



FOLLOW-UP: Special Stammtisch with Muthana Kubba

In January, our Muthana Kubba, IMCZ secretary and Honorable Member, presented some highlights from his recently published book at an IMCZ Special Stammtisch. This book of his memories, *Between Two Worlds*, was offered free by Muthana to those who were interested, with the invitation to make a donation (instead of paying the author for the book). The donations were numerous and generous, as evidenced by the receipt shown here.

The donations went to the Al Taawin Charitable organization, an orphanage with a solid record of helping poor families and children. The amount collected came to 2,085,000 Dinars (exchange rate US\$ 1.00 = ID 1,158). That's over CHF 1700. Good work, fellows. The receipt from the orphanage for the equivalent of \$1800 sent, is shown on the right.

The Board recently received this note from Muthana:

Gentlemen,

I received the following clip *Aytam al Iraq* regarding the donation made. It shows a young widow and mother of seven children. Her name is Khadija Issa. Her husband died in a (non-violent) accident. She is now living in an abandoned building. The two elder children are boys of 19 and 16 and are out working. The other two she had sent to relatives because she couldn't feed them. Of the three children with her, two are girls and one is a boy. All three go to school.

At the end of the clip she is handed an envelope with \$200 from our club and another envelope with \$100 from a donor in the UAE. The person handing out the envelopes clearly tells her, in highly accented voice, that the donation is from IMCZ.

I guess, there shall be more such clips coming.

Regards
Muthana

Thanks to Muthana for his generosity, and giving us all a chance to participate in helping some folks who could use it.



Miscellaneous Happenings

In addition to regular organized events such as bowling, pool, and the weekly Stammtisch, as well as special activities like a visit to Seleger Moor or a summer barbeque, a number of other happenings and activities are available to provide diversion. Here are some quick mentions of some coming items which Events Coordinator Ermano Bassi thought might interest you. You can attend these on your own or contact Ermano and see about going with some other members.

Special Stammtisch with Guido Bulgheroni

For this Special Stammtisch we have a high-profile politician from the Canton Zug speaking. Guido Bulgheroni is the Deputy Head of Economic Promotion and his brief remarks may be of considerable interest to you.

Date: Thursday, April 28, 2011
Time: 18:00-20:00
Venue: Park I and II, (former Walchwilersaal), Parkhotel
Cost: Beverages at individual member's expense
Contact: Ermano Bassi at events@imcz.com – mobile 079 633 00 06

Pistol Shooting Event

Our treasurer and shooting hobbyist Max Leyherr has organized a series of evenings for IMCZ members to try their hand at shooting a small calibre sports pistol. This is a 25m pistol-shooting event led by the trainer Heinz Färber of the Zuger Stadtschützen.

Dates: Tuesday, May 17, 2011 • Tuesday, May 24, 2011
Tuesday, May 31, 2011 • Tuesday, June 7, 2011
Time: 17:30-19:30
Venue: Shooting Stand Choller, Chamer Fussweg 63, 6300 Zug
Meeting Place is in the 25m shooting stand.
Cost: CHF 10 per person per day
What to bring: good mood and fun ... (earmuffs are provided)
Contact: Max Leyherr at max@leyherr.com, 076/ 272 38 22

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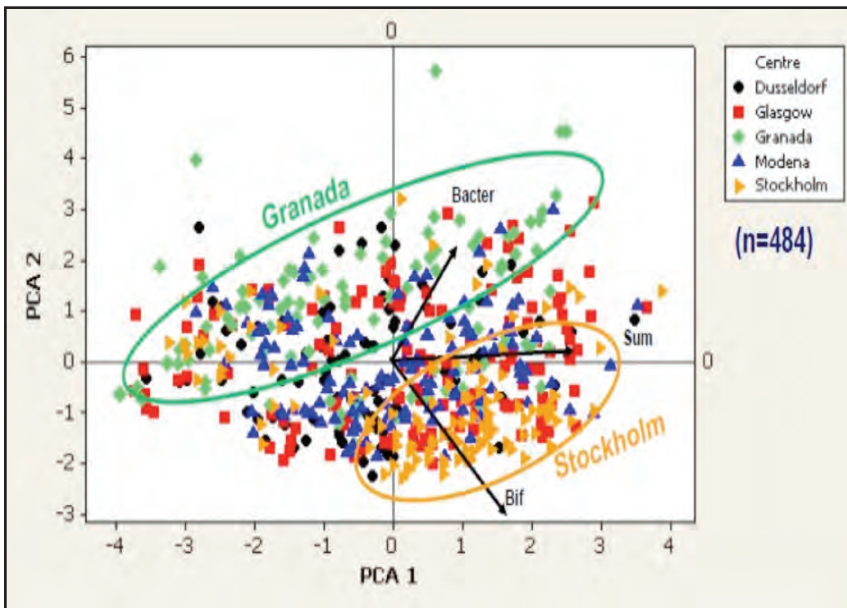
Board Member bios are posted under the following link: <http://www.imcz.com/Board.asp>. Go ahead and check them out!

