

REGIONAL NEWS

CANADA

Editorial

Sponsored by the Consulate General of Switzerland in Vancouver and directed by Dr. Elena Pnevmonidou, Professor of Germanic & Slavic Studies at the University of Victoria, Swiss dramatist Friederich Dürrenmatt's famous play "Der Besuch der Alten Dame" had an electric revival. On December 5th and 6th at the intimate, charming and sold-out Merlin's Sun Home Theater in Victoria's Fairfield neighbourhood, the 17 mostly second language learners of the Performing Drama Class rendered their version of the 1956 play in its original German. Dear student actors: you infected us all with your enthusiasm, evident joy for performing and German skills. Herzliche Gratulation zu einer gelungenen Aufführung, und nur weiter so!

■ The New Year has barely begun and already there are many Swiss events happening across Canada. Be it in the world-class culinary arts as per the articles below; the traditional Basler Guggemusig on page two; creative song, dance and theatre performances or innovative-technology consumer products as found on the remaining pages.

■ To that end, be sure to read the ads in this issue to keep informed of the many excellent and relevant products and services offered to the Swiss community in Canada.

■ Happy New Year to you all!



SILVIA SCHOCH
EDITOR AND OSA
DELEGATE
WESTERN CANADA



Executive Chef Edgard Bovier and staff at the Michelin Guide starred restaurant Table d'Edgard in Lausanne, overlooking Lake Geneva and the Alps. Edgard is one of many Swiss Executive Chefs guest-cooking in Montreal this month

Montréal en Lumière: February 19 to March 1, 2015 Switzerland Featured Country

One of the largest winter festivals in the world, Montréal en Lumière, showcases the joy of Montreal wintertime through a unique program combining performing arts, gastronomy and free outdoor family activities.

The gastronomy and wine program is noted for its concept pairing the finest Montreal chefs with the greatest culinary masters from around the world and has become a must for foodies. Since 2000, some 500 renowned chefs, wine producers and speakers have taken part, offering unforgettable experiences famed for their perfect harmony of food and wine.

This year's gastronomy spotlight is on the culinary arts and culture of Switzerland. Close to two dozen Swiss guest chefs, sommeliers and winemakers are travelling to Montreal to showcase Switzerland's finest and most creative cuisines and wines. For example Edgard Bovier, a native of the Valais and Michelin-starred chef of the Lausanne Palace & Spa and Château d'Ouchy, who developed his own range of 100% natural products; and Paulo Basso of Lugano, crowned Best Sommelier of the World in 2013. For the complete Festival Program and all Dining Events go to <http://www.montrealenlumiere.com>. MEL/ED.

Switzerland and Lanaudière bring Haute Cuisine to Class!

L'École hôtelière de Montréal Calixa-Lavallée is proud to spotlight the 100th anniversary of the city of Montréal-Nord. In honour of the occasion, chef instructor Patrick Garneau welcomes Swiss-born Chef Anton Koch, Executive Chef at the Bank of Montréal. With an illustrious career in gastronomy both in Switzerland and Canada including several Médailles d'or and Premier Prix, M. Koch is invited to co-create the five course menu with Mario Julien, Executive Chef at Club de Golf Le Mirage in Lanaudière, and François Matthey, Swiss-born Pastry Chef instructor at the school. They will be joined by l'École hôtelière cuisine students in preparing a menu showcasing the rich gastronomy of the Lanaudière region and of Switzerland. The five-course meal will be served in Le Max-Rupp—the school's dining room and restaurant, which owes its name to the late veteran Swiss Pastry-Chef, the man behind a number of gourmet associations and clubs in Montréal, including the Société des chefs, cuisiniers et pâtisseries du Québec.

February 27, 6:30 pm, \$55 not including wine, taxes and service. Reservations: 514-955-4555, ext. 16100 or 16137. SCCPQ/ED.

