

Appointed Position Reports 2020-2021

Advertising Report by Rohini Brahma

With a new look website and a new direction of ZIWA's advertising strategy, this past year has given us the opportunity to focus on key strategic partnerships. We are delighted that the Inter Community School of Zurich and Dr Terance McDermott continue to support us and welcome our new partner, Sorell Hotels, who will be working closely with us, not only as an advertiser but also as an events venue.

Finding advertisers continues to be challenging, especially during this pandemic, with many companies reducing or even cutting their advertising budgets. Since we no longer have to offset the printing costs for ZIWA News we are looking at building relationships for long-term partnerships.

We continue to remain in contact with previous advertisers and strive to find new ways in which we can work together. We have the running banner advertising on the website and have introduced advertorials on the ZIWA News blog page. We ask our members to support our advertisers where possible and to mention ZIWA whenever they use their services. We would really appreciate our members helping with introductions to any potential advertisers.

The Marketplace Coordinator's Report by Audrey Schertenleib

Due to Covid-19, the AGM was postponed from May to September 2020. Since then, I have been responsible for the Marketplace Advertisements, which are published on the ZIWA Website. The change from Classified Advertisements to Marketplace was initiated by the Executive Board in order to enable Members to promote their own businesses, free of charge.

I am happy to say, that during the last 6 months, I have received about 12 advertisements and have worked very closely with some wonderful women, Georgina Malone, Director for Communications and Amy Yarbrough, Treasurer.

I would, therefore, like to reiterate once again ladies, if you own a business and would like other people to hear about it, please contact me on marketplace@ziwa.com. [Facebook](#)

eNewsletter Editor's Report by Katrin Gygax

In addition to our website, the ZIWA eNewsletter is a regular tool for reminders and updates. We send it out twice a month – at the beginning and towards the end of the month, to keep all our members informed and engaged.

We have a good number of members signed up for the eNewsletter: there are now over 500 women on the current list. And we regularly get over 70 per cent of members opening the eNewsletter the day it is sent out, which is a good rate.

The content for the eNewsletter comes mainly from the Board – especially from the President, the Communications Director and the Events Director. But we encourage all members to take advantage of

this powerful method of passing on information about your upcoming events. Just send your information – text and images, if any – to enewsletter@ziwa.com.

A big thanks to everyone on the Board this year – Sandra, Amy, Maja, Georgina, Lixin, Liz and Elizabeth – it is always great working with you!

Facebook Report by Annelies Storm

ZIWA FB Group continues to be a wonderful meeting place for our approx. 300 ZIWA online community. Fun posts regularly shared by FB Group members on past/future events (both ZIWA & public) keep us all abreast of the action.

We had a great FB overview of all our own ZIWA artists work and it was very nice to read FB posts on book and language clubs which have continued their meetings through Zoom. The hiking and walking clubs posted beautiful photos of their trips over the past year.

Of course the notifications on practical changes in our daily Swiss lives were really welcome during this Covid-19 year, which has greatly impacted the lives of our members. Every month we continue to welcome 2 or 3 new FB group members and of course sometimes we see ladies leaving too. Overall the group is stable and we are always looking forward to welcoming enthusiastic new ZIWA enthusiasts to our page.

Cancer Support Group Report by Lisa Bond

The past year started with me taking over the coordination of this group from Julia Newton, founder and continued valuable member. Our cancer support group has continued to work behind the scenes to help support ZIWA members facing issues related to cancer this past year. We've had emails from two members that we've responded to with support and resources as much as possible during the pandemic. Normally we try to get together once per year for a celebration of survivorship but unfortunately that wasn't possible – we hope to be able to do it again soon. I'd like to encourage all members to reach out who might have questions regarding treatment, research or just want to support others.

Membership Secretary's Report by Liz Davies

We currently have an active membership of 485 as our 2020/21 year comes to a close. Reflecting on the fact we have been faced with a pandemic, a reduction in global movement and uncertainty as to when and if we are able to hold ZIWA Events and activities within the groups, I am pleasantly surprised that we have welcomed 34 new members to ZIWA. These have come mainly through friend's recommendations or the improved and easy to use website.

Many prospective members have attended via the Zoom Stammtish groups, which have been very welcoming and provided an easy platform for prospective members to meet ZIWA members and ask any questions they wish. We also have a very healthy infusion of younger working members, whose home

working has, in some cases, provided a more flexible environment for them to balance work and social activities.

I continue to liaise and share information with the Executive Board Members and work closely with the Treasurer. In addition, I support and answer questions posed by new and existing members to ensure a smooth transition into joining ZIWA and help current members with any questions. I also contact groups on prospective members' behalf so they may try out or further explore interests they may have.