Probiotics and prebiotics – do you know the difference?

You certainly already bought and tasted a probiotic yogurt, which one finds in every supermarket –or maybe you even eat it on a regular basis (as is actually the idea and necessity of probiotic bacteria). But did you ever notice the difference between pro- and prebiotic? Well, probiotics are active bacteria cultures, whereas prebiotic denominates their growth promoting substrate, which are soluble fibres like, for example, insulin or fructo-oligosaccharides. Now, there obviously is a huge market for probiotic yogurts, looking at the supermarket shelves, and an at least similarly huge marketing industry behind that. Truly

Contributed by IMCZ member Remo P. Jutzeler van Wijlen, Head R&D Sponser Sports Food Ing. Appl Food Sciences, MAS Nutrition & Health ETHZ

differences – similarly to differing races – also significant population-dependent variations in the digestive microflora exist, which certainly impact the efficacy or non-efficacy of probiotic foods. As an example may serve the two graphs showing the important differences in the microflora, and particularly of bifidus bacteria, in six-week-old babies depending on their origin.



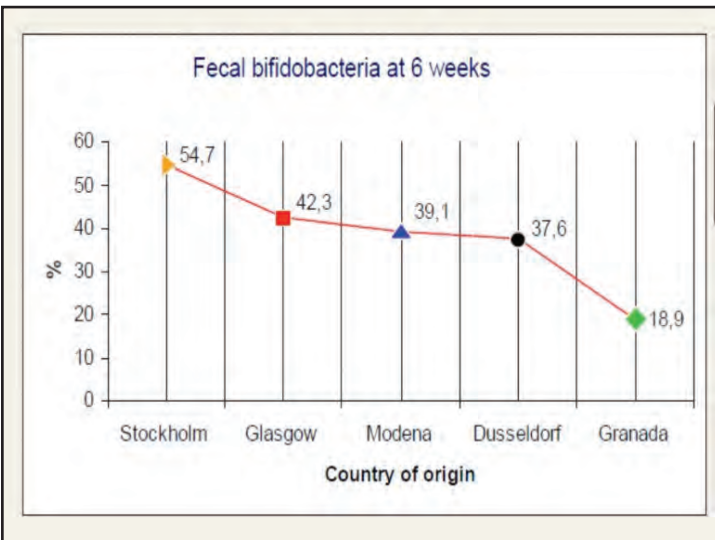
In the evaluation of probiotics one therefore must consider that from all the available probiotic products with various bacteria stems and combinations thereof, a given combination is probably only efficient for a specific population group! One has eventually to find out himself if a certain probiotic product is efficient in one's own gut! Such knowledge, of course, is relativising any study on probiotics in humans – no matter if the results were positive or negative!

Although the scientific board EFSA (European Food Safety Agency) rejected all health claims on probiotics, it turned out that EFSA's objections were only based on insufficiently characterized bacteria stems – not on their efficacy! Such a position seems inappropriate insofar as EFSA did neither define nor demand suitable characterising parameters, nor accept the resubmission after its decision. It is therefore very uncertain that this attitude will be politically followed by the EU commission. In any case one safely can assume, that probiotics are not just flaw and useless as sensationally presented by the media, but that the failure in achieving a health claim

is a priori based on formalities of the application procedures – or a design not considering the genetic make-up of the study population!

Because of the great importance of host factors, *i.e.*, the influence of the individual's gut flora, the intake of prebiotic fibres instead of probiotic bacteria is probably a more promising approach than a one-for-all probiotic blend. These soluble fibres serve as nutrients to our gut flora – and to possibly ingested probiotics as well – promoting their proliferation. Thereby, our digestion, metabolism and absorption of nutrients, as well as immunity forces are promoted. At present the intake of 4 to 5 grams of prebiotic fibres a day is considered to have a positive impact on digestion and immunity – and also (still) qualify for a respective health claim in Switzerland!

there is also fairly good scientific evidence on probiotics and their positive influence on digestion and immunity. But a big but is the supposed daily intake for an effect.



E-Cigarettes...What Next?

Contributed by IMCZ Secretary and Joint Newsletter Editor Muthana Kubba

No it is not a joke. E-cigarettes have joined the long list of the 'E-ies' and had taken its rightful place along with e-mails, e-books, e-readers, e-cameras, e-cars ...etc. So what are e-cigarettes?

Well, they look like ordinary cigarettes, their tip glows red when inhaled, the inhaled air has the right amount of nicotine and the smoke they produce looks just like the real cigarettes. So where is the catch? They contain no tobacco! And because they have no tobacco to burn they produce no tar, benzene, formaldehyde, arsenic, cyanide, radioactive polonium and over 50 other known carcinogens (substances that cause cancer) that accompany normal smoking. The argument goes such that the only reason why people smoke is to get the nicotine hit and this can be delivered by the e-cigarette without the harmful side effects of burning tobacco. Before delving into the rights and wrongs of e-cigarettes, let us first find out what they really are.

What are E-Cigarettes, and How do they Work?