Executive Chef Anton Koch





**Toronto: Swiss Carnival Band / Guggemusig
39th Anniversary Performance 2015**

Founded in 1976 by newly arrived Swiss immigrants, Canadysli continues to go strong! Every year since in February or March, the band's approximately forty active Fastnächtlers continue to celebrate the traditional Basler Morgestraich.

Except for several semi-professional musicians, playing an instrument is a sideline for most of the band members. "It's about getting together with friends, making noise and having a lot of fun," says Phillippe Moser, Canadysli conductor, then adds with pride "but we're playing until it sounds right!" The band is regularly invited to play at other special events and participates in the Canada Day Parade. Saturday morning rehearsals between November and March are concluded with a joint sausage BBQ or the occasional Fondue, and the band members are evidently having fun practicing as well as socializing.

Like Gerry Sr., who plays the goat bell, and son Gerry Jr., who is pictured on the band's website with a huge wrench, used to play the washboard. Of course there is a Basler Trommeler like Sascha, and it wouldn't be a Guggemusig without the piccolo, played by Kathryn and Hannah. All of that skill in conjunction with creativity and initiative: Heiri invited the group to practice the band's marching on his shop's factory floor, and Andy plays a one-of-a-kind home-made shaker.

The group is always open to new members, so why not get up early and join Canadysli this Morgestraich for the early morning outdoor marching performance, followed by some authentic Zwiebelewähe and Basler Mählsuppe at the Musket when they continue their performance indoors?

EDITOR



Canadysli in full swing during March 2014 Morgestraich

Our Carnival starts with the Morgestraich on Saturday, February 21 from 6 till 10:30 am, and our Costume Ball is on Saturday, February 28 at 7 pm. Both events will be held at The Musket Restaurant & Banquet Hall, 40 Advance Road, Etobi-

coke. For more info check our website www.canadysli.com or give us a call. We look forward to hearing from you! Philippe Moser, tel. 416-385-0856, pmoser@rogers.com, or Arno Sigrist, tel. 416-493-8025, arno@sympatico.ca.

ARNO SIGRIST



H.U.H. IMPORTS INC.

1228 Gorham St., Unit 16
Newmarket, Ontario L3Y 8Z1
Phone: 905-853-0693
Toll Free: 1-877-853-0693

Specialties from Switzerland. Sole Primary Importer for:

Toggenburger Products (Kägifret) • Ramseier Süessmost • Ramseier Apfelschorle • Alpinor Herb Candy • Sandro Vanini Products • Bischofberger Bärl-Biber • Original Eisenhut Latwerge • Räber Confitures • Räber Baking Products • Räber and Z'Graggen Eau de Vies (for professional use only)

Also Importer of: Felchlin Chocolate & Products • Kressi Vinegars • Aromat • Thomy

We also carry **Swiss Cheese and Meat Specialties**. We sell to Hotels, Restaurants, Chocolatiers, Bakeries, Retailers & Private. Please contact us for more information, or visit our warehouse (by appointment).

Email: h.u.h.imports@bellnet.ca Website: www.huhimports.ca





British Columbia & Alberta:
Swiss Canadian Chamber
of Commerce

Our mission is to facilitate businesses and individuals to discover unique and innovative business opportunities, establish valuable business connections between Switzerland and Western Canada, and to host networking events.

Do you need NEW BUSINESS CONTACTS? Assistance with your IMPORT OR EXPORT business? Are you looking for BUSINESS OPPORTUNITIES? Do you want to receive our popular E-NEWSLETTER TO STAY INFORMED? Or do you just want to NETWORK ON VARIOUS EVENT OCCASIONS?

Join our Chamber Today!

For more information please visit:

www.swisscanadianchamber.com

Tel. 604-688-7947 chamber@swissccc.com



Calgary: Swiss Folk
Dance Group Alpenrösli

We practice every Monday night from 7:30 to 9pm at the Ramsay Community Hall, 1136-8th Street SE, Calgary. After practice we meet for a social. We currently have 13 female members with room for growth. If you're interested, you're welcome to drop in at one of our practices or just contact one of our members. As a new member you will gain new friendships, re-connect with your Swiss heritage, get great exercise and an opportunity to wear your Tracht (if you don't own one, we will supply one), a weekly night out with the girls and lots of laughs and good times! Check our website www.swiss-dance-group-alpenroesli.ca. Click on the newsletter link for the latest edition of our news.