Membercare by Louise Lambert and Janet Valverde-Beck

We at Membercare have been sending out a steady stream of get-well cards, condolence cards and birthday cards to our members. Some have been accompanied by flowers when we felt it was appropriate.

We are thankful to ZIWA members and Interest Group chairpersons who have kept us informed of such occasions. Without their help we would not be able to function. Over the Christmas period when some members were alone due to the pandemic restrictions, we made telephone calls to chat and spread Christmas cheer.

We also helped connect members to Zoom and would like to thank Georgina Malone for her assistance. ZIWA members have been keen to help when we have approached them to assist a member in need. Thank you.

We recently said goodbye to one of our Membercare team, Sharon Altmeyer, who has now returned to the U.S. and would like to thank her for all she has done. We are here to assist our members and reiterate that we rely on fellow members to keep us informed. We can be contacted by phone or by email: membercare@ZIWA.com

Helpline Report by Janet Green

The Helpline continues happily along as normal and does its part by responding to emails on behalf of ZIWA, and by being a form of sorting house that forwards emails to the appropriate person within ZIWA.

BRSK Report by Francesca Wels

The non-profit association Behinderten-Reitsportgruppe Kolbenhof (BRSK) offers therapeutic riding for the disabled with sessions each Tuesday afternoon at the Kolbenhof stable in Zürich. As in years past, BRSK has been greatly supported by ZIWA members during 2020. Although 2020 started well and our disabled riders were planning to continue with our activity, the COVID pandemic quickly changed our routine.

By March the Swiss federal government had declared the lockdown cancelling all extra-curricular activities, and our group of riders and volunteers paused the weekly riding sessions through the summer holidays. We did stay busy during this time. At the end of June we offered three educational sessions for

our volunteers, conducted by the Kolbenhof stable owner, which covered general horse handling and longing (working the horse at the end of a long lead line). Riding sessions began once again with the start of the school year in August, and continued with safety precautions in place (masks, disinfection and social distancing) through December.

The always greatly anticipated visit of Sammiclaus at the beginning of December, however, had to be postponed until next year. Our volunteers nevertheless helped prepare Christmas gifts for distribution for both the riders and the volunteers, which brought some seasonal cheer. Francesca Wels, president of the group since the last AGM, would like to especially thank the ZIWA members who have remained involved during this year of challenge.

Despite personal and pandemic challenges, our ZIWA member have remained dedicated to the BRSK mission: Susi Ebner, Josephine Godoy, Martha Folger, Lilli Makinson, Elizabeth Lopez-Rigaudeaux, Yvonne Ryser (also now serving on the board), Elke Steinmann, Sophie Strassberg and Irène Umbricht. Due to the pandemic, Joan Gottraux has stepped back after many years of active support. As well, we will miss Diane Dawson, Maureen McGloughlin and Anne Cameron-Rutschmann, who have each dedicated much of their time over the years. Anne-Marie Watter will now assist on an ersatz basis, also after years of help. Susi Ebner will continue to help us but is resigning from her board activities. As you know, our volunteers are our largest support, in their capacities to donate their time and skills with both the horses and the disabled riders. We thank you ZIWA members heartily for this!

English Around the World by Lisa Bond

Last year I was unable to coordinate EATW due to personal issues and had to step back and unfortunately we were not able to find anyone to volunteer to take my place so EATW 2020 was cancelled in January. Of course as it turned out, we would not have been able to hold the camp anyway due to Covid. We are currently excited to be working on plans again and hope to have the camp in May 2021. We are still in need of volunteers so please reach out if you'd like to help with food or activities.

The Open Door Coordinator's Report by Claudine Ruefenacht

Contact: sisterclubs@ziwa.com

ZIWA is a member of Open Door, an organisation, whose aim is to promote interclub contact and communication around the world. Open Door has enabled us to have access to new members, even before they move to the Zurich region, as well as to provide introductions for some of our members who are on the move. 2020 marked the 40 th anniversary of Open Door. The project was to celebrate this exceptional event in Warsaw, Poland, with a Get-together in May 2020. The Warsaw International Women's Group generously offered to organize the event and to introduce the participants to their capital. Yet, as the international situation caused by the pandemic grew more and more uncertain, Open Door in coordination with the Warsaw IWG decided to postpone the Jubilee meeting. In the hope that the delayed get-together to celebrate the 40 year jubilee will not have to be completely cancelled, Open Door, together with Warsaw IWG, is monitoring the situation since. We continued to send holiday greetings to all of our sister clubs and in turn received good wishes from all over the globe. Please feel free to contact Claudine at sisterclubs@ziwa.com, if you are planning to visit or relocate and would like to get in touch with an International Women's Association at your destination