



ZUG INTERNATIONAL WOMEN'S CLUB
BOARD MEETING MINUTES
Tuesday 15th of September 2026, 1800 – 20h30
Haus zum Lernen in Zug

Present:

President:	Émely Steegstra- Hendrix	Secretary:	Leontien van Rooijen
Treasurer:	Stephanie Alavedra	Interest Groups:	Bettina Bjerregaard
Magazine:	Elizabeth Egli	VP:	Susan Laudenbacher
Advertising:	Andrea Lenke	Escapes:	Alicia Toledo
Hospitality:	Fanny van Dijck		

Excused:

Marketing:	Marlena Jaszczuk	Annual Events:	Linda Sharpe
Web Editor:	Betsy Ballew	Membership:	Mary-Anne Kedda

1. Opening Meeting & Expenses

- Émely started the meeting at 18:04H
- Expenses are signed

2. Determine Agenda

- Agenda is approved

3. Approval of previous Board Minutes

- Meeting minutes of the 18th of August 2026 are approved
- Susan proposed, and Fanny seconded

4. Update seasonal evening / Samichlaus / Loreto Zug / ISZL / ETGZ / Update app

- The ISZL parents welcome on the 5th of September was a success and 7 new Ladies joined.
- Mary-Ann sent 21 Ladies an email which indicated interest in ZIWC at the Fest der Nationen incl. 1 winner of the free membership.
- The concert on the 11th of September from ETGZ "Light We Carry Forward" was stunning. The pianist, cellist and three different choirs were amazing. The whole concert programme was very good and the church was quite full with enthusiastic people. The ETGZ will perform a musical next year March 2027 on the story of 9/11 and the impact and help the people from Newfoundland gave to the stranded airline passengers.
- Everybody registering (18) for the seasonal evening is very enthusiastic and likes the idea of the Diwali evening.
Linda suggested that the last part of the cleaning be done by the people of the Siehbachsaal. This would be cleaning the floors, garbage and the last run of the dishwasher. We will see how the evening will go and decide at the time.
- Samichlaus on the 5th of December will be slightly different this year, with some new elements and the known fun and feeling of community.



- The contract is signed with Andre for the new ZIWC app and website. He will start next week and the project will be in 3 steps.
 - First the designing and building of the app and website
 - Second to add the membership, payments and accounting
 - Third, to have the email migrated from Swizzonic to our own hosting as well as the Board's admin system which now runs on Google Drive to the Club's own space within a cloud hosted in Europe.

The first meeting is on the 10th or the 17th of October.

ALL: send Leontien the password of your ZIWC mailbox by email.

ACTION: All

- Loreta Zug asked if we could be of any help on their idea to create a small hosting network for their international students. This could range from welcoming them to Zug, meeting them occasionally during their stay or inviting them to an activity, to perhaps even hosting a student in a private home for one to three weeks. We decided to give back that their International female students are welcome on our Stammtisch, coffee morning, BN apéro or the Cheeky Cocktail evenings.

5. Fest der Nationen Recap / Anniversary Update / PWN event

- Fest der Nationen was very well organised but unfortunately less crowded and visitors did not stay for long. Visitors were drinking less alcohol this year except for the youngsters. Susan will write together with Hanna her feedback before the 10th of October.

The bottles of gin that are left over will be sold at our Marketplace community group.

ACTION: Susan

- The Anniversary committee is having Tracey Stansfield joining for the finances. The team has 6 members at the moment. The next meeting is on the 29th of September. Susan and Maja are visiting the different venues.
The Anniversary weekend will take place from 4-6 June 2027.
Members of the PWN will be invited, paying the ZIWC Members fee. We will also invite some local dignitaries and other guests (list with names to be determined within the next few weeks).
- PWN invited us to several events this autumn.
 - On the 20th of October in Zurich an event about Communication costs 45CHF.
 - The 27th of October in Zug English Standard Comedian evening with apéro costs approx. 45 CHF.
 - The 8th of December in Zurich for a Seasonal celebration with diner and drinks non member 120CHF, but Susan is negotiating a lower price for ZIWC Members
- We will invite the PWN members (for ZIWC Members ticket fee) to our Feb/March event this Club year and the Anniversary plus the autumn event of next Club year.

6. Financial Year to Date update

- Stephanie went through the budget and overall we have to spend a bit more money. 😊
- The amount left for Charity at the Fest der Nationen is not yet fully known as the final accounting still has to be finalised.
- So far we received 645 CHF from donations for Charity through different channels including the AGM and the QR-code.
- Émely will send Steph details of the Golf event donations and restitutions.
- Betsy and Émely will send Steph all the information regarding the "Dancing Queen" event.

