

THE FRANKLIN

GAZETTE

MAGAZINE OF
FRANKLIN UNIVERSITY
SWITZERLAND

SPRING 2017

16 | JAPAN: TRADITION AND MODERNITY

10 | An Etruscan Stone Speaks

14 | Scholarships Without Borders





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COVER STORY

16 | JAPAN: TRADITION AND MODERNITY

Franklin students learned about the history of Japan outside of the classroom on Academic Travel with Professor Fintan Hoey.

FEATURES

10 |



AN ETRUSCAN STONE SPEAKS

An unusual find while excavating the foundations of the monumental temple built on the plateau of Poggio Colla around 500 BC.

14 |



SCHOLARSHIPS WITHOUT BORDERS

Franklin provides higher education for displaced students.

18 |



ON BREXIT

Professor Morris Mottale analyzes the controversial British referendum.

21 |



COMMENCEMENT 2016

Franklin celebrated its 46th Commencement Ceremony last May at the Palazzo dei Congressi in Lugano.

DEPARTMENTS

04 | FIRST WORDS

A word from President P. Gregory Warden

05 | FRANKLIN TODAY

The Franklin Frank
International Students of History Association
People & Events In The News
Faculty Research

22 | CLASS NOTES

Stay in touch — tell us what you're doing!

24 | ANNUAL GIVING

Investing in the Future of Franklin

26 | LAST LOOK

The Gotthard Base Tunnel

THE COVER: Fujiyoshida, Japan: Chureito Pagoda of Arakura Sengen Shrine stands before Mt. Fuji in Fujiyoshida prefecture, Japan. Photo by: chairedevil. See story on page 16.

“A Franklin education produces critical thinkers who are culturally literate, ethically aware, and intellectually courageous. We prepare students to become responsible, compassionate, and collaborative leaders in an increasingly complex and interconnected world.”

This quote is the heart of Franklin University Switzerland’s mission. It is clearly aspirational, a challenge to all of us to continue to improve and if necessary to change or adapt to the challenges of our increasingly complex world. We must continue to evaluate what we do at Franklin in the context of that larger environment, and the university is currently going through this process as we begin to formulate a new strategic plan that will move the institution forward and make us more competitive in a period of dramatic change in higher education. It has been said that the only constant in the educational environment is that there will always be change. Yet, while that is certainly true, there are also certain aspects of Franklin that will not change, for instance our commitment to a liberal arts education that produces critical thinkers with the kinds of skills necessary for new challenges.



We all know that there is a great value in a Franklin education, even if we have not always articulated that value as well as possible. I hope that you have had a chance to look at our new web site as it continues to improve and tell the story about what is going on at Franklin, the research of the faculty, or the engagement of our students, both within and outside the classroom. This issue of the *Gazette* tells that story as well.

Professors Andrea Terzi and Poulomi Dasgupta have created our own currency, the Franklin Frank, as a way to impart fundamental aspects of monetary theory while encouraging volunteerism. Two faculty members, Professors Johanna Fasl and Caroline Wiedmer, have created a landmark scholarship program for displaced students. Professor Fintan Hoey has taken students to Japan in order to create a singular learning experience that epitomizes the best of our unique Academic Travel™ program. Professors Gabriel Gee, Satomi Sugiyama and Andrea Terzi, along with many other faculty members, continue to produce pertinent scholarship. Professor Mottale provides us with an insightful analysis of Brexit. And finally, I am personally proud of the three students who excavated with me in Tuscany in 2015 to make a discovery that has been hailed by *Science News* as one of the top ten archaeological discoveries that will change history. Kudos to our faculty and our students! There is so much going on at Franklin about which we can be proud. Enjoy.

P. Gregory Warden
President

On February 27, the 2016-17 members of the MS in International Management cohort had the good fortune to have an impactful conversation with Sheikh Hussein A. Al-Banawi '76, Chairman and CEO of The Industrial Group, about the realities of leading in the world today. Sheikh Hussein, a storyteller and author of *The Unknown Leader*, shared his ideas and experience about the importance of values, accountability, effective communication, and innovation in being successful in today's environment.



