

Welcome

Dear Club members - Welcome to the first 2010 edition of our newsletter. In this issue we review our past events and outline our plans for club events this year. As always, we look forward to your feedback, suggestions and ideas!



Martin Hahn

Past Events

Omega Museum (24 October 2009)

Some 10 souls gathered at the Ecluse restaurant in Biel/Bienne for lunch (actually the 11th showed up about an hour late, and had a sort of meal anyway). The food and chat were excellent and cheap, followed by a post-prandial stroll of ca. 15-20 minutes to the Omega museum.

Brandon Thomas, the American curator who was hired by Nick, son of Nicolas Hayek, about 18 months ago, opened the museum especially for us and provided a very knowledgeable 2-hour tour of the story of Omega which was just delightful.

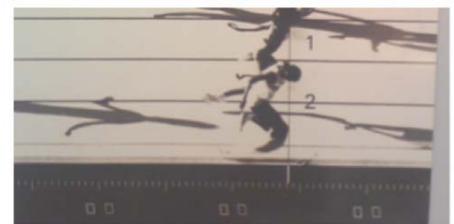
The museum houses some 1'800 items (of the more than 20'000 in the various store-rooms in the Biel area, for which Mr. Thomas is also responsible). Some of oldest pocket and wrist examples were on display (well-lit and carefully indexed), as well as some of the most expensive. There were two presentation watches in adja-

cent cabinets, each auctioned off at ca. \$500,000 - the prices Omega paid for them at the auctions. Many railway watches were shown, and watches formerly owned by dignitaries, presidents and dictators of various countries. Not only is Omega the second-largest watchmaker in the world, it is also the leading timekeeper (including the Olympics and for NASA spaceflights).

Time was getting on, and only a few dared to complete the day by perusing the Twanner Trüetele, the wine and handarbeit festival just down the road (tracks) from Biel - a nice way to cap the pleasant outing to Biel/Bienne.



Howard Hornfeld



JAC Conference (2 October 2009)

MIT is part of the Joint Alumni Conference (JAC) representing the world's top 20 business schools. The annual event has been established to connect alumni and faculty from top-notch academic institutions around the world. JAC is the most significant global initiative to facilitate the cross-fertilization of business thinking among alumni and faculty. The 4th instalment of the event took place in Rüslikon on 2 October 2009. Speakers included Chris Hughes (Co-Founder of Face-

book), Walter Kielholz (Chairman, Swiss Re), Urs Rohner (Vice Chairman, Credit Suisse), Louis Hughes (Member of the Board, ABB & Akzo Nobel), John Wells (President, IMD), and Erich Hunziker (CFO, Roche).



Martin Hahn



Visit to Nuclear Power Plant Gösgen (23 January 2010)

A very pleasant and reasonably priced lunch was had at the local Beiz in Däniken, the Rebstock, accompanied by a local white wine based on Pinot Noir - you don't often find that. From there several people walked for ca. 20 minutes and others drove to the Kernkraftwerk Gösgen (KKG), and by the appointed starting time of 1430 almost all of us (20) had arrived.

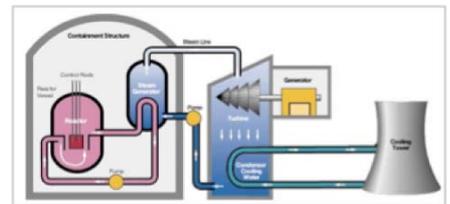
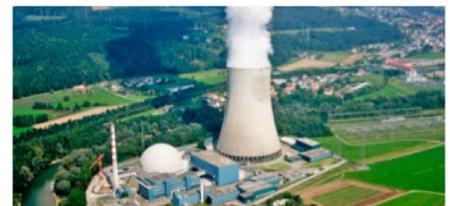
The first part was a 10-15 min. Disney-Avatar-like multimedia whopper of how important electricity is in our daily lives, followed by a proper introduction to the facilities at Däniken. The KKG is a 1'000 megawatt reactor, one of two large ones in Switzerland. KKG celebrated its 30th anniversary last year; it supplies 13% of the electricity of all of Switzerland. KKG operates 11 months of the year and shuts down in June (the month when Swiss consumption is lowest and hydro power is

pretty high) for refueling, maintenance, etc. During its 24/7 operation nine people run the whole show, and their job is to read newspapers and play cards, because everything should be running constantly and smoothly.