A typical e-cigarette consists of a battery, a cartridge of liquid containing nicotine, an LED (light emitting diode), a heating element and some control electronics plus a couple of sensors. The indicator light is the LED which glows red when the cigarette is inhaled. There is no switch to switch it on: when a user inhales a sensor is activated and the indicator light is switched on; at the same time a dose of liquid is vaporised and the inhaler receives a nicotine hit. Additionally, a dose of propylene glycol is added to generate a convincing stream of fake smoke, which is in fact a mixture of water vapour and propylene glycol (anti-freeze additive).

In short, therefore, provided nicotine is proven to be harmless, the e-cigarette can replace the tobacco variety and all the fuss about smokers and smoking rooms would be instantly over. At least this is what its inventor, Mr. Hon Lik who is the chairman of Ruyan, the biggest manufacturer of e-cigarettes, claims.

Is it a Cigarette or is it a Medicament?

How wrong he was! As soon as the e-cigarette showed up in a new market, a whole formidable array of obstacles suddenly pop up. To start with, nicotine is known to be habit forming, and highly addictive. Hence the question of what the status of the e-cigarette is becomes critical. If it were a cigarette then tobacco tax would apply, but since it has no tobacco, it must be a medicine, and the laws concerning medicine apply. It has evolved into a vicious circle which has now reached the Federal Court in Lausanne, Switzerland.

The issue of how to tax e-cigarettes is only one out of several other obstacles lined up against them. The next controversial issue is



defects and can certainly raise blood pressure with all its hazards. Besides, it is very addictive and possibly even as habit-forming as cocaine.

Manufacturers of e-cigarettes argue that their products are not aimed at non-smokers, rather to those addicted to smoking and are unable to give it up. These addicted individuals would be offered an alternative to satisfy their craving for nicotine, but without the other harmful by-products produced by burning tobacco.

In a survey of e-cigarette smokers made by the University of Geneva, nearly 80% of smokers said that e-cigarettes had helped them to quit smoking tobacco cigarettes. Many claimed that e-cigarettes had improved their breathing and reduced coughing and sore throats.

Publicly Funded Tests and the Big Players

In order to avoid conflicts of interest, there has been some publicly funded research in the USA on the issue of how harmful e-cigarettes are. Some concerns were raised regarding the fake smoke inhaled which contains propylene glycol. As a food additive it is generally considered to be safe, however when in used as a vehicle for intravenous drugs it can lead to "lactic acidosis" especially when administered in high doses. Hence the question of whether it is absolutely safe when inhaled over prolonged periods of time is still open. Additionally the e-cigarettes' liquids could become contaminated with unsafe products leading to undesirable and unforeseeable side effects.

In the UK no licensing is required for nicotine-containing products which do not claim or imply to be an aid to quitting smoking. They may be sold as "smoking substitute" to adults without any restrictions. Not even an evaluation is required. Hence, at least in the UK, e-cigarette manufacturers go out of their way to claim that their products are NOT smoking cessation aids. However, and as would be expected, the big tobacco players are going out of their way to keep potential rivals out. Philip Morris, makers of Marlboro and Benson & Hedges cigarettes, say, "It is not tenable to permit products that deliver nicotine, whether marketed with or without claims, to be sold without any regulatory oversight."

Realpolitik

The tobacco industry is huge by any standard, estimated at more than US\$ 30 billion annual turnover. At US\$ 30 million the e-cigarette industry is less than one thousand times smaller. There is no way the big boys of the tobacco conglomerate would allow a rival to dent their successful business.

It has been reported that Philip Morris International had already entered into negotiations with Ruyan, the leading Chinese manufacturer of e-cigarettes, to acquire it completely. Whichever way the authorities in the big industrial nations decide to classify e-cigarettes, it would only be possible to market them through the big boys of the present tobacco industry. If they were classified as medicine, then only manufacturers with deep enough pockets would be able to finance the market authorisation needed. If on the other hand they were classified as tobacco products, then it would be obvious that the tobacco old hands would handle the manufacture and marketing of it. Either way it is good news for heavily addicted smokers, it might help increase their life expectancy and reduce their health bills.



nicotine. Is it harmful or is it not? It is definitely addictive, but how harmful is it? Tobacco cigarettes have been condemned due to their harmful by-products produced by burning tobacco, but not due to their nicotine content. However, pundits claim that any addictive drug is harmful and people would be much better without it. Nicotine is both a stimulant and a relaxant; it suppresses appetite and raises metabolism. However, it has been linked to increased levels of birth





Manage your portfolio with sound rules

by IMCZ Member
John Henry Smith

For emotional reasons, most investors agree that tricky though it may be, buying a stock is easier than selling it. But in the adventurous world of successful investing in growth stocks, this saying is perhaps too simplistic.

Answering the question "When should I sell?" also involves knowing when not to sell. In other words, you often think: "How long should I hold a stock if it hasn't triggered the cardinal rule of cutting losses at a maximum 8%?"