Folk dances in Switzerland have their roots in the 18th and 19th century and are

an artform that continues to change. We perform the Schottisch, Walzer, Ländler, Marsch and Polka. The club was formed in 1981 by nine members. **Today, we are always open to any invitations to perform within Alberta or out-of-Province.** Please contact us at: president@swiss-dance-group-alpenroesli.ca for more information.

VRENI SCHMID



Edmonton: Swiss Men's Choir

During the Advent/Christmas season, the choir presents seasonal concerts in hospitals and seniors' lodges. These are within the city and also in surrounding communities such as Beaumont, Spruce Grove, and St. Albert. The audience response has been very positive, especially the response of the eyes. Those eyes tell us that we are doing a good thing.

Our last presentation was December 16 in St. Albert, a traditional concert that combines the children's choir from Vital Grandin School with our choir. It is a great pleasure to sing with the children in a presentation of lessons and carols in which we speak directly to the Christmas season and its expression.

In January we begin preparing for the North American Swiss Singing Alliance Sängerkonvent in New Glarus. Along the way we might take part in the Alberta Choral Federation Choralfest. This is our opportunity to be adjudicated and to receive instruction from two of the best North American choral conductors. In the past, this has been very beneficial. Even though our own conductor, Elizabeth Lesoway Anderson, works us really well, alternate perspectives are welcome and give us additional insights.

We are always looking for new singers. Why come singing with us? Several reasons come to mind. Long term friendships build with working and relying on fellow singers, especially with the good heated kid-



ding between sections. Singers live longer, and that's a medical fact! We now have octogenarians in the choir who still enjoy singing. We travel to Switzerland, the United States, South America and other parts of Canada. Travel broadens our perspective and allows us to meet wonderful people. Workshops improve our knowledge and make us better singers. Many of us

began by not knowing how to read music but are now at the stage where we learn new material quickly and can concentrate on polishing the music. So, give us a thought! We embrace all singers; you don't have to be Swiss. If you know any males who like to sing and are not afraid of hard work, please direct them to our website: www.esmca.ca.

DAVE LEIGH

Edmonton
Swiss Men's
Choir during
one of their
Holiday 2014
performances

Saskatoon: Swiss Club Saskatoon

Our club has been very busy in the past six months, with four events happening. The first of our two summer events was our June picnic, held this year at the farm of Sarah Huizman and her family, just north of Osler, SK. Rain found us again at this event, but the 24 attendees had a good time in the barn anyway!

Our second event was the Swiss National Day Celebration, held August 2nd at the public park in Warman, SK. Warm weather prevailed and 36 people enjoyed a great cervelat and bratwurst BBQ, courtesy of our member Emil Eigenmann, who celebrated his 60th birthday. The park was an ideal spot for this event and even featured a water spray park to the delight of the children.

The Annual General Meeting was held on October 26th at a local restaurant, with one of our best

attendances ever for an AGM: 39 members. The meal was excellent, the business meeting at 15 minutes the quickest ever, and the previous Executive, who were all running for re-election, were all acclaimed for their positions. Such a short meeting gave us lots of time for visiting and the ever popular raffle.

Sadly, in November we lost one of our members, Lydia Eyemann, to cancer. Most of us had last seen her at the 1st of August celebration. She was amazingly resilient, with a strong faith. Many members became close friends with Lydia, and she will be missed by all.

Our Santa evening, held on December 5th, had Santa visiting us after our potluck supper. Twenty adults and eleven



children enjoyed the evening, and the kids loved running around and playing. They even insisted that Santa judge their colouring contest, which was a tough job for Santa to do, with all the pictures being so lovely!