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FRANKLIN TODAY



Clean up day, Lugano. Photo copyright: Divisione Spazi Urbani. Photo by: Sabrina Montiglia



Franklin Has Its Own Currency

In the Spring of 2014, Franklin University Switzerland launched its own currency in the composite world of money. It is called the Franklin Frank (FF) and is part of a community outreach project, started by Professors Andrea Terzi and Poulomi Dasgupta, aimed at raising awareness among the students about the importance of service learning, as well as to strengthen the Franklin identity.

The Franklin Frank Community Engagement Program provides students with the opportunity to provide support and assistance to local institutions and non-profit organizations in our region. In exchange for their time students receive the banknotes issued by Franklin's Department of Economics and Finance, denominated in Franklin Franks.

Because Franklin Franks have a weight on student's grades, they are valuable to students. Professors subscribing to the program integrate a 'Franklin Frank tax credit' into their grading policies. Payment of three Franklin Franks carries a weight of 5 percent of the course final grade. Hence, the tax liability creates the initial incentive that encourages students to contribute their time to the program.

Perhaps what is most interesting about the program is that the Franklin Frank is a true, genuine currency, in all respects, and shares key

The Franklin Frank can only be obtained when paid out as compensation for volunteer work, similar to the way any other citizens receive payments in the form of a national currency for their work.

features with the Swiss franc and the U.S. dollar. This leaves one to wonder how the University's Economics and Finance Department is able to engineer its own currency.

To begin with, any currency must be backed by a central governmental institution in order to ensure a value and demand for that currency. In the case of the Franklin Frank, the Department of Economics and Finance fills this governmental role as the sole issuer of the currency. This backing is furthered by the fact that the Department of Economics and Finance only accepts certified Franklin Franks as a means to settle the 'Franklin Frank tax credit.'

Franklin Franks can only be obtained when paid out as compensation for volunteer work, similar to the way any other citizens receive payments in the form of a national currency for their work. As Franks are given out, they become representative

of a 'liability' to the Department of Economics and Finance and an 'asset' to the students. When students receive payment for their volunteer work in Franklin Franks they have essentially three options regarding their use.

The first option is to store Franklin Franks until the end of the semester when students must settle the tax charged by their professors. However, a second option for students who don't have to pay a tax credit in their courses or who have earned more Franklin Franks than needed is to trade them for goods or services with other students. In other words, because Franklin belongs to a free society, recipients of Franklin Franks are free to trade them for goods and services, such as tutoring sessions, household duties, cooking lessons, or rides to the airport. So long as any two students find a mutual value in the trade, an exchange can be made with relative ease. Trading with national currencies, however, is prohibited.

Finally, students can store Franklin Franks for future semesters since, like other currencies, the Franklin Frank has no expiration date and can be redeemed for tax credit in any semester.

The program was also launched with the aim of educating students about the role of money in the modern monetary system by placing

Continued on page 6 >

Continued from page 5

students at the heart of the Franklin Frank economy. The micro-economy generated within the Franklin community contributes to class discussions about the essence of the monetary system and the mechanical functioning of a currency. In other words: Volunteer work creates Franklin Franks; taxes remove Franklin Franks; and Franklin bears a responsibility in offering enough volunteer opportunities so as to allow students to pay their taxes and use the currency for savings or trade.

According to Professors Dasgupta and Terzi, the program is intended to not only get students more involved within the Lugano community and break down barriers, but also to mirror the way government spending works in an economy, which helps our students in understanding real world application(s) of what is being taught in the classroom.

The events are arranged by the Office of Student Life and the Department of Economics and are chosen based on criteria that focus on community engagement. Events that students participate in are often mixed with local community members and focus on various methods of 'community improvement projects.' Students may find themselves spending a weekend gathering waste along the lake for the Lugano clean-up project, removing invasive plant species around Lago di Muzzano for the Franklin-ProNatura program, or facilitating annual city events such as the Lugano Walking Day.

Since its start, local community organizations have learned that they can count on Franklin students' assistance and support of numerous projects. As participation in the program continues, the Franklin Frank program will serve as a bridge between Franklin and the local community now and for the foreseeable future.

By Miles Dean '17



Alyssa Wilson '17, Zora Piskačová '17, Natalia Perez-Flores '19, and Krystian Wahl '18. Photo by Samuel Miller '17.