When your stock is acting well, the question "When to buy?" comes back into play. Should I buy more? At what price? And how many more shares? What should I do if I already own six or seven other stocks? Making decisions on these and other issues on a daily basis makes up a core component of portfolio management. Good results demand good portfolio-handling skills. Like a veteran shephard, you're often handling not just one stock but a small herd. This fact increases the complexity of the total process.

Portfolio managing styles vary with the type of investing. Take Mohnish Pabrai, head of the \$450 million Pabrai Investment Funds in Irvine, California, and a disciple of Warren Buffett's value investing strategy. At a recent investors meeting, Pabrai said that he bought shares in steel maker Ternium S.A. at \$26 in 2008, then sold it earlier this year at \$31 for a profit. During the holding period, however, the stock was a roller coaster. It rose to a high of \$45.99, plunged to \$5.54 by November 2008, and then climbed back to the 30s in early 2009.

When asked how he decides when to sell a stock, Pabrai shared two main sell rules:

1. Sell if it approaches what he believes is fair value; or
2. Sell the stock at a loss if there is a material change in the intrinsic value of the company.

So, how does a savvy growth-stock investor differ? Not so simplistically!

1. He pays close attention to what the market is telling him! If it signals a turndown he consequently exits positons at his stop/loss point and waits for the next upturn. To help him he follows the news just like everyone else and tracks its reaction in the stock market.
2. He monitors his holdings using daily and weekly charts. They show the specific impact of the unfolding events on his stocks.
3. He constantly seeks out for the best performers and gets rid of underperformers in favour of stocks that promise a higher performance. This is likely to be the most difficult thing an investor has to do since psychologically speaking, for various reasons, there may be a strong reluctance to take a loss.
4. If it is clear before his stop/loss limit is reached that it is simply a normal minor correction and that the bull market is still in tact, he may choose to sit out the downturn. However, he must indeed be certain that there is nothing undamentally changed in the earnings ability of the stock and in the overall character of the market.



5. Once he has established a nice profit cushion of 20% he may decide to continue to hold a stock to shoot for higher profits.
6. While disciplined, he tends to avoid being too nitty-picky, as a perfect stock that matches all his criteria is very hard, but not impossible, to find.
7. He prefers a stock that is strongly breaking out from a well-formed base on strong volume, since this is the market's response to good news about the stock's future price.

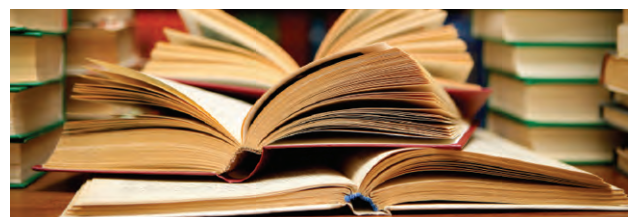
Reading some or all of the classics on the field of stock investing will give you a rare look inside the mind of successful portfolio managers. Worth reading are *The Battle for Investment Survival* by Gerald Loeb, *Reminiscences of a Stock Operator* by Edwin Lefevre and *How I Made \$2,000,000 in the Stock Market* by Nicolas Darvas.



Regretfully our steadfast contributor, Andrew DeBoo has been unable to make a contribution this month due to pressure of work. The reading circle, however, is still going strong.

The Reading Circle in its sixth year of operation, will meet as usual at the Stadt- und Kantonsbibliothek to discuss the following books:

- 28.04.2011: **The Sun Also Rises**, Ernest Hemingway
- 26.05.2011: **Invisible**, Paul Auster
- 30.06.2011: **The Complete Talking Heads**, Alan Bennett
- 04.08.2011: **The Thousand Autumns of Jacob de Zoet**, David Mitchell
- 08.09.2011: **Edible Woman**, Margaret Atwood
- 20.10.2011: **The Finkler Question**, Howard Jacobson
- 01.12.2011: **Censoring an Iranian Love Story**, Shahriar Mandanipur



The meeting dates are Thursdays, chosen by popular vote, and begin in the Dachraum of the city and cantonal library at 19:30 h. The Circle has a current membership of roughly ten people, and would welcome the active participation of a few more men! For further information please contact Andrew DeBoo at a.deboo@language-refinery.com.



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PUB EVENTS

Monday, April 4 at 20:00

Live Music with "Triple Bypass"

Friday, April 15 at 22:00 Karaoke

Lots of tunes and lots of fun ! The Karaoke starts at 22:00 but the party goes all night long.

Sunday, April 17 at 19:00 Pub Quiz

Monday, April 18 at 19:30 Beer & Song

Celebrate St. George's day with a Beer Tasting and Live Music with "Last Request"



From the LANES... **Return of Familiar Faces**

The monthly get-together of bowlers at the White Line Bowling Center in Meierskappel took place on February 16th, with a good turnout of 19 eager amateurs. Regular attendees, first-time participants, and a few long-missing but familiar faces were all to be seen enjoying the evening. Hal Trufan reappeared after a long absence and brought his wife, Christiane to share in the fun. John Hosking emerged from hiding for his first visit to the new venue. And Carol Gipson dropped in during a visit from the States where she's been on a lengthy work assignment (and not bowling).

