



**ZUG INTERNATIONAL WOMEN'S CLUB**  
**BOARD MEETING MINUTES**  
**Thursday 11th of June 2025, 1800 – 20h30**  
**Dachraum Library Top Floor (Zug)**

**Present:**

President:	Émely Steegstra- Hendrix	Annual Events:	Linda Sharpe
Web Editor:	Bettina Bjerregaard	Secretary:	Leontien van Rooijen
Membership:	Mary-Anne Kedda	Marketing:	Marlena Jaszczyk
VP:	Susan Laudенbacher	Magazine:	Suzy Andricopoulos
Hospitality:	Fanny van Dijck		

**Excused:**

Treasurer:	Stephanie Alavedra	Escapes:	Alicia Toledo
Interest Groups:	Veerle Vandionant	Advertising:	Betsy Ballew

**1. Opening Meeting & Expenses**

- Started meeting at 18:01H
- Expenses are signed

**2. Determine Agenda**

- Agenda is accepted and a little changed because Alicia had to excuse herself at the last minute and the agenda was set before it became clear that Betsy had to miss the meeting.

**3. Approval of previous Board Minutes**

- Meeting minutes 14th of May 2025 are approved after a few changes
- Mary Ann proposed and Émely seconded

**4. Calendar**

- Suzy and Bettina will receive asap the last information from Fanny for the Calendar & the Connect! Magazine

**Action: Fanny and Bettina**



## 5. Charity boat trip / ZIWC Charity Golf

- Susan is working on the Charity boat trip for the 28th of August.
- The price we have now is 60 CHF for a ticket (incl. apéro)
- The Charity Tea tickets last year in Cham were 55 CHF but 5 CHF was already included for charity.
- Susan will have contact with the Zuger Schifffahrt at the beginning of July about catering,
- Only save the date in the Calendar and no price yet.

### Action: Susan

- 4th of September will be the Charity golf event in Megen. First the members from the Golf app will be informed and asked to participate with their partners, friends etc and afterwards other members as well as non-members.
- The calendar text is in the Google Drive folder to be put online as soon as possible

### Action: Émely/Bettina

## 6. Marketing / Advertising update

- We will announce in the Bi-weekly every month that a member can bring a friend to 2 or 3 events. The idea is to register this person as well as a friend of the member so we can track how often somebody has joined.
- Émely suggested giving the September month for free to new members registering during external events in September. e.g. Parents Fair International School Luzern/Zug. They have to renew their membership after 1 month and will get charged 50 CHF for the rest of the Club Year.
- Marlina mentioned that testimonials of members are very good for our Socials. So please do and like others.
- Marlina will ask in the Bi-weekly for somebody to help Elina with the social media.
- Émely and Marlina came up with the idea to make a Magazine with general information of the ZIWC and not time dependent. We can have a calendar as example and some nice information articles and pictures of past events. An ISSUU versie would also be needed for mailing potential members or advertisers.
- Betsy, please think about advertising in this general magazine.
- Underneath the new marketing strategy (for 2025/26) developed by Marlina and Émely for promoting the Club. The order of importance is given by numbers.  
[https://drive.google.com/file/d/1BSZfnsbqv5de7cTgGR5i0gdiWHYRnvud/view?usp=drive\\_link](https://drive.google.com/file/d/1BSZfnsbqv5de7cTgGR5i0gdiWHYRnvud/view?usp=drive_link) Marlina explained what she and Émely meant by all the targets/topics in the diagram.