Dates for our next two events, the Raclette luncheon and the Jass tournament, will be announced

in our newsletter. These are usually held sometime between February and April at the host's convenience, as they are held in members' homes.

For information about our club and our events, please contact us at swiss-clubsaskatoon@hotmail.com or call 306-665-6039.

ELISABETH EILINGER

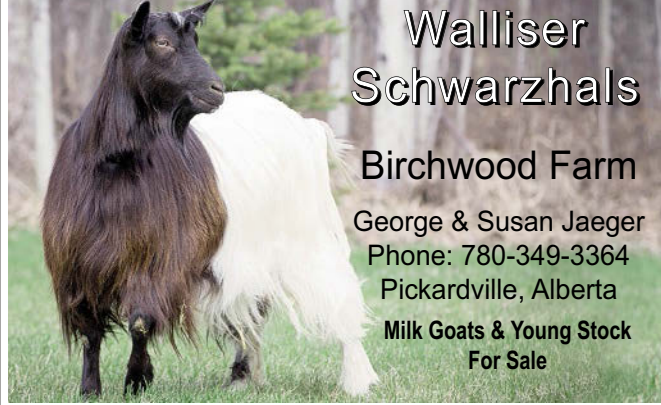
DOMAINE DES DUNES À TADOUSSAC



LOCATION DE CHALET
TOUT CONFORT, CAMPING
AVEC OU SANS SERVICE ET
TENTE PRÊT-À-CAMPER.


ACTIVITÉS SUR PLACE :
CROISIÈRES AUX
BALEINES, SENTIERS
PÉDESTRES À LA
DÉCOUVERTE DU FOORD,
OBSERVATION DE L'OURS
NOIR EN ÉTÉ.

MOTONEIGE, SKI DE FOND,
RAQUETTE, PÊCHE SUR
GLACE, CHIENS DE
TRAINÉAU EN HIVER.




Walliser Schwarzhals


Birchwood Farm
George & Susan Jaeger
Phone: 780-349-3364
Pickardville, Alberta
Milk Goats & Young Stock
For Sale



OUVERT À L'ANNÉE



Pour plus d'information, visitez notre site.
585, Moulin à Baude
Tadoussac (Qc) G0T 2A0
Tél. (418) 235 4843
www.domainedesdunes.com





LETTE

LAWYERS – AVOCATS – RECHTSANWÄLTE

Depuis plus de 50 ans, certains des plus grands groupes européens, de même que de nombreuses PME, ont compté sur Lette au Canada pour leur offrir des compétences du plus haut niveau et une approche pratique à la résolution de leurs problèmes.

CONTACTEZ
BERNARD LETTE
BLETTE@LETTE.CA

WWW.LETTE.CA

MONTREAL – LETTE & ASSOCIÉS S.E.N.C.R.L. TORONTO – LETTE LLP PARIS – LETTE ALERION MUNICH – LETTE & KNORR

Mitchell: Swiss Club Thames Valley This club was established a few decades ago in Southwestern Ontario and it continues to be very vigorous. Membership is about 250 families, most of us are farmers, and very successful ones, I dare say! We have four active side clubs which are Choir, Jodlers, Swiss Farmers Band and Rifle club. The general meeting took place in November where we enjoyed Fondue, good camaraderie and then took care of all the business afterwards. The new club-year started with the Adventsfeier in Milverton.

Lots of children and their parents waited until Santa Claus arrived. The children's choir entertained Santa and everyone with songs; afterwards Santa rewarded all the children with some goodies. Coffee and Christmas cookies rounded out a really nice afternoon for everyone.

