersmarket">www.andoverhistorical.org/farmersmarket</a> ☐ July 12th until October 11th ☉ 97 Main Street 12:30 pm - 3:30 pm

tel. 781-354-6989  
[www.swissbakers.com](http://www.swissbakers.com)  
[info@swissbakers.com](mailto:info@swissbakers.com)



**S'CHUCHICHÄSCHTLI**  
**EDITORIAL BOARD**

Lena Bodos *editor*  
 Peter Luck *co-editor*  
 Marianne Biber

**CONTRIBUTORS**

Emil Rechsteiner

**CREATIVE**

Monica DeSalvo

Do you have a favorite recipe or interesting story to share? If so, we would love to hear from you. Please send your contributions to Lena Bodos at [contact@swissocietyboston.org](mailto:contact@swissocietyboston.org) or call 781-872-1050.

# 2008 Events Calendar

**Sunday, July 27**

1<sup>st</sup> of August Celebration in Harvard

**Saturday, September 13**

Raclette at Larz Anderson Park, Brookline

**Sunday, October 12**

Fall Hike (Details to come)

**Sunday, December 6 or 13 (TBD)**

Samichlaus Party, All Music School, Newton

*s'Chuchichäschtli*

c/o Swiss Society of Boston

120 Stratford Road

Needham, MA 02492-1432

