

**À:** Ursula Spleiss  
**Objet:** Newsletter BPW Switzerland 3/2011



**BPW SWITZERLAND**  
Business & Professional Women

## What happened in BPW Switzerland during the last three months?

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### BPW Members are running for National Council and Council of States

Several nominees for the National Council and Council of State at the Federal Election of October 23, 2011, are BPW members. They have introduced themselves in short interviews. These little portraits are sorted by canton and alphabet. You can find them at [www.bpw.ch](http://www.bpw.ch).

### Female Executives

"We would have liked to choose a women, but we just couldn't find one.... ", "Women don't really want to get ahead in business ..."

You have almost certainly heard these or similar reasons given for the fact that there are so few women in executive positions. This simply has to change! Female Executive operates a database where companies can specifically search for women who fit their requirements.

BPW Switzerland is a partner of Female Executives and endorses their initiative: [www.female-executives.ch](http://www.female-executives.ch)

If you aspire to an executive position or a seat on a board of directors, don't hesitate to enter your profile. Even if you're not actively looking and are just vaguely interested in a qualified position, entering your profile is a good idea! It will take a large number of women who are ready and willing to take on responsibility to achieve equal footing on executive boards. BPW Switzerland is contributing to this endeavor because we are certain that many women in our association have the necessary qualifications – and the courage to join in!

Female Executives introduced themselves to the public at the Zunfthaus zur Zimmerleuten in Zurich on September 8, 2011. About 60 women – many BPW among them – and a few men were present. Saadia Zahidi (Director of the World Economic Forum) presented the Gender Gap Report of the WEF, a series of studies which has been comparing equal opportunities for women in different countries since 2006. Leadership expert Heinz Kägi spoke about the special leadership abilities of women. On stage, Carmen Walker Späh (FDP Women), Babette Sigg (President CVP Women), Julia Gerber Rüegg (Co-president SP Women) and Elisabeth Bosshart (BPW), led by Claudine Esseiva (FDP) discussed how politics could contribute to a higher participation of women in economic executive committees.

### Presidents' conference, September 10, 2011, at the Hotel Arte in Olten

On Saturday, September 10, 2011, we had the pleasure of welcoming presidents, vice-presidents and board members of most of our clubs in Olten.

During the first part we had the occasion to communicate information from the Central Board, such as the results of the retreat in July:

We have already informed you that BPW Switzerland is without a President of the Central Board, due to the election in Helsinki of Sabine Schmelzer to Coordinator for Europe. This has meant a partial reallocation of departments within the Central Board, at least for the time being, until Monique Ryser is officially confirmed as president of the Central Board and a new member of the board has been elected. The departments are as follows:

- Monique Ryser, president of the Central Board a.i.  
Contacts and external communication  
Politics (Equal Pay Day)
- Anna Di Giacomo  
Finance and BPW International
- Anne Saito  
Continuing Education (Mentoring, Success Teams, PEP, Canada Program)
- Stephanie Rielle La Bella  
Partnerships (acquisition and support of company members and sponsors)
- Marlies Segenreich  
Members and Communication (Internet, newsletters, Best Practice und BPW+ [together with Lielo Fahr-Bernheim])
- Susanne Tiedtke  
Young BPW (Network Day, Weekend, Career days)

Further information communicated at the Presidents' Conference:

- Equal Pay Day 2012: The date will not be fixed until the middle of November, as soon as the Federal Office of Statistics has published the new salary statistics.
- Internet presence: several new modules have been uploaded (blog, job market, market place, and National Elections 2011)
- Member database: Several possibilities are being evaluated in order to simplify the handling of our database and in order to make it easier for members to use it via the safe zone of our homepage.
- Knowledge database: In the secure zone of our homepage we have set up a forum called "Best Practices" for presidents, club board members and club administrators.

The Central Board then answered questions on various subjects from the club presidents.

## **Young BPW Weekend on the subject of „Career Slump or Unnatural Mother? Successful Models of Reconciling Career and Family“**

The second Young BPW Weekend took place on the weekend of September 30/October 1 in Zurich. About 40 Youngs and other interested BPW heard a presentation by Franziska Bischof-Jäggi on Friday evening. Ms Bischof-Jäggi presented the concept of work-life-balance as the key to a true reconciliation of career and family and illustrated it with realistic examples from her life as business woman and mother of four. After the subsequent Networking cocktail hour, some of the participants chose to sample Zurich's night life on a „Girl's Night Out. Saturday morning began with a lively panel discussion. Four impressive women presented their lifestyles in which they managed to be both good mothers and successful career women. Some very personal details were revealed, and the four „power women“ proved to be encouraging role models for career minded mothers of tomorrow. After a fortifying networking lunch, participants actively took a closer look at their own situation and then visualized their individual life vision. Corinne E. Sutter's professional guidance helped the participating ladies find out what they really want, assisted them in defining the way to reach their goals, and encouraged them to implement their individual Work-Family-Balance model in the future.

