



ZUG INTERNATIONAL WOMEN'S CLUB
BOARD MEETING MINUTES
Wednesday 12th of November 2025, 1800 – 20h30
Haus zum Lernen, Sitzungsraum 3.03 (Zug)

Present:

President:	Émely Steegstra- Hendrix	Web Editor:	Bettina Bjerregaard
Secretary:	Leontien van Rooijen	VP:	Susan Laudenbacher
Hospitality:	Fanny van Dijck	Treasurer:	Stephanie Alavedra
Advertising:	Betsy Ballew	Annual Events:	Linda Sharpe
Membership:	Mary-Anne Kedda	Magazine:	Suzy Andricopoulos
Escapes:	Alicia Toledo	Interest Groups:	Veerle Vandionant

Excused:

Marketing: Marlena Jaszczyk

1. Opening Meeting & Expenses

- Started meeting at 18:12H
- Expenses are signed

2. Determine Agenda

- Agenda is accepted

3. Approval of previous Board Minutes

- Meeting minutes 1st of October 2025 are approved
- Veerle proposed and Bettina seconded

4. Library Room & BM December Centro Italiano

- The Dachraum is from the 1st January no longer available on Wednesday evenings.
- Susan checked out the Centro Italiano (next to the City Garden Hotel) and is very enthusiastic about this location.
- The beamer and screen will be set up for us and there is a technician if we have any issues. The room is free to us, but we are asked to have drinks and bites after our meeting in their restaurant. We will have bottled water during the meeting from them instead of bringing our own.
- On 10 December, we will hold our first trial meeting there and then decide whether to continue using this location. It is important that we ensure we have a place for our meetings in the long term.



5. Calendar

- The calendar for January and February is still quite empty but the deadline is 1st of December. So please, fill up the calendar with nice activities.

Action: Veerle and Fanny

6. 2026/2027 Board

- Suzy is leaving the board after 4 years being the chairwomen of the Magazine Connect!. She will stay in the editorial team together with two other members. There is a new lady in the editorial team but she is unfortunately too busy to take over this role.
- Therefore Suzy will write an article about what her 'job' as a chairwomen Magazine is all about to get one of our members enthusiastic.
- Émely searched in our online minutes why it was decided that a chairwoman can only stay in the same role for 4 years, but was not yet able to locate the minutes about this decision. Leontien to see where the (digital) board minutes from before Sep 2020 are stored.
- Alicia is also already 4 years our Escapes Chairwomen but she would love to stay on the board if possible.
Émely will write in her upcoming President's Letter about the available board positions. Members can contact Fanny from the nominating committee. If nobody is stepping forward, we suggest having a vote at the AGM to have Alicia stay on the board.
- The board details were missing in the latest two Connect Magazines. Suzy, please put back these contact details.

Action: Émely, Leontien, Suzy

7. PWN memo of understanding and Voting

- PWN (Professional Women's Network) would like to collaborate with the ZIWC. They organise similar events as we do in our Business Network group. PWN has about 90 members and is active in Zug and Zürich. Their yearly contribution is 150 CHF. It would be nice to collaborate and members to participate in either of the events. However, we are not willing to agree on a corporate membership. Susan will get back to them to discuss the practical details of having the Members of both clubs attend events of the other Club for the Members entrance fee. On the ZIWC side this would be limited to events open to non-Members like parties and BN workshops etc. We can also have each other's logo on the website to promote the partnership.

Action: Susan



8. Members not responding missing payments/ pending reconciliations

- One Lady (non-member) who joined the Golf Clinic in September has not paid yet. Émely & Stephanie have sent multiple reminders as well her connection to one of our members in the cc. Émely will contact the member who invited this lady.
- We noticed that one member has already cancelled events last minute or did not show up and did not pay several times. All organisers will keep an eye on this
- Steph will have a meeting with Alicia to go over all the past and post events administration.

Action: Stephanie and Émely

9. Budget check

- We will talk about the budget in the December meeting. Stephanie will add the % to the budget so all of us can see where we stand budget wise.

Action: Stephanie

10. Update advertising

- There are two new advertisers who requested the contract in German. Betsy created a bilingual (ENG and GER) contract for us. She has been busy last month with several new advertising partners; however, no new advertising commitments yet.

11, WhatsApp Group Advertisement and Promotion

- Émely will write a letter at the beginning of 2026, to all members about the rules and guidelines of advertising in several WhatsApp groups.
The message should explain the importance of maintaining our advertising policy — emphasizing that advertising revenue plays a key role in supporting the Club's activities and financial future. It could also include links to our existing policies, such as the allowance in the Facebook Group, to remind members of the available, free options.
- We will make a ZIWC WhatsApp Community, which will be monitored by several board members.

Action: Émely and Alicia

12. Update Seasonal evening and Samiclaus / Budget Spring Event

- Linda gave a short update on the Seasonal evening. Everything is organised and we have a waiting list for members who would like to join.
- Some registered members have not paid yet and will get a reminder by app or call to do immediately.
- We do have some spots left for the Samiclaus breakfast so Bettina will mention this again in the bi-weekly. Linda will be travelling so Christine Blanchard will take over the organisation on the day itself. Water and juices will be placed on the tables this year.
- Samiclaus is asked to arrive a little later this year so we can start with breakfast before he speeches.
- The spring event will be held on Friday 6th of March. After a little discussion, we decided to keep the 110 CHF ticket fee for Members.

13. Membershipworks account limit

- In October, 20 new members and in November so far 5 new members have signed up. In total we have 411 members.
- The Membershipwork account is limited to 600 persons and we are getting close to this number due to anonymised old accounts for statistics purposes. We decided to download that information and afterwards permanently delete the accounts so we do not yet need to upgrade.

Action: Mary-Ann

14. Marketing of Interest Groups

- There are several IG's that are not really active in promotion. The idea has been suggested to make paper flyers but that is not very practical. How many and where to spread etc. We have decided to promote IGs that could do with some more attention in the BI-Weekly for now and come back to this topic at a later stage.
- Veerle will contact the IG's to send her pictures of the gatherings.
- Veerle will bring the ZBT award to the seasonal evening to promote.

Action: Veerle and Bettina



15. Any other business

- The new social media coordinators asked that we upload every picture, even non edited. They will filter the good ones and delete the ones not suitable for promotion, social media or other purposes.
- Saturday 5th of September 2026 will be Fest der Nationen. We will have the same concepts as last time “Diva’s & Gin”. We hope to have the same spot as last time. There will be a mail to all members to give a hand because all help will be needed.
- There are still some spots available for the BN workshop on the 17th of November. Board members please sign up if you are interested.
- Susan will make a poll to have a board dinner next year Q1.
- Leontien to write the welcome letter for January/February Connect! Magazine. Suzy and Alicia will write a combined intro for the March/April Connect! Magazine.
- Suzy mentioned that AI is used quite often for articles and asked if people could please let her know if they do. But we decided to add a line on page 4 in the Connect! Magazine saying that, “Every article can be changed or modified by the editorial team”. This covers all changes also removing the typical AI characteristics.
- The editorial team discussed the idea of doing a magazine feature entitled “my favorite shop or specialist store or cafe”, the idea being we could approach a store and ask for a 10% discount for members for a bit of free promotion. The board felt the idea warranted further discussion, because it could clash with current advertising initiatives. Suzy will bring up this topic again at the next board meeting.

Meeting closed at 20.37 H

Next Board Meeting on **WEDNESDAY 10th of December 2025** at 18:00H in the **Centro Italiano, Metallstrasse 18**, next to City Garden Hotel in Zug