

Area	04/28	# of Clubs: 10
Director	Barbara Bühlmann	2024-2026

## Description of activities and events for the Zonta year 2024/2025

### 1. Delegates' Assembly and Area Meetings

#### 04.05.2024 Delegates' Meeting in Biel

After the outgoing Area Director Brigitte Berlincourt and her team were discharged, I took over the leadership of the Area and presented the new Area Board and the main areas of focus for the 2024-2026 biennium:

The Area Board 2024–2026 consists of:

- AD Barbara Bühlmann, ZC Zurich
- Vice AD 2024-2026 Andrea Könz, ZC Engiadina
- Treasurer 2024-2026 Annamarie Schelling, ZC Basel
- Nomination Cte Roswitha Merz, ZC Schaffhausen
- Auditors Christiane Rechsteiner, ZC Zurich
- Deputy Monika Widmer, ZC Lucerne-Countryside
- Daniela Lutz, ZC Bern

The following goals will be pursued in the coming biennium:

- Supporting the clubs in Area 04/28 in developing a club strategy based on the ZI Strategy 2023-2030
- Further networking among clubs
- Continuous updating of document management as an information channel
- One visit per biennium by the club president of another club
- AD visit to all 04 clubs within the 2024-26 biennium
- “Area 04/28 lives” campaign: Clubs invite each other to social events
- Exchange with InterCity and Area 04/30.

The goals were welcomed by the clubs. In the last biennium, there were few opportunities for networking and exchange. Therefore, it was requested that an introduction for new presidents be given via video conference and that the fall meeting in 2024 be held in person.

#### July 9, 2024 Area meeting online “President training”

Ursula Kostal, long-time president of the Vaduz club, explained what is important in club management, representation, and organization during the club year. In her training, she addressed the following topics: where to find support, the role of the president, club board, club committees, finances, club organization, and the annual schedule.

The handover of accounts is of great importance. Andrea Könz had created instructions for the transfer of MY ZONTA and the Zonta webmail box and went through them step by step. This training, the renewed networking, and knowing who to turn to were found to be very helpful by the newly appointed presidents.

### **September 22, 2024 :**

#### **Area meeting in Lucerne followed by a visit to the gala celebrating the 60th anniversary of ZC Lucerne**

The meeting took place at the Hotel Europe in Lucerne. All clubs in the area participated. In the morning, the activities of Zonta International were presented. Starting with the

- planned actions and goals of Intercity for the biennium
- How the Zonta Int'l strategy is structured and what goals are derived from it for the biennium
- What goals District 28 has set for itself, presented by Governor Kathrin Laubacher.
- What goals apply to Area 04/28:
- Each club revises its strategy
- Good networking within the area, with other clubs, and with Area 04/30 (Romandie).

The focus of the afternoon was on strategy updating. The Zonta Club Basel explained its strategy development; the Zonta Club Engiadina presented the innovations in club life and organization. We must become more attractive, younger, faster, and more modern, otherwise in 10 years we will only have aging clubs and will not be attractive to younger women.

Communication and fundraising were mentioned to me as topics for further support for the clubs.

At the beginning of 2025, I organized online area meetings on each topic with Zonta members from other clubs who are experts on each of these topics.

### **January 14, 2025**

#### **Online area meeting: "External communication"**

Kerstin Sonnekalb, president of the Zonta Club Lausanne, explained the new trends in communication and how ZC Lausanne has proceeded:

- 80% perfection is good enough
- Better to communicate incompletely than not at all
- Use external resources, e.g., Benevol
- Clearly present the image/narrative of Zonta and the respective club
- Use links to avoid duplicate descriptions
- The website must include the statutes and the membership fee
- Only older people use Facebook, so it is better to use LinkedIn

### **February 28, 2025**

#### **Area Meeting online: "Fundamentals of Fundraising"**

Susan Georgijewitsch, Zonta Club Frankfurt, explained the fundamentals of strategic fundraising to us.

With her extensive experience, she was able to explain the step-by-step process and the major challenge of donor care in a very clear manner.