Following are the event dates for 2015: Feb. 20/21 Metzgete & Jass Finale Milverton Legion; March 14 GV Schützen Gravel Ridge Hall; March 29 Theater Moorefield; April 11 Get-together Dance Rec. Complex Milverton (Chörli); May 31 Brunch Rec. Complex Milverton (Chörli); July 12/19 Motorcycle Tour (Walter Burkhardt); July 26 Bundesfeier Community Hall Monkton; Aug. 30 Seniorentreff (Chörli); Sept. 19 Jodler Stubete Moorefield; Nov. 7 Generalversammlung Milverton Legion (Swiss Club); Nov. 21 Konzert Swiss Farmer Band Rec. Complex Milverton; Dec. 6 Adventsfeier Milverton Legion.

We hope everybody will enjoy all the different events. If you would like to learn more about us, look us up at our website www.swissclubthamesvalley.com, call Annelies Schüttel at 519-524-2955, or email anne.schuttel@hurontel.on.ca.
ANNELIES SCHUETTEL



Left: Photo and byline in *The Mitchell Advocate*, August 3, 1983, of the same year's Thames Valley August celebration
Bottom: Thames Valley Club August 2013 Swiss National Day Celebration



The Theatre Group's last year's play "Vier Fraue und ei Maa", successfully performed for an audience of 300 in Toronto and Moorefield.



Oben: Franz Zuber als origineller Bauer Chratzli Sepp



Mitte: Stefanie Oechslin als junges Mädchen; Sascha Frassini als Briefträger



Rechts: Eva Hajda als Haushälterin von Franz Zuber, alias Bauer Chratzli Sepp



Rechts: Doris Oechslin (links) und Rita Nussbaumer als Schwestern von Bauer Sepp

Toronto: Toronto Swiss Club Theatre Group

"E verhängnisvoll Nacht"
Komödie in drei Akten von
Armin Vollenweider

The play is in Swiss German and performed by the Theatre Group from Toronto at the following dates and loctions:

Moorefield, Sunday, March 29, 2015 at 2 pm
contact Cathy Staehli tel. (519) 393-5211,
email: cstaehli@hotmail.com

Ottawa, Saturday, April 11, 2015 at 7 pm
contact your local Swiss club representative

Toronto, Sunday, April 19, 2015 at 2 pm
Estonian House, 958 Broadview Avenue
contact Maggie Hess tel. (905) 508-8014,
email: magdalena.h@sympatico.ca

The Theatre group is looking forward to seeing you at one of these performances. We hope to provide an exciting event for everyone! Important: In Toronto we will have a single performance on Sunday afternoon! There will be drinks, lunch and Nussgipfel available. For more details please contact your local Swiss club representative or call Maggie Hess or Walter Brunner at tel. (905) 508-8014.

WALTER BRUNNER

Québec: Club Suisse de Québec

Si vous habitez la grande région de Québec vous avez peut-être entendu parler du Club Suisse de Québec. Celui-ci existe depuis de nombreuses années, mais il a été plus ou moins actif, selon les temps...

En 2014, avec le changement à la tête du Consulat de Suisse de Québec, vint l'idée de le rendre plus dynamique et d'organiser, à chaque saison, une activité sociale, culturelle ou de plein air, permettant ainsi aux Suisses vivant à Québec de se retrouver, d'échanger, et de partager un bon moment. À ce jour, nos activités ont connu un grand succès et créé beaucoup d'enthousiasme. Toutefois, à partir du 1. janvier 2015, toute communication sera coordonnée à partir du Consulat à Québec, et non plus à partir du Consulat Général à Montréal.

Si vous souhaitez recevoir nos invitations, vous devez nous en faire part et nous indiquer votre adresse courriel.

Veuillez le faire en nous écrivant à l'adresse mentionnée ci-dessous. Vous serez ainsi inscrit sur notre liste d'envoi.

Au plaisir de vous revoir bientôt: club-suissedequebec@gmail.com. MARINA BELZILE

HOOF TRIMMING STANDS



CUSTOM ATTACHMENTS FOR SNOW REMOVAL AND LAWN CARE



QUALITY METAL FABRICATION & PRECISION MACHINING



20 Terry Fox Drive, Vankleek Hill ON K0B 1R0
613-678-3957 metec@metec.ca www.metec.ca

HOCKEY IN SWITZERLAND

If you are a hockey player and eligible for a **SWISS PASSPORT** contact:

INTERNATIONAL SPORTS MANAGEMENT

All ages welcome.