Hal started out strongly with 153 in the first game, bowling at his typical strong level, and keeping a good pace with the other "usual suspects": Otto Steuri rolled a 155 starter and Beat Zuger scored 154, while John Hosking (157) and Stephen Butterworth (157) both threw better than their averages. Considerably better than his average of 110 was Jack Sami, who opened the night with a solid 152. Far ahead of the pack, though, was David LeBow, who threw a 185 first game, matching his IMCZ-career high game, from 2009.

Carol Gipson, out of her top form, rolled a 133, very near her average, but had to stop early in the second game because of (old) injuries. The other women present started slow, leaving room for improvement.

In the second game, Hal and Stephen improved slightly to 160 and 165, respectively, while Beat, Otto and John all fell back several pins. Jack dropped from his exceptional first game to a more reasonable 127, still above his average of 111. His third game would turn out to be a 92, but this was Jack's best night ever, so he deserves congratulations. Meanwhile, the first game's star, David, dropped to an even 100 in his second game, leaving him the challenge of rescuing the evening's total. Guests Catherine Butterworth and Elena Shtangey improved their scores slightly over their first games, and Janis Meier rose from 103 to 112.

The third game saw Janis jump even higher, to 120, securing the women's bottle of wine for the evening. Also notably, Catherine moved above her average of 95, closing with a 117. Christiane Trufan found improvement at evening's end, too, finishing with a 77-70-105 jump.

While Beat bounced back with a 155 closing game, David with 138, and

Hans-Peter Schobert with a fine 150, none of the fellows present could catch up with Hal, who topped his earlier games with a 166, giving him a 479 evening and earning him the men's bottle.

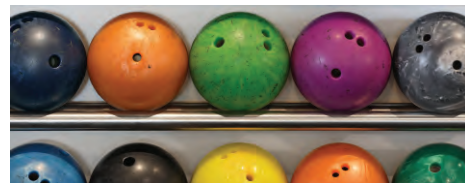
Lots of ups and downs, as usual, and some personal bests, but the main goal of fun at the lanes was certainly achieved. IMCZ members are encouraged to drop by next month and give it a whirl. No expertise is required, just an interest in fun.

The IMCZ's regular bowling event for Club members takes place on the **3rd Wednesday of every month** at White Line Bowling Center in Meierskappel. Coming dates in 2010 and 2011 are:

March 16th • April 20th • May 18th
June 15th • July 20th • August 17th

Members are encouraged to come out and cheer for the bowlers if they do not intend to bowl themselves.

The evening opens at **19:30**, the **crush of strikes and thrill of spares starts at 20:00**, and the event is open to registered and prospective IMCZ and ZIWC members. Early arrival to assure good shoes, a good ball and some liquid calisthenics is encouraged. **Reservations are required**, since the venue must be notified of how many bowlers to expect. Please **contact Steven Butterworth by the preceding Monday** via e-mail or phone, butterworth.sp@gmail.com or **041/790 4172**. If you register to bowl and can't attend, you must let him know by the preceding Monday. The **IMCZ No-Show policy** applies. The cost for a regular evening is CHF 16.50 for two hours of bowling and shoe rental — a bargain indeed — and concludes at 22:00.



BOWLER	STRIKES	SPARES	TOTAL
Stephen Butterworth	11	7	454
Otto Steuri	8	10	420
David LeBow	8	7	423
Hal Trufan	7	16	479
Andy Joines	6	8	369
Jack Sami	6	5	371
Sergly Shtangey	5	5	344
Catherine Butterworth	4	6	291
Hans-Peter Schobert	4	10	385
Phil Woodford	3	6	325
Beat Züger	3	16	431
Roger Dixon	3	8	336
John Hosking	3	14	413
Janis Meier	3	7	334
Rolf Ekman	2	5	322
Elena Shtangey	2	4	240
Marianne Elmessaar	1	1	171
Carol Gipson	1	5	159
Cristiane Trufan	1	6	252

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From the
SLOPES...

Interview With Roman Stepek CEO of Mountain Force AG

Contributed by IMCZ Member Joseph Dow

I am pleased to bring you an interview I conducted with Roman Stepek, new CEO of the Swiss skiwear maker Mountain Force AG (www.mountainforce.com), based in Einsiedeln. Mountain Force produces high-tech jackets and pants for cold weather sports where performance, comfort, and style are key considerations. Roman is also the husband of ZIWC member Gerie Servi, who some of you may know from her fantastic TGIF events and Discover CH trips that she organized during her tenure as hospitality chairwoman of the women's club.

Roman, it's nice to see you again. How are you doing? Why don't we start with you telling us a little bit about your background and how you came to this industry?

Hello Joe. I am doing fine but very, very busy with the exciting things we are doing here at Mountain Force. My background has strong roots in the tailoring and textile businesses. My grandfather was a tailor in Vienna, making fine shirts and suits for a sophisticated and demanding clientele. Over the span of forty years, my father took the tailoring business forward and established a successful textile company, making skiwear and golf wear, under the brands **Alaska** and **Masters Golf Fashion**, respectively.