INTERNATIONAL STUDENTS OF HISTORY ASSOCIATION IN LUGANO

IN FEBRUARY 2016, Zora Piskačová '17 had the opportunity to attend a seminar on "History and Fiction" in Marburg, Germany, organized by the International Students of History Association (ISHA) — an international organization providing a platform for the exchange of ideas for students of history and other related social sciences. Following this experience, she decided to get more involved, and with the active help of Alyssa Wilson '17, Natalie Perez-Flores '19, and Krystian Wahl '18, established an official ISHA section in Lugano. Conceived entirely by student initiative, this project enables current and future students to attend international seminars and conferences organized by various European sections, and makes it easier for them to interact with other students of history and related subjects.

The International Students of History Association currently possesses forty-six sections and is in charge of the organization of four to six international events each year. Following a thematic focus such as "Local vs. Global: A Transnational Perspective on History" or "Diversity as a Marker of the Temporality of the City," the various seminars are divided into more focused workshops in which accepted participants present their individual research and engage in an academic discussion.

ISHA Lugano, a small but vibrant section, has participated in four ISHA seminars. Most recently, Alyssa Wilson, '17 attended the "Historians at Work" seminar put on by ISHA Berlin. At this conference, she presented a proposal for a documentary, including its possible budget, location of filming, and cast of characters. Her specific workshop on documentary films explored a historian's work in the film industry, and the role of history in overall filmmaking. Aside from the workshops, she also participated in roundtable discussions, an open mic for research conducted by the participants, and went to Potsdam on a short excursion. When asked about her experience, she said, "ISHA really allows you to explore life after academia, in many fields. I found the conferences engaging and insightful, and they allowed me to meet so many incredible, intelligent people!"

Outside of the international arena, ISHA Lugano has hosted a few information sessions for incoming students and a movie screening incorporating the recent American Presidential Election. Further plans include academic excursions, such as a guided tour of the Herman Hesse museum, an informative hike across the Swiss-Italian border in Campione, and a get-together with our neighbors and friends of ISHA Milan.

By Zora Piskačová '17

PEOPLE & EVENTS IN THE NEWS

For all the latest University news, visit: fus.edu/news-events



Franklin hosted the second edition of the Lugano *Symposium on Cybersecurity and Management Challenges* (CMC), "A Continuing Challenge for a Modern Society." The Conference took place on September 21-22, 2016, in Franklin's Nielsen Auditorium, following the success of the Cybersecurity Conference held during the previous fall at Franklin. The symposium was designed for and drew an international list of mid-level and senior executives from government, business, and industrial sectors.

The two-day event was organized by Franklin Trustee Kim Hildebrant, CEO KNC Consulting Switzerland, a Swiss-based international management consultancy company, in collaboration with Franklin Professor Morris Mottale, Chair of the Department of International Relations and Political Science. The event is sponsored by KNC.

Consulting Switzerland, Franklin University Switzerland, the City of Lugano, and a number of private sponsors.

The symposium opened with a welcome by Hildebrant, Franklin President Greg Warden, and Mayor of Lugano, The Honorable Marco Borradori. Moderated by Davide Gai, President of Gai & Partner, Lugano, the symposium boasted an impressive line-up of speakers in the area of cybersecurity from Europe and the Middle East. The keynote speaker, His Excellency Jacob Keidar, Ambassador of Israel to Switzerland and Liechtenstein spoke of "The Israeli Approach to Cybersecurity." Siim Alatalu, Head of International Relations of the NATO Cooperative Cyber Defense Centre of Excellence (CCDCOE) presented "Reach for change: the role of international cooperation for national cyber security."

Discussions focused on assessing and blocking cyberattacks, not only through expert technical insight on the scope and nature of ever-evolving cyber threats, but also through perspectives offered from a variety of related viewpoints, from politics to business and diplomacy. Topics included case studies of successful cyber-attacks, insider threats, legal and insurance perspectives on cyber security, the internet of things (IoT), the dark web, and cyber offense.

The next CMC Symposium is scheduled to take place in Lugano on September 20-21, 2017.

GOING ABOVE AND BEYOND, FRANKLIN HONORS SOCIETY

The Honors Society offers students an opportunity to deepen their Academic experience and to discuss topics that would otherwise not find consideration in an academic framework at Franklin. Since its inception in the current form eight years ago, the Society organizes one or two guest lectures per semester by distinguished academics. Following a formal presentation with subsequent questions and answers the discussion between scholar and students usually continues at an informal reception, allowing students to gain deeper insights into how cutting-edge research creates new insights and new knowledge.