Int'l Sports Management (ISM)

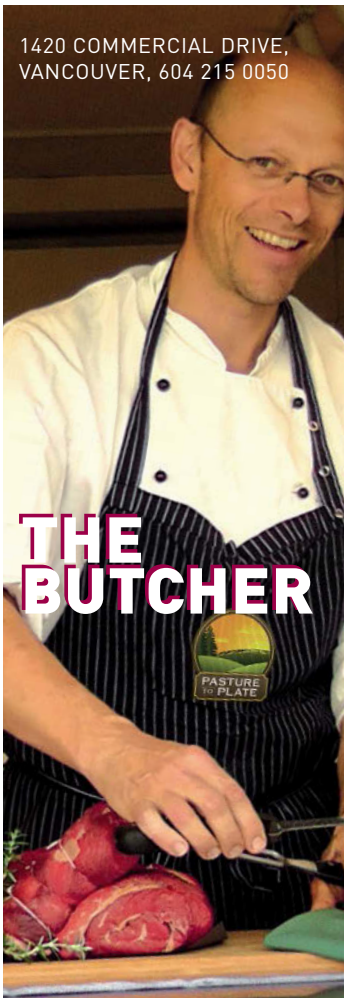
10255 Cote de Liesse Road
Dorval, Québec, Canada H9P 1A3
Phone: 514-631 4266
Fax: 514-636 0365
E-mail: d.mccann@mccannequipment.ca

1420 COMMERCIAL DRIVE,
VANCOUVER, 604 215 0050



www.pasturetoplate.ca

THE BUTCHER MEAT



AS IT OUGHT TO BE

- CERTIFIED ORGANIC
- CERTIFIED DEMETER CANADA
- GRASSFED
- RESPECTFULLY HARVESTED
- DRY AGED
- 100% BC



Sleep the Swiss Way. Again.

Return to the quality sleep you used to know.

No matter where you live in Canada. Now, the energizing Swiss Sleep System is here to bring you the comfortable, healthy sleep you had back home. Get to know the Swiss Sleep System and its line of products at www.SwissSleepSystem.com or call

786-342-1382

We'll make you feel right at home.



Für ä tüüfä gsundä Schlaaf. Pour un sommeil sain et profond.

Ottawa: Ottawa Valley Swiss Club

The three sections of the Ottawa Valley Swiss Club had a busy fall. As every year, the Montagna Singers (pictured far below) held their traditional *Metzgete* Dinner Dance with a very appreciative crowd. We were very happy to welcome at this event our newly arrived Ambassador Beat Nobs and his wife Irene, pictured below with Jules Brühlmann, President of the Montagna Singers.



The Swiss Seniors Christmas Luncheon on December 7th, a culinary delight prepared by our "in-house" chefs Joe, Jürg and Klaus, was very well attended. When it was the children's turn to be entertained, Santa's elves assisted them to make simple Christmas ornaments, fancy wreaths and clay masterpieces, while parents and grandparents watched. After more games and a talent show, all ate cookies and joined in to sing Christmas carols until Samichlaus and Schmutzli arrived, bringing gifts and Grittibänz for the children.

We are looking forward to the 2015 events: OVSC AGM February 13; German Swiss Theatre Night April 11; Montagna Singers Spring Dance April 18; Annual Golf Tournament, June; Swiss National Day July 26; and monthly luncheons by the Swiss Seniors Club. For more information or to contact us, please visit our website www.ottawavalleysswissclub.ca.