At first, I had little interest in joining the family business and quietly planned to become a pilot for Lufthansa. I got so far as passing my first application (test). When my father got word of it, he was not pleased. He told me to go to the Austrian Textile University to become a textile engineer. He said, "You *must* go!" So, I acquiesced and entered the university. It was not really what interested me, as I did not even know how to sew, but the school was a lot of fun because I soon discovered the majority of my fellow students were female!

After six years of study, I received an internship at Nike headquarters in the United States for a year. It was here where I experienced and learned about production in Asia. I knew I needed to learn from the ground up if I were to run a major company in this industry. I returned home to Austria and learned from my parents for the next four years.

Asia was calling and I had decided that I wanted to do my own thing. An Austrian friend of my father invited me to run his company in Laos, and I jumped at the chance. This business, employing about 3,000 people, made products for many of the major sports brands around the world. Its focus was top, high-end quality goods. I spent six years with that company.

Next, I went to Bangladesh to work for another Austrian, who had a company that specialized in lower-end products but with huge volumes. Even though, I prefer the high-end sector, I felt

I should gain experience in this area, too. Despite my plan to stay just a year, I ended up remaining for four.

Then, in 2005, I got the opportunity to join Lasse Kjus as an executive director for design development and supply chain management. This gave me experience working for one of the world's top skiwear makers. As an Austrian and ski enthusiast, this was a natural fit for me.

How did you arrive at this new position at Mountain Force and what are your main responsibilities?

Since I come from a family used to having its own business, I decided I wanted my own business, too. So, when the former-owner of Mountain Force came to see me about my potential interest in the company, I decided to become a partner and CEO and am involved in pretty much everything with the company.

My main effort is getting the designs into production. I also want to put my signature on them, so I devise and give the briefings to our designers. Additionally, I head marketing efforts for Switzerland, Austria, Germany, Northern Italy and North America. A key thrust from the beginning was to furnish a niche market with the brand.

What is some of the history of Mountain Force and what is the company's focus?

Mountain Force was founded by Peter Jud, the former K2 textile importer for Europe. Four years ago, he created Mountain Force to be the lightest and most elastic skiwear available. The idea was a second skin that was still warm and comfortable. Given his extensive experience, I asked Peter to stay on as a consultant to Mountain Force and his contributions are very valuable to the company.

Now, I want to bring in a bit more fashion but still maintain a very sporty line with the highest function and comfort through high-tech materials and designs. Key characteristics are performance, fit, and comfort.

Who is the typical Mountain Force wearer?

They are someone who is sporty, sophisticated and elegant. Usually our wearers are serious skiers with an individual sense of style and a demand for top performance.

[Jeez, that sounds a lot like many of our IMCZ members! – Joe]

What sets Mountain Force apart from some of the other top brands like Kjus, Spyder, Bogner, Phenix, etc.? Please tell me about some of Mountain Force's unique technical features.

A major difference is the materials we incorporate into our garments. We use only fabrics from Japan, and they are not sourced

from traditional textile companies. We go directly to the weaver and dyeing mills to develop our exclusive fabrics. Most importantly, all three elements of our outfits (lining, insulation/padding, and outer fabric) are 4-way stretch. That is something very special about Mountain Force. Another distinct



feature is our unique ceramic membrane for higher breathability and warmth.

We aim for total comfort, a "second skin," while maintaining warmth. With new, trend-setting styling, we are moving towards increased fashion but will never abandon high-performance function.

What are some of the characteristics of the different lines in the current collection?

Our premier *Sonic* line has seams that are sealed using ultrasonic welding, adding more stretch and comfort to the garment. The *Challenge* line employs normal, commercial stitching; however the fabric performance is the same as in the higher *Sonic* line.

Most of our outfits feature watertight zip fasteners, a pocket for your ski pass, various internal pockets with options for glasses and mobile phones/mp3 players, lycra cords with pull tabs for greater comfort, a snow guard, a detachable hood, and a temperature management system with hollow-fibre micro-padding. The outer fabric is not made of polyester but rather entirely of the most abrasion-resistant nylon.

What about colors? Your colors seem more subtle than some of the other brands, but that seems to make the outfits look more purposeful, technical, and professional. I remember seeing a lot of orange and now green seems to be a hot color on the slopes.



Color is very important to us. It enables our wearers to convey a clean, sporty attitude. We use bold but fine colors, nothing garish or harsh. For the upcoming season, we are bringing in a nice navy, a royal blue, a warm red, and a sunlight yellow among others.



Are you going to shake things up? Can you tell me about any upcoming big developments? Are you planning to add products besides outfits such as gloves, mid-layers, and headwear?

Well, I have to be very careful here because our competitors are always listening! We're already working on the 2012/13 collection, and it will include some fashion influences. We have a complete program for 2012/13 and will be adding gloves, hats and accessories

to coordinate with our outfits. There is also a nice summer line coming for 2013.