### Action: Marlina, Betsy and Émely



## 7. Expat Expo update

- Saturday the 17th of May was the Expat Expo in Freiruum (Zug). The location is very nice but quite loud because of the high ceiling. Further, some of the booths around us were already cleared at 17 hrs instead of 18 hrs. We experienced that 3 persons per shift is ok but maybe for the middle shift 4 persons is perfect.
- We had 2 new members signed up right away and 65 Ladies have left their details and are interested.
- The Lady who won the membership is already very active and has visited several activities. Three of the interested Ladies have been to the BN on the 11th of June in Aigu.
- Marlena will contact the organisation (for statistics) to find out how many people came and the peak hours.
- Next year we should have more information about the furniture they provide as this wasn't very clear beforehand. Which resulted in us (and several other exhibitors around us) having to rent them on the day itself. Marlena will have a look if we can buy a foldable table somewhere cheap.

**Action: Marlena**

## 8. Cancellation policy rules dinner/lunches

- We will not have any cancellation fee on the coffees organised. Coffees are walk-ins and no registration is needed.
- The cancellation for dinner and lunch may be applied. Fanny to talk about this with Ailbhe and Maja. Idea is to charge 5 or 10 CHF for charity if members have late minute cancellations.
- Members can bring a friend to the coffees, stammtisch or cheeky cocktail but this has to be limited to 2 times. It is just to let a potential new member get to know the Club.

**Action: Fanny**

## 9. Spotlight events (#members/pricing)

- Helena organizes a spotlight event on the 29th of September for ZIWC to the Zurlaubenhof in Zug. Due to the location the group can only be 15 people. The costs will be 30 CHF for the tour and the distillery visit. This will be in the July / August edition of the Connect!Magazine.
- We talked about a series of articles about the women of Zug in the old days.

#### **10. Feedback Line Dancing & Apéro event/ Update spring event**

- Line dancing was a great success and everybody had a lot of fun. There were quite a few young members at the Line Dancing & Apéro event.
- Registration took a little longer because Stephanie was late from work. Next time Linda will bring registration herself as well.
- The Skippy dancers will start a beginners course after the summer.
- Linda will send an email to just the participants about the course, might they be interested and she will write a nice article for the Connect! Magazine.
- The Spring event will be the 6 of March 2026 because the 12 and 13 March are a long weekend. The event will be in 80's style.

**Action: Linda**

#### **11. Escapes**

- Next meeting

#### **12. Update Frauenzentrale AGM**

- Émely and Suzy went together to the AGM of the Frauenzentrale.
- Émely was asked why our Charity project is not Frauenhause Zug instead of Luzern. We were not aware there was one in Zug. Which they understood and they were still very happy with our support as the Frauenhaus Zug is very small and they often have to place women from Zug in the Frauenhaus Luzern.
- We are offered a tour in the Bundeshaus in Bern by the Zuger Nationalrätin Manuela Weichelt
- We learnt that the Brockenhaus in Zug is always happy with volunteers. Émely talked to the manager of the Brockenhaus about how we can inform our Members about this and she suggested we do an info-event on location to tell and show our Members what voluntary work at the Brockenhaus would look like. It for sure is a very good way to improve German conversation skills and getting involved locally which is important when you want to become a Swiss citizen.

**Action: Émely to follow up on both events**

### **13. Zug Kulturstadt 2030**

- Émely and Betsy went to the meeting / event regarding Zug Kulturstadt 2030.
- There has been a letter of intent signed that Zug would like to be Kulturstadt in 2030.
- The question we all have to think about is : “What can Stadt Zug as a Kulturstadt do for ZIWC?”. This is not just about culture as in art but also about diversity, living together, opening doors e.g.
- End of August there will be a follow up meeting

**Action: All think about the question**

### **14. Any other business**

- For the bridge club scheduled for 1st of July you have to register. We need a minimum of participants. Teresa needs to be contacted to send more information and text to Veerle.

**Action: Veerle**

- Marlena asked who could go on behalf of ZIWC to the welcome evening in Cham on the 2nd of July. Susan, Suzy will attend and maybe Bettina.

**Action: Susan, Suzy and Bettinga**

**Meeting closed at 19.35H**

**Next Board Meeting on WEDNESDAY 20th of August 2025 at 18:00H in the Dachraum at the Library in Zug**