*Susanne Tiedtke, member of the Central Board*

## 60 years BPW St. Gallen / Appenzell

On Saturday, September 3, 2011, the BPW club of celebrated its 60<sup>th</sup> birthday. The somewhat different celebration began with a birthday brunch and subsequent museum tour at the textile museum of St. Gallen. Congratulatory messages, an intermezzo of vocal music and a festive speech by co-president Jolanda Trösch Frey made for a lovely celebratory atmosphere.

## Remembering Beatrix Nyffeler: Our „Good Database Fairy“ died August 31

She handled thousands of names and numbers, spotted every mistake with her eagle eyes and unflaggingly fed the computer with data.

Beatrix Nyffeler was the pillar of our database from 2002 until a few weeks before her death. Birthdays, moves, adieus went through her hands. She checked, double-checked and completed new entries with meticulous accuracy. She never forgot to enter a change, every new task was taken care of without delay. An e-Mail was enough for a modification to be made immediately.

She was the indispensable counterpart of the Administrative Office. She sent new data to the Administrative Office regularly, thus ensuring a continual updating. We could always ask her for help and always got it. And she never lost her patience.

Beatrix's volunteer work was of enormous importance for BPW Switzerland. We will miss her, both as a person and as a source of knowledge about the history of BPW.

*Ursula Spleiss, Head of Administrative Office*

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## Events at BPW Switzerland

### Register now for the Autumn Conference 2011 in Berne!

Power is a difficult subject matter for many women – and powerful women elicit ambivalent emotions within our society. But power is neither good nor bad, per se. It depends on what you make of it. What is your personal relationship with power?

Power is the main subject of this year's Autumn Conference. If you would enjoy a personal discussion with women who do not fear power, if you would like to indulge in an evening of good food, noble wines, pleasant music and a sumptuous atmosphere, the gala evening in Berne is the place to be.

More information on the Autumn Conference in Berne (November 5, 2011) and a detailed program of the event can be found on [www.bpw.ch](http://www.bpw.ch).

### The Training Program for Female Executives developed by BPW is now available in French

The Personal Empowerment Program (PEP) developed by BPW International has only been available in English and German until today. PEP is an interactive training program especially for women, which prepares them for the specific demands of their individual leadership challenges, in their professional as well as their social and private life. BPW Canada has developed an equivalent program in French, which we are now offering under the name „Canada Program“.

The first „Canada Program“ will be held on November 19, 2011, at the Pepperdine University in Lausanne. Details can be found at [www.bpw.ch](http://www.bpw.ch) (French Version > Actualités > Manifestations > Catégorie „BPW Suisse“).

## 2012 Assembly of Delegates in Zurich

Club Zurich will be organizing the Assembly of Delegates on the weekend of July 16/17, 2012.

## Calendar of BPW Switzerland Events

05.11.2011	2011 Autumn Conference and extraordinary Assembly of Delegates in Berne
19.11.2011	Canada Program in Lausanne
04.02.2012	Young BPW Weekend in Lucerne
05.-06.05.2012	D A CH-Meeting in Lindau
16.06.2012	Assembly of Delegates in Zürich
28.-30.09.2012	European Congress, Sorrento

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## Events and Offers of Third Parties

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### Third Womens Health Summit on November 24, 2011 in Zurich on Woman, Family and Profession: The Effects of Women's Many Roles on their Health

In the past decades there has been a change in the role women play in society. A woman today is not only housewife and mother, she is also employee, manager, or politician. This diversity can – depending on her situation and personal resources – have a positive influence on mental and physical health, but multiple responsibilities can also have a negative effect. According to the Swiss Health Study of 2007, one woman in three stated that she was feeling stressed by her general situation in life.

This question will be the subject of the Third Womens Health Summit. On **Thursday, November 24, 2011**, experts will discuss the effects of the multiple pressure of household, family and profession on women's health. On the basis of a short stimulating presentation on the present state of women's health studies and women's multiple responsibilities, the following topics will be discussed at the symposium: health promotion for women at the workplace, the „right“ time to have children, gender-specific stress factors, and women's role as health managers for their families.

For further details, see [www.womenshealth.ch](http://www.womenshealth.ch)

Wenn Sie diese E-Mail (an: [s.gori@ilbarone.net](mailto:s.gori@ilbarone.net)) nicht mehr empfangen möchten, können Sie diese **hier** abbestellen.

BPW Switzerland  
Schönbühlstrasse 10  
8032 Zürich  
Schweiz

[www.bpw.ch](http://www.bpw.ch)  
[info@bpw.ch](mailto:info@bpw.ch)