The plant costs slightly more than CHF 1 million per day to operate and produces electricity at a cost of roughly CHF 0.045/kWh; in comparison, solar power is estimated at 0.60 and wind energy at 0.13. It is owned mainly by electric companies and partly by the cities of Berne and Zürich. All in all, a super visit!



Howard Hornfeld



Future Events: Outlook 2010

Google visit & Annual General Meeting, Zurich (27 March 2010, see attached flyer)

Annual Pentecost Bike Tour, Lake Lucerne (22-23 May 2010)

IBM Research Center visit, Rüschlikon (25 June 2010, tbc)

Kandersteg Hike (4 or 5 September 2010, tbc)

Geneva Observatory visit (November 2010, tbc)

Feature

Martin Hahn (VP Communications)

Following the portrait of the Club's President last time, we continue our features of the current board members - in this issue the VP Communications.

I grew up in Eastern Germany. While I appreciate having lived in such a regime from today's vantage point (for all the perspective and lessons one gains), at the time the Wall came down it was of course an amazing experience to be able to explore the world - which I promptly did. I started to work as an *au pair* in London, studied at the London School of Economics, later worked as research associate at London

Business School, before my paths took me to MIT. In 1999 I went onwards to Asia, to work in software and venture capital. I moved to Switzerland in 2001 and helped set up a real estate development advisory firm. My work regularly takes me to places such as Oman, Abu Dhabi, and China. I became a Club member in 2005, and have been an avid fan ever since.



Martin Hahn

Updates

Facebook Group

Dear members, we recently decided to widen our Club's reach by setting up a group on Facebook. The group informs about upcoming events - using Facebook's tools to stay in touch easily. Both Club mem-

bers and not-yet-members are welcome! In case of questions, you can always email me at srope01@yahoo.com.

Makoto Ikeda



Local Group: Zurich

Our monthly gatherings for the in-and-around Zurich members continue. We meet in a casual place (bar or restaurant) for after-work drinks. All members and their friends/spouses are welcome. We are also considering occasional gatherings at lunchtime. If you are interested,

please do let us know. If you are not already on our Zurich mailing list, please email me at elke.hodson@wsl.ch. Our website is at: http://groups.google.com/group/mit_zurich.

Elke Hodson

Event: JAC Conference, Rüslikon, 1 October 2010

Dear MIT Club of Switzerland. As President of the International Joint Alumni Conference (JAC), I am happy that MIT is again participating in 2010. JAC is a leading business conference that brings together alumni and

faculty from the top-20 business schools. All MIT alumni are invited. Visit us at www.jac-conference.org or email us at info@jac-conference.org.

Benno Marbach

Have Your Say

Let us know what you think of our newsletter, website, events, activities and plans. Your input and feedback will help us to serve our members better.

Please send me your comments (hahn.martin@gmail.com).

Martin Hahn

Impressum

MIT Club of Switzerland

Website: <http://alumweb.mit.edu/clubs/switzerland/>

Facebook: www.facebook.com/group.php?gid=62565487029 (requires login)

Email: switzerlandclubpres@alum.mit.edu

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Alumni Info

As per November 2008, there are 377 alumni in Switzerland. Undergraduate degree holders have grown to 24%. Graduate degree holders in Management are the largest group overall (16% of all degree holders). Senior Executives and Civil Engineering follow (10% each). For undergraduates, Electrical Engineering (9%) and Computer Science (3%) with Chemical Engineering (3%) retain the top spots.