



Zurich Chapter - moving on !

Dear Members,

After nine years on the Zurich Chapter Committee, of which the last three have been as Chairman, I have decided to hand over the reins. What an extraordinary experience it has been!

In the worst global financial crisis for many years, Zurich was not left untouched. Cutbacks in corporate spending meant resignations and cancellations of sponsorships. Traditional lunch events became unaffordable and too time-consuming for many. Yet, despite the Recession, overall Chapter membership has increased by over 55% - an average annual increase of almost 20%.

I can say with pleasure and pride that the Zurich Chapter is in an even better place than it was in 2008. The hard-working Chapter Committee answered the challenge by securing generous annual sponsors for the first time, as well as ad hoc sponsorship. We encouraged member companies to act as host, often in their own premises, to ensure a healthy pipeline of events at affordable cost. So popular were those, in fact, that companies are now asking to host Chapter events. Your Committee offered a palette of value-for-money formats as options to lunches, at lower prices. Amongst these was the highly successful 'Recession Buster' Trilogy, generously hosted by Deloitte each year. This and other new-style panel events attracted high-level speakers and good audiences.

We introduced the increasingly-popular monthly Stammtisch - a 'no-cost' lively social club for all and a welcoming open-door to potential members, with its own sponsorship funding. Novelty venues such as the new Viaduct were established too. The Chapter's growing public profile encouraged other organisations, such as the Conference Board, to propose collaborative events. We recently launched a Member Relationships initiative. Media relations and coverage grew significantly and social media promotion was introduced. The current year, and my term, ended with one of the best speakers ever to honour our Chapter: Joe Hogan, CEO of ABB Group - a Patron and strong supporter of the Chamber.

Despite the global gloom, Zurich Chapter has enjoyed growth, success and diversification in the last three years. For this, I am grateful to our dedicated volunteer committee members, steadfast sponsors, ever-growing support from BSCC Central Office and, most of all, to you - our loyal and generous members. Thanks to you all, I can hand over the Chapter to my successor in excellent shape. I am looking forward to joining you at future events.

I wish you a happy and peaceful Christmas and a good start to the New Year.

Marlene Uetz
Chairman of the Zurich Chapter