**March 11, 2025**

**Area Meeting online: “Advocacy @ Zonta”**

Annemarie Loosli, Anita Schnetzer-Spranger, and Claudia Walder gave us a concise presentation on the international role of Zonta:

- Zonta International Foundation                      Annemarie Loosli, ZC Schaffhausen, Past Governor
- Advocacy & Zonta's role in the Council of Europe   Anita Schnetzer-Spranger, ZC Mainz, Past International Director and ZI Council of Europe Committee Chair
- Zonta's role in the UN                                      Claudia Walder, ZC Luzern-Landschaft

These highly interesting insights into Zonta's work in the Council of Europe and the UN, and the projects supported by our funds at Zonta International, clearly show how Zonta stands out from other service clubs and how important these tasks and mandates are. Much of this information is, of course, available on the website. However, all three speakers managed to captivate us with lively presentations peppered with interesting examples of their work and to clearly illustrate the impact of Zonta. A big thank you to all three speakers.

The presentation can be downloaded from the document management system for reference.

## **2. Area Board Meetings**

The board meetings are only summarized in brief bullet points.

### **May 28, 2024                      Online Area Board Meeting 1**

#### **Expectations for the biennium and AD**

- Better communication within the area and with the clubs
- Networking and exchange among clubs
- Communication/exchange both digitally and in person
- Passing on information with a brief description and weighting of relevance
- Contact person for clubs; providing support in conflicts
- Zonta spirit is important in the way we fulfil our role

### **August 20, 2024    Online Area Board Meeting 2**

#### **Resolutions**

##### **1. Nomination Officer**

It was decided to no longer fill the position of Nomination Officer. It makes more sense for the Vice AD to select her own team and approach potential candidates herself. This requires a -> change to the statutes, which must be approved at the next AGM.

##### **2. Participation fee for Area Meetings**

The participation fee was set at a maximum of CHF 75 in 2019. It is difficult to find a suitable venue for this flat rate, especially in larger cities. This point will be discussed at the next AGM and adjusted if necessary. In this context, it was decided to revise the -> expense regulations and also present them at the next AGM.

## 04.12.2024 Online Area Board Meeting 3

### 1. Zonta Says NO campaign

The following questions are to be put to the clubs:

- 1a. Is a ZSN coordinator needed for Area 04/28? -> Survey result: YES
- 1b. Is there a desire for a uniformly designed flyer with emergency numbers for the respective canton? Survey result: YES

### 2. Templates for roll-ups and banners

There were repeated requests for templates for banners and roll-ups.

We will submit a roll-up proposal to the area in order to initiate a uniform appearance within the area.

### 3. Information brochure "What is Zonta"

The brochure is often given to new members and interested parties in the clubs. It is now out of stock. What now?

Result: Enquiry to Kathrin Laubacher revealed that a new brochure is to be produced at Zonta HQ in Chicago. When it will be available and how is not known at this time.

### 4. Website zonta.ch

We have updated the Area 04/28 page with information that is important for the clubs. The homepage with the old picture of Bern is inappropriate and unattractive.

Result: Barbara has spoken to Bea about this. She shares the dissatisfaction and will take steps to improve it.

### 5. Area Meeting May 17, 2025

Collection of agenda items:

- Election of Roswitha Merz as Vice AD
- Amendment to the statutes: Andrea will draft a proposal
- Expense regulations: Andrea will draft a proposal
- Vote on increasing the amount for meetings (currently CHF 75)

Extraordinary Intercity General Meeting

- Election of Vice Intercity President

## February 4, 2025 Online Area Board Meeting 4

### Resolutions & To-Dos:

#### 1. Zonta Says NO

- a. Advocacy/ZSN Committee for Area 04/28
- b. Flyer with emergency numbers

#### 2. Templates for roll-ups and banners

A draft will be presented at the upcoming Area Meeting.

#### 3. Area Meeting May 17, 2025

Collection of agenda items:

- Election of Roswitha Merz as Vice AD
- Amendment to the statutes: Andrea will draft a proposal
- Expense regulations: Andrea will draft a proposal
- Vote on increasing the amount for meetings (currently CHF 75)
- Club banners and roll-ups
- Exchange of experiences Club strategies
- Extraordinary Intercity General Meeting: Election of Vice Intercity President

### **March 5, 2025, and March 17, 2025    Online Area Board Meeting 4 & 5**

- Discussion of the new statutes
- Discussion of the new expense regulations
- Discussion of the accounts and budgets for 25/26
- Draft roll-up

### **3. Intercity and district meetings**

Intercity meetings took place on the following dates:

03.09.2024	Intercity meeting online
08.10.2024	Intercity Meeting online
20.11.2024	Intercity Meeting online
11.01.2025	Intercity Meeting in person

District meetings took place on the following dates:

06./09.2024	District 28 Meeting in Frankfurt
11/12/2024	District 28 meeting online
01/29/2025	District 28 meeting online

### **4. Club visits**

#### **06/03/2024    Visit to the Zonta Club Lucerne**

**Early detection of breast cancer** Dr. Müller heads the mammography department at the Cantonal Hospital in Zurich. She clearly explained the importance of early detection of breast cancer. Carcinomas are detected at an early stage and are highly curable; the mortality rate has been reduced by 30% in recent years. Nevertheless, not all cantons have introduced an early detection screening program, such as Zurich and Lucerne.