HELEN NATTERER

Montréal: Fédération des sociétés Suisses de l'est du Canada

St-Nicolas, l'âne et le père Fouettard en ont mis plein la vue pour la dernière manifestation de 2014 de la Société Suisse Romande. Tous ont été charmés, les petits comme les grands. Un heureux évènement pour clore l'année. Voilà qu'une nouvelle année s'amorce et déjà, la Romande prépare sa première activité de l'année et invite tous ses membres, ainsi que tous les futurs membres, à venir en grand nombre à son assemblée générale annuelle, le 7 mars prochain. Visitez son site web pour connaître tous les détails. Voici des activités qui auront lieu cette année et dont les dates exactes seront annoncées dans le prochain numéro de la Revue Suisse. Pique-nique familial, mi juin; la raclette, en début septembre; la Choucroute, en novembre; la St-Nicolas, autour du 6 décembre. La fête du 1^{er} Août au Mont Sutton – les cantons Appenzell Rhodes Extérieures et Appenzell Rhodes Intérieures seront à l'honneur cette année. Comme plusieurs clubs suisses, la SSR et ses membres s'impliquent lors de l'organisation de cette grande fête. Nous recherchons des bénévoles pour donner un peu de leur temps durant la fête et lors du montage et du démontage du site. Vous pouvez nous communiquer vos noms et disponibilités en écrivant à www.societesuisseromande@gmail.com. Vous avez d'autres propositions d'activités? Veuillez en faire part pour et lors de l'assemblée générale annuelle. Toutes nos activités sont annoncées sur notre site web: www.societesuisseromande.org/ch et, sur la plate-forme des Suisses de l'étranger: www.swisscommunity.org. Suivez-nous sur Facebook www.facebook.com/societesuisseromande, Twitter et Flickr.



ALFRED DELAQUIS

Montreal: Swiss National Society Montreal

The oldest Swiss association in Canada celebrated its 140th anniversary on November 9th at "La Strada Restaurant" in Lachine, QC. About 100 people participated at this super celebration, including our honorary President, Mr. Beat Kaser, Consul General of Switzerland in Montreal, active members, honorary members and invited guests.



Mr. Diehl pictured above, recalls how, during his 16 years as President, at the

end of the 20th Century the Society changed from a hitherto exclusive businessmen's club to allow women to become members (now all Swiss citizens of voting age can become members). At the time, some members of the Society cancelled their membership due to this change. Other challenges were the successful start-up of other Swiss clubs by members of the Society like the Benevolent Society, Swiss Canadian Chamber of Commerce Quebec, Matterhorn Club, Rifle Club, Bowling League, Helvetia Seniors Club, Société Suisse Romande, Club Suisse des Cantons de l'Est, and others. These factors, combined with lower immigration from Switzerland to Quebec, contributed to a lower active membership in the Swiss National Society. At present, membership is increasing, with our most popular annual event being the

"Metzgete" which had over 90 participants this year. Twelve new members have joined the Society during 2014.

I thank all members of the organizing committee, all members and guests for together having made our 140th anniversary such a memorable event with excellent ambiance and a superb luncheon.

We meet four to five times per year at different locations. New members are always welcome. For information please contact Carl Diehl at randolinas@gmail.com, (514) 696-3876; or Silvia Bärtschi at (514) 284-1436, sbaertschi@agility.com.

CARL H. DIEHL

The future of our Swiss National Society stays with young active members like Mélanie and Alicia Hughes



**Für ä tüüfe gesunde Schlaf, or
The Science of good Sleep**

Swiss engineered Bico mattresses with their legendary flexible slate base have been a national icon in Switzerland for over 150 years. Thanks to Roman Jann, his wife Vilma, and their company Swiss Sleep System, the comprehensive Bico products are also available in Canada, shipped directly and at no extra cost to the customer's home from the Swiss manufacturing facility in Schänis, SG.