Not to forget the ladies, how are your offerings for women? Do you have the pieces specifically-tailored to a women's form or are they just smaller-sized versions of the boys' styles?

I am enormously interested in providing something for the women. We are designing to attain a specific female fit that is comfortable and warm, while still looking feminine, elegant and sexy. Both our men's and ladies' fit, especially in the pants, is the best on the market because of the cut and stretchability provided by our 4-way stretch materials, our key characteristic.

Speaking of women, how's Gerie doing? What has she been up to, lately?

Gerie is doing well and is also very busy with her business, Blyss247 Cashmere (www.blyss247.com), a high-end sports and fashion company. She has a line of women's sweaters (zip-, V-, and crew-neck styles) made out of the finest, 100% pure cashmere sourced exclusively from Inner Mongolia. At the moment, she is distributing only to the North American market.

Despite being so busy trying to get our companies on the right trajectories, we are happy and trying to spend quality personal

time together as much as possible. I really have to say that Gerie has been a great help to me with this big step with Mountain Force. I am very thankful and appreciate very much her fantastic support and love, and I honestly would not be where I am today without her.

And, here is the most important question: Where can our club members buy Mountain Force in the Zug-Zurich area? Are you planning any MF stores like Peak Performance, Bogner and Odlo have in some of the big resorts?

Right now, we are focusing on distribution to existing, quality retailers in Switzerland. Your members can find our products in these fine shops in the area . . .

- Jelmoli, Och Sport, and Bächtold Sport AG in Zürich
- Ehrler Sport in Zug
- Berge Pur GmbH in Baar

Roman, thank you so much for taking the time to tell us about Mountain Force. Maybe you can come by the IMCZ Stammtisch one day and meet the guys.

You're welcome, Joe. Right now, I don't have the time with all the work we are trying to do to make Mountain Force the ultimate skiwear brand, but I'd enjoy meeting your members at some point in the future.

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How to Call the Police When You're Old

George Phillips, an elderly man from Meridian, Mississippi, was going up to bed, when his wife told him that he'd left the light on in the garden shed, which she could see from the bedroom window. George opened the back door to go turn off the light, but saw that there were people in the shed stealing things.

He phoned the police, who asked "Is someone in your house?"

He said "No, but some people are breaking into my garden shed and stealing from me."

Then the police dispatcher said "All patrols are busy. You should lock your doors and an officer will be along when one is available."

George said, "Okay."

He hung up the phone and counted to 30. Then he phoned the police again.

"Hello, I just called you a few seconds ago because there were people stealing things from my shed. Well, you don't have to worry about them now because I just shot them," and he hung up.

Within five minutes, six police cars, a SWAT team, a helicopter, two fire trucks, a paramedic, and an ambulance showed up at the Phillips' residence, and caught the burglars red-handed.

One of the policemen said to George, "I thought you said that you'd shot them!"

George said, "I thought you said there was nobody available!"

Details, Details

A young monk arrives at the monastery. He is assigned to helping the other monks in copying the canon laws of old for the church by hand.

He notices, however, that all of the monks are copying from copies, not from the original manuscript. So, the new monk goes to the head abbot to question this, pointing out that if someone made even a small error in the first copy, it would never be picked up! In fact, that error would be continued in all of the subsequent copies!

The head monk, says, "We have been copying from the copies for centuries, but you make a good point, my son."

He goes down into the dark caves underneath the monastery where the original manuscripts are held as archives in a locked vault that hasn't been opened for hundreds of years.

Hours go by and nobody sees the old abbot.

So, the young monk gets worried and goes down to look for him. He finds him banging his head against the wall and wailing, "We missed the R! We missed the R! We missed the R!"

His forehead is all bloody and bruised and he is crying uncontrollably.

The young monk asks the old abbot, "What's wrong, father?"

With a choking voice, the abbot replies, "The word was... CELEBRATE!!!"

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by IMCZ member David Harris

All web sites included in this series are offered in an unbiased way and do not always reflect my personal views; the reasons for bringing them to your attention are that I found them interesting, perhaps offering another point of view and definitely worthy of note.

The Official Formula 1 Web Site

<http://www.formula1.com/>

This one is for enthusiast and novice; everything is explained from rule changes to understanding what goes on. 2011 is going to be a hugely exciting year with so many potential champions all aiming for the number-one spot. There are a number of web sites covering Formula 1 but this one is official and will be reporting lap by lap as it happens.

