ZUG INTERNATIONAL WOMEN'S CLUB
BOARD MEETING MINUTES
Tuesday 18th of August 2026, 1800 – 20h30
Dachraum at the Bibliothek in Zug

Present:

President:	Émely Steegstra- Hendrix	Secretary:	Leontien van Rooijen
Treasurer:	Stephanie Alavedra	Interest Groups:	Bettina Bjerregaard
Annual Events:	Linda Sharpe	Magazine:	Elizabeth Egli
Web Editor:	Betsy Ballew	VP:	Susan Laudenbacher
Membership:	Mary-Anne Kedda	Advertising:	Andrea Lenke
Escapes:	Alicia Toledo		

Excused:

Marketing:	Marlena Jaszczyk	Hospitality:	Fanny van Dijck

1. **Opening Meeting & Expenses**
   - Émely started the meeting at 18:06H
   - Expenses are signed

2. **Determine Agenda**
   - Émely added an extra topic update app.
     Agenda is approved

3. **Approval of previous Board Minutes**
   - Meeting minutes of the 24th of June 2026 are approved
   - Bettina proposed, and Linda seconded

4. **New Members2Members & Spotlight Events policies / Concert ETGZ / Anniversary Year Marketing en Presentation of our Club**
   - The ETGZ gives a concert on the 11th of September "Light we carry forward" and we collaborate with them this evening. The Lady of the charity project "Wunderlampe" we support is invited. Susan will let her know.
     Please let as many people as possible know and spread the word f.e. Stammtisch, friends and family about this evening.
     There will also be posts in the What'sApp groups. There will be an article in the Connect Magazine as well our socials and the Bi-weekly.
     We are looking for some volunteers to collect the money with the QR code after the event.

Action: All

   - We talked about the updated Members2Members and the Spotlight Event Policies.
     We voted for both revised policies *ALL in Favour*.
     Betsy will post them on the website

Action: Betsy

- Émely created a document about the Anniversary Marketing strategy after our last discussion in the board meeting.

  We have 4 objectives that came out of our brainstorming.
  1. Establish credibility and local relevance
  2. Reposition ZIWC beyond the “expat club” perception
  3. Show the human value of the Club
  4. Turn recognition into future growth

  The real story what we would like tell is:
- *For sixty years, generations of women have created friendships, discovered Zug, supported their community, shared cultures and helped one another make this place home*

1. Purpose: We use the 60th anniversary to reposition and strengthen ZIWC's standing in Zug, not merely celebrate ourselves.

2. Positioning: International and English-speaking, but deeply rooted in the local community.
   International women. Local roots. 60 years of connection in Zug.

3. Three storytelling pillars:
   60 Years of Impact
   60 Women. 60 Stories.
   60 Memories

4. Two audiences/tracks:
   community reputation = is our main path to change the external perception of the Club → Message: ZIWC has been an active part of Zug's community for six decades.
   +
   women/membership = where we grow membership and deepen pride amongst existing members → Message:For 60 years, women from different cultures and life stages have found friendship, belonging and a connection to Zug through ZIWC.

- All board members are story scouts to get as many we can have over the past 60 years. Please use this link for story scout submission
  https://forms.gle/Ee2CKsAsqRG9Kzh26

Action: All

- Émely has received a quote from Andre regarding the ZIWC app. The app will be hosted in the cloud in Europe and will be AI powered. It will combine the several separate systems we have at the moment. It will also be easier to update the website.
  We can register, pay, view calendar, finance, membership etc. all will be visible in the app.
  The cost of the app is within the budget of 13,000 CHF incl. Migration and integration and 25% cheaper on yearly costs than all the current separate systems together we have at the moment.

5. Fest der Nationen / Anniversary Update

- Fest der Nationen is on the 5th of September. There will be a professional bar tender during the event. Susan will be there all day and 28 Ladies have volunteered to help. There will be 10 different gins from 10 different countries. The signature drink will be the same as last time. Susan has to check if the fairy lightning is also for outdoor use. Otherwise Émely & Alicia have outdoor lighting the Club can borrow.

Action: Susan

- There are 6 Ladies in the Anniversary committee and they have had 1 meeting so far. Coming Tuesday 25th there will be another meeting and they will decide who does what. Date for the Anniversary to be confirmed.
  Susan needs the know from the board which dignitaries to invite for the Friday and/or Saturday. All members of the open door list will for sure be invited.

Action: All

- The storeroom has shelves and is sorted. Thank you to Rob and Saakje. Alicia will go with Susan to label the boxes.

6. Financial Year to Date update

- The figures Stéphanie showed us were until the end of June. We reached already with our membership fees and advertising 100% of the budget.
  Park hotel is late with their payment and same for the gentlemen who organised the “the gut health talk” on 27 April.