Completing his law degree and after working as an attorney in his native Switzerland, Roman spent the following twenty years in North- and South-America, travelling extensively to establish and manage manufacturing and service organizations across the continent. Living in Costa Rica at the time, Roman's focus turned to the science of a good night's sleep in 1998 due to a personal cervical and lumbar back health issue. With analytical thoroughness he went on a truth finding mission for an effective solution which lead him back to his roots: the Bico sleep system from Switzerland. As it made a world of difference to his own well-being, Roman took on the distributorship for North- and South America and opened a large showroom with many product models in Miami, Florida. Soon, however, he found that his personal experience was

the greatest asset in helping his customers find the perfect system. More often than not, rather than selecting a bed from the showroom, his clients custom-ordered from Switzerland, based on Roman's recommendation for their individual health needs and sleeping habits. Roman explains: "In general terms it is important to have a wide selection of adjustable slat bases and mattresses of different constructions such as combination of materials, shapes, ventilation channels, supports, decompression, surfaces etc., and of course the knowledge of both, the products and the health issues. It's almost a science that helps people improve sleep, to awaken better rested and energized for the day, to give pain relief or in one word: comfort. No laying down for some seconds on a mattress in a store can replace such an assessment."

While having returned to Switzerland in 2011, Roman's firm continues to service the North American market. Custom orders are delivered from Switzerland within two to four weeks directly to the client's door. Roman points out: "one third of our time is spent sleeping. A sleep system, individually tailored to the user's individual build and neck, shoulders, back and knee issues as well as feet and vascular problems may make a lot of difference between an average and a great night's rest. The advantage of two individual mattress for couples is evident.



Pregnant mothers also benefit greatly." Individuality and tailor-made solutions are not only available for health issues, but for any other application. Whether the client wants to use their 18th century Venetian antique bed frame, or use the sleep system on their yacht or recreational vehicle: there is a solution for every individual and application. Even specific medical conditions have been successfully addressed, as a woman helicopter pilot joyously attested to after she crashed on a flight and incurred serious neck problems which were greatly relieved with a custom solution.

In serious medical issues, Roman works via the individual client's MRI and X-ray images with the help of Swiss orthopedic surgeons and other medical experts to determine the most effective solution. Highly allergic individuals who normally react to conventional bedding materials have also experienced great relief with the no-springs, non-metallic mattresses.

Roman sums up: "At a cost between 80 cents and \$2 per night from the standard to the deluxe, non-magnetic electric model, this system compares at a much higher efficiency and better investment than your average car." He closes by quoting the customer testimony he remembers most vividly: "The bitterness of poor quality remains long after the sweetness of low price is forgotten." SILVIA SCHOCH



Top: Roman Jann, Partner, Swiss Sleep System

Left: The charming village of Schänis, St. Gallen

PRACTICAL INFORMATION / INFORMATIONS PRACTIQUES

SWISS REPRESENTATIONS ABROAD: You will find the addresses of all Swiss Embassies and Consulates on the internet at www.eda.admin.ch -> click on «Representations»
REPRÉSENTATIONS SUISSES À L'ÉTRANGER: vous trouverez les adresses des ambassades et consulats suisses sur www.eda.admin.ch -> Click sur le menu «Représentations»

**EDITOR REGIONAL NEWS CANADA AND CANADIAN ADVERTISING SALES
RÉDACTION DES PAGES RÉGIONALES ET VENTE D'ANNONCES**

Silvia Schoch, e-mail: silv.schoch@gmail.com; tel: (250) 385-7844
OSA DELEGATES EAST CANADA: Bruno Setz, Montréal, QC, (514) 767-5123.
Kati Lyon-Villiger, Ottawa, ON, (613) 523-7818. Ernst Notz, Toronto, ON (416) 473-8681.
OSA DELEGATE WEST CANADA: Silvia Schoch, Victoria, BC, (250) 385-7844

NEXT REGIONAL EDITION / PROCHAINES ÉDITIONS RÉGIONALES 2015

Issue	Submission Deadline	Erscheinungsdatum
Numéro	Clôture de rédaction	Date de parution
1/15	20.12.2014	19.01.2015
2/15	25.02.2015	19.03.2015
3/15	27.04.2015	15.05.2015
5/15	29.07.2015	24.08.2015