The Journal of Unlikely Science

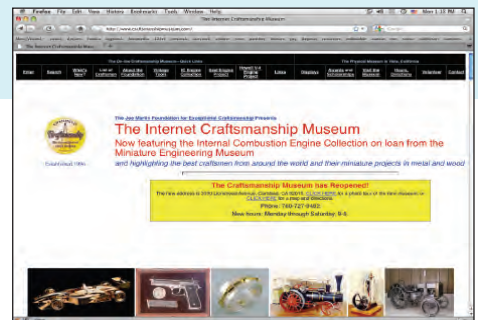
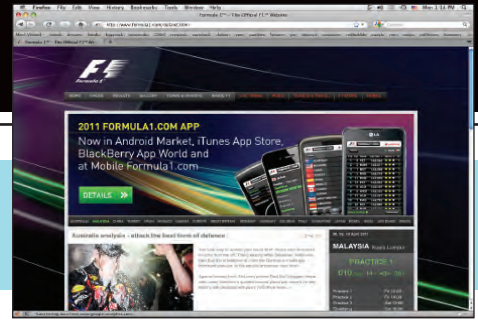
<http://www.null-hypothesis.co.uk/>

More than slightly off beat but science nonetheless. Essentially this site pokes fun at the world of science and technology and highlights the weird and wacky stuff out there. Articles are often so far-fetched you can't believe they can possibly be true.

The Craftmanship Museum

<http://www.CraftmanshipMuseum.com/>

To me this is more a Shrine of Craftmanship than a Museum – such perfection, such dedication. OK, its not to everyone's interest but to an engineer, or modelmaker this is iving high.



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PUZZLES • IMCZNEWS

There were several responses to last month's Sudoku with many correct solutions, but only one winner. This month's winner is no other than Roger Dixon. Congratulations Roger, your drinks during the next Stammtisch are on the house.

This month's puzzle is slightly more demanding than last month's in spite of the fact that it has 27 clues. I hope many shall try some mental acrobatics and get the right solution and win free drinks at the Stammtisch. The deadline for receiving solutions is April 5th. The winner shall be drawn from the pool of correct solutions received.

The easiest form in which the solution is sent, is nine rows of nine numbers in a Word document or an email. In every Sudoku, every digit between 1 and 9 occurs exactly once in each row, column and 3x3 square. Please send your answers to muthana@trasco.ch

Sudoku

				4				8
8			9	2				
		4		1	6			
	8				9			
	4		2	3		9		
		1				6		
6	2		4	9				3
	3		6		8		5	
						4	6	

Solution to the February 2011 Puzzle:

8	3	2	7	4	5	6	9	1
7	6	5	4	8	9	2	3	4
9	1	4	6	3	2	7	8	5
5	8	9	4	1	6	3	7	2
2	7	3	9	5	8	1	4	6
6	4	1	2	7	3	8	5	9
1	5	7	3	2	4	9	6	8
4	2	6	8	9	7	5	1	3
3	9	8	5	6	1	4	2	7



TIDBITS • IMCZNEWS

Members' Marketplace

Are you **selling** your yacht (harboured in Piraeus)?
Your Aston-Martin old-timer with the roll top roof?
A gorgeous view of the Bay of Biscay,
with a little bit of house attached?
Or are you **cashing** in the half of your stamp
collection that is finally worth something?
Perhaps you're **looking** for all of these things?

Then ADVERTISE here, in the IMCZ News;

The Members' Marketplace is reserved for unformatted advertisements of 150 characters (approx. 3 lines) of text. These are free of charge to IMCZ members. Advertisements must be submitted as illustrated below. Longer advertisements cost CHF 30.-

Example: FOR SALE: gorgeous view of Bay of Biscay with stunning sunsets and high waves. Wee house (12 rooms), dock and yacht included. Call Bill at 041 123 4567.

Members' Marketplace

Want to create a new or amend an existing web-site but do not have the time or technical knowledge? Contact me for reasonable rates and optimized results. **Stephen Butterworth**, Spb@entourage-butterworth.net

Skis: Volkl P50 SL Carver, silver w/ yel., 177cm, Slalom carving ski, Sfr.225 Or Volkl P40 F1, red w/ blk, 193cm, GS racecarver Sfr.175. Both w/ Marker bindings. Made in Germany, exc. cond..
Joe, jjdow@hotmail.com.

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- 1/3 Page, horizontal (19 x 9.2 cm), Fr. 85.-
- 1/4 Page, A6 vertical (9.2 x 13.5 cm), Fr. 60.-
- 1/4 Page, horizontal (19 x 6.9 cm), Fr. 60.-
- Business Card (9.2 x 6.45 cm) Fr. 45.-

Extra costs may be incurred for typesetting, special formatting, etc.
IMCZ Members receive a 20% discount on advertisement costs.

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WANT TO SELL QUEUE MANAGEMENT SYSTEMS?

Member Holger Infeldt represents the Swedish firm Tjeders Industri AB, manufacturer of rather straight-forward systems based on pre-numbered paper tickets for the customers waiting in line, combined with LED displays showing the ticket-number presently being served.* Holger will give up his activities next year (2011) and is looking for somebody interested in continuing his business. The time required is very limited, so the business is not self supporting but ideal as a supplement for an existing activity.

Contact: infeldt@swissonline.ch Tel.041/741 1575

*About 10 years ago Holger introduced the sophisticated computer-based Q-MATIC system in Switzerland (used by the Swiss Post)

REMEMBER The Stammtisch

every Thursday evening 18:00-20:00 · Join us in the Park Hotel in Zug.