7. Membership (numbers) update

- We have 399 paying members, 51 Ladies have resigned and 29 Ladies have lapsed paying.

8. Update IG’s

- Dr. med Fachera Ebrahimzada of Faces&Faces would like to organise an event and we decided it is a spotlight event so Andrea will contact her for advertising possibilities
- Pauline Rigaudy would like to organise a colour event and we think it is a good event for the Business Network.
- The following IG app groups will shut down: English Conversation and Tennis

- We have a new group Outdoor Ladies.
- Davalene Marschall might be interested to lead the Italian Wine tasting IG. Émely will contact her and otherwise we have to shut this IG down.

A**ction: Émely**

- Isola her suggestion to have a new IG Business Communication and Conflict is something that should fit in the Business Network Group.
- The IG Apero on the 23rd of September location suggestion is in Gallery Winkler in the Altstad. We have 25 Ladies registered. Émely will ask for possibilities and Bettina will look for a location herself otherwise she will offer her place.

Action: Émely/Bettina

- The coffee app groups are not in the IG community and they should be. Hospitality to do so please or make Bettina admin so she can add them to the community.

Action: Fanny/Bettina

- We need a new IG lead for the Intermediate German Class as this Lady is moving.
- Lorella, Vallerie and Adriana (if she has been a lead of the tennis IG for more than 3 years) will receive a thank you gift.
- We have plenty of candles and other little giftable items in the store room which might be nice gifts. Alicia and Susan will check.

Action: Alicia/Susan/Bettina

9. Escapes update

- Unfortunately the trip to Spain was cancelled for September.
- On the 26 and 27 of September is the Open House Zürich, which is free for all members.
- On the 23rd of October there will be an escape to the Uranium Plant. The costs will be 5 CHF per person and we can have max. 40 persons. The visit will be from 19-21 hrs.
- The Xmas market escape to Colmar will be the 8th of December.
- Escape is considering a trip to Zermatt fromMarch 4-7 2027 but not confirmed yet.
- Nobody has yet applied / volunteered to take over the position of Escape Chairwoman. We will from now on promote this position.

10. Advertising update

- New advertising contracts completed:
    - TCM Healing Qi: Newsletter ad - Michele Horn-Tomic (member)
    - Engelwy Wine: full page ad in Sept/Oct issue, invoice sent (member)
    - Genuss Film Festival: Newsletter ad in August, invoice sent (non-member)
- In the works/discussion:
    - Cancer Support Switzerland: Newsletter ad in September - non-member
    - Beyond Services: Possibly a logo on the calendar - non-member
    - Janine Alves: Yoga classes in Steinhausen - non-member
    - Spotlight Event for Evelyn Real Estate The Swiss Agency

- Contracts coming up for renewal in the next 2 months:
    - Baumer Trauerfeier: their last paid ad is in the Sept/Oct magazine
    - Zugerberg Finanz has used up all their ads and events, the contract ends Jan/Feb. They can always buy extra ads.
- Tibits (will gladly donate, waiting for a response, possibly on holiday)
- Cancer Support Switzerland would like to be considered as our charity for next year. Contact details to be sent to Susan
- Hull's School has offered a talk to our members from Mr. Hull in the autumn. This could be a spotlight event and Andrea will contact them about this.

11. Fans

- The fans should arrive this week and they will cost 10 CHF each and 100% of the profit after material costs is for charity,
- On the 1st of September there is a morning coffee at the ISZL. Who would like to join? Ladies can sign up at the spot and pay only € 50 for this club year. Best would be to pay with the QR code.

Action: Stephanie, Marlena

12. Magazine Planning update

- The first of September should be the new Connect! Magazine online. Elizabeth will try to get the paper version in the mailbox before the Fest der Nationen on the 5th.
- The deadline for the November/December issue will be 1st of October. The external deadline for the content is 27th of September.
  The Theme for this issue will be “Finance and Investing”.
  If we know members who like to write about this please let Elizabeth know.
  Andrea will write the welcome for the November / December issue.
- We will try to get the article of the “Dancing Queen” in the September/October magazine as agreed in the contract with Zuger Schifffart.

Action: All

13. Any other Business

- One name of the two Ladies who wanted to have their data removed is unfortunately still visible when you search.
- Alicia thanked Susan for taking care of the Swiss Lunch on the National Day 1st of August..
- We have several gift donations collected for charity, initially allocated to the golf event, which we will use for the raffle at the Seasonal Evening. Susan will make sure they go to Saakje.
- The spring event of 2027 will be postponed to September 2027 because of the 60th Anniversary in Spring.

- Saakje asked if we could collect all articles about ZIWC in Zug media for the archive.The Ladies from Marketing and Magazine will monitor this.

Meeting closed at 20.25 H

Next Board Meeting on Tuesday, 15th of September 2026 at 18:00H at Haus zum Lernen opposite the Bibliothek, in Zug