ACTION: Émely and Betsy

7. Update IG's

- There is no new Wine tasting IG. In the app group the current Members of the IG decided that they prefer the wine tasting to continue similar to what it was until now (in Zug area and around 25CHF) with rotating organisers from within the group. Karina wants to organize more exclusive tastings. A good part of the existing group would be interested to attend these every now and then. We decided to create a new IG offering these kinds of events open to everybody to sign up to. In a few months we will try to find a new permanent IG leader for this group. Bettina will rename the existing "Italian Wine Tasting" group to "Wine Tasting Group" and change the admin of the group.
- We have found a new English Conversation IG leader. A card will be sent to Brigitte to thank her.
- We are still looking for an Intermediate German IG leader.
- Bettina told the Board how she is now a community member of an organisation against food waste in Zug and wants to share this with the Club and proposed to start and lead a new IG Against Food Waste with its own WhatsApp group in the community.
- Fanny should be admin on the different coffee groups. Vivi, Karen and Sarah to be contacted and then we add those groups to the WhatsApp community too.
- We spoke about the commercial ads in the different IG groups. We decided not to accept personal commercial ads in any group except in the BN group. Members can either join this group or buy an ad in the bi-weekly or Magazine. However you are of course allowed to send an invitation to a person in private.
- The IG Leader Apéro is Wednesday 23th September at 18.30hrs at Gallery Winkler.
- One of the IG Leaders was directly contacted by app on her personal phone number. We decided to delete all the IG leaders' phone numbers and personal email addresses from the Magazine and website. Only the formal ZIWC email addresses will be published. Every Member can always go into the Directory to find a fellow Member's phone number. If you're not yet a Member and find an interesting activity online, you can join the Club and then join the community and activities.

Betsy please also check the web and Bi-weekly for personal data.

ACTION: Bettina, Fanny, Betsy, Elizabeth

8. Update advertising on contracts

- New advertising contracts completed:
 - Cancer Support Switzerland: Newsletter ad in September - non-member - new
 - OMG Languages: 2 Newsletter ads - member - has advertised with us before
 - Donna Williams Wellbeing: Newsletter ad in September - member - has advertised with us before
- In the works/discussion:
 - Pauline Rigaudy: possible spotlight event for her colour analysis business in Zug - info sent, waiting for reply
 - Fachera Ebrahimzada: possible spotlight event "Natural Beauty with Little Helpers and More - What are the Trends for 2026 and What are the No-Gos" - info sent, she is rescheduling her event and will confirm a date
 - Rita Hadorn: possible ad in newsletter for Painting and Pottery Exhibition in Zug
 - Arina Man: mygenny.ch insurance - sent advertising options, waiting for reply
 - Anna Fenten: "The Art of Bubbles" event in Zug is 24th of October - newsletter ads -will also sign up as a member
 - Elena Ruiz: Sahara Prime Tours to Morocco - ads in newsletter or magazine - info sent, waiting for reply
 - Fuchs & Partner accounting (non member) is interested to advertise in the Magazine Connect! They would like to give the ZIWC members a 10% discount. Andrea will get back to him.
 - The ETGZ will probably advertise for their big musical in March 2027. Tiffany already contacted Émely about advertising before. They will get in touch.

9. AI use in Magazine

- The next hard deadline for the Magazine Connect! is the 1st of October. The theme will be finance and investing.
- Elisabeth reminded the Board of the Magazine Style guide and that all articles should be written in British English. Please also distribute this guide to the people who write articles for our Magazine. She will share the link to the guide in the WhatsApp group.
- If we want to use AI generated graphics/pictures for event publications, please send the picture and text separately from each other. We can not use AI generated imagery with text in our Magazine.

ACTION: ALL

10. Any other Business

- Alicia mentioned that she has somebody interested in being the new Escape chairwoman. She and Fanny will meet her on Wednesday 16 September to talk about this board position.



- Betsy please announce the Urania Observatory Tour on the 23rd of October in the Bi-weekly.

ACTION: Betsy

- The registration for the Xmas market in Colmar is going very well.
- Bettina offered to have the next BM at her place, Émely will contact the FMZ for more permanent meeting room options.

ACTION: Émely

Meeting closed at 20.10H

**Next Board Meeting on Wednesday, 21st of October 2026 at 18:00H at
Not yet known, in Zug**