#### **September 3, 2024    Online meeting with eClub Switzerland 1**

The following people participated in this online conference: Flor Monsivais and Juliane Moran from e-club Switzerland.

We agreed that their website should be integrated into zonta.ch. The integration is in full swing.

#### **September 17, 2024    Visit to the Zonta Club Chur**

Together with Andrea Könz, we attended the monthly meeting in September.

We presented the activities of the Zonta world. Starting with the

- planned actions and goals of Intercity for the biennium
- How the Zonta Int'l strategy is structured and what goals are derived from it for the biennium
- Goals of District 28
- Goals of Area 04/28.

The participants greatly appreciated gaining a better understanding of the innovations within Zonta and how this cascades down to the clubs.

### **February 17, 2025 Visit to the Zonta Club Schaffhausen**

Together with Daniela Lutz, we attended the monthly meeting in February.

In the afternoon, Sabine Brinitzer gave us a tour of the old town of Schaffhausen. As a former monument conservator and architect, she had interesting things to say about all the sights.

Thank you very much, Sabine!

Michèle Büttner from the Schaffhausen Regional Flora Office and head of the SHnat/Schaffhausen Natural History Society's botany group gave a presentation on plant diversity in Schaffhausen.

### **March 20, 2025 Visit to the Zonta Clubs Basel and Liestal**

I attended the Young Woman in Leadership Affairs 2025 award ceremony, which both clubs organize jointly. Beforehand, Regula Haab showed us many special and beloved corners and treasures of Liestal. (I had already had the opportunity to experience the Chienbäse parade at her house on Sunday, March 9. The next morning, Annamarie Schelling introduced me to the Basel Fasnacht carnival. We attended the Morgenstreich at 4 a.m. It was a fantastic experience, for which I am extremely grateful to both of them.)

The first prize winner, Lily Frey, has been involved in various volunteer projects with the Basel Youth Red Cross for three years. She gained her first experience with larger projects at events such as the Run Against Borders and organized a charity run for the organization Reporters Without Borders as part of her high school thesis, for which she received the award.

The second prize winner, Sara Zumsteg, Swiss champion in show dance junior solo, organized a charity show featuring her own dance solo. On the one hand, she wanted to contribute her passion for dance, and on the other hand, it was very important to her to make a difference. The proceeds of CHF 2,000 went to the organization Thanksgivertafel, which campaigns against food waste and for people affected by poverty. Thus, her commitment had a double impact. The money was used to open another Thanksgivertafel branch in Liestal.

## **5. Networking within Switzerland and Liechtenstein**

**September 28–29, 2024**

**Visit to the Area 04/30 Area Meeting**

**November 26, 2024**

**Meeting with Kerstin Sonnekalb, President of the ZC**

Lausanne

In addition, attendance at a training course for journalists on how to create articles in Wikipedia and the quality criteria that apply. K. Sonnekalb works for Wikimedia in public relations.

Wikimedia is committed to ensuring that more articles about women are created in Wikipedia. I wanted to get an idea of this, as there is talk of supporting Wikimedia at the Intercity level.

## **6 Documentation / Area website / Document management**

### **6.1 Document management**

Document management has been continuously updated.

All documents created during the biennium have been uploaded.

In addition, a compilation of the ZONTA SAYS NO campaigns for 2024 in Area 04/28 has been created.

## **6.2 Area 04/28 Website**

New page design

Adoption of this design is also discussed in Area 04/30.

This year has been hugely enriching for me. My role has allowed me to look beyond the boundaries of my own club. As a result, I have been able to make many new contacts, get to know new Zontians, and be inspired by the wonderful Zonta spirit every time. I would like to thank everyone for this valuable experience and also for the friendships that have now been formed.

Barbara Bühlmann  
Area Director 04/28  
Biennium 2024–2026