Everyone from the Franklin community is invited to attend. Since the start of the current academic year, the Honors Society has featured the following:

- **Who Shall Decide? The Role of Experts and Citizens in Decision Making** September 23, 2016
- **An Age of Subcultures?** October 14, 2016
- **From Pays to Terroir: French Wine and the Shifting Language of Landscape** November 11, 2016

Presented by guest lecturer Kolleen M. Guy, Associate Professor and former Ricardo Romo Distinguished Professor in the Honors College at University of Texas at San Antonio

- **The Process of Archaeology: The Recent Discovery of the Poggio Colla** November 30, 2016

- **What now? The Maturation of Populism** February 10, 2017
 - **Islamophobia: Are Muslims the New Jews?** March 31, 2017
- Presented by guest lecturer Dr. James Renton, European University Institute, Florence



The Honors Tutorial for Professor Marcus Pyka's course on Swiss History learning about various grains and flours in Poschiavo in Italian-speaking Graubunden. Photo by Samuel Miller '17.

FACULTY RESEARCH

Andrea Terzi

Dr. Andrea Terzi, Professor of Economics, recently published new articles in two academic journals. Both pieces focus on European policies and analyze issues with the current economic situation.

In the 2016 third quarter issue of the *PSL Quarterly Review*, Terzi offered a critique of an article published previously there, advocating a fiscal expansion over tactics proposed by other researchers to end deflation in the Euro area.

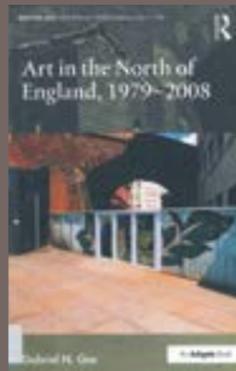
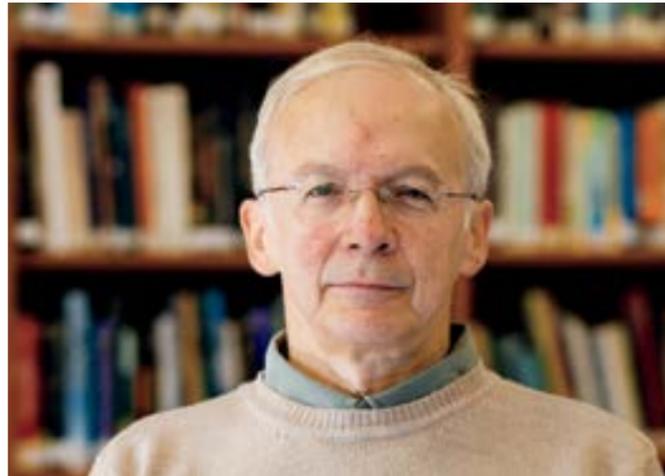
The April 2016 issue of the *European Journal of Economics and Economic Policies* published Terzi's article, "A T-shirt model of savings, debt, and private spending: lessons for the euro area." In his article, that elaborates on an earlier INET presentation in Paris, Terzi explains why Eurozone policies have so far failed to restore economic prosperity. Terzi proposes a simple model to study the financial conditions for economic growth in Europe. On the basis of his model, he concludes that fiscal expansion is the "necessary and sufficient condition to end the prolonged deflation in the euro area in a sustainable way."

The reference to a T-shirt comes from a saying in Physics that theories of the universe are not credible if their fundamental building blocks cannot be condensed onto a T-shirt. Terzi, in a similar way, uses a simple three-equation model to illustrate what is known about the causes of private spending in a monetary economy.

When asked to summarize his work, Terzi stated, "First, I introduce the notion of the 'savings-debt constraint.' Every penny saved is someone else's debt. And this means that any policy that inhibits debt also inhibits financial savings, spending, and jobs. Economic growth in a monetary economy inevitably builds on some form of debt. Hence, the way you finance growth is through a balanced and sustainable expansion of private and public debt. In this respect, the EU Commission's belief that it is possible to create jobs without creating new debt underscores a serious conceptual fault and a delusion that the savings-debt constraint to spending can be ignored.

"Second, I provide a solution to the conundrum of the consequence of savings in a monetary economy. Economics students are familiar with the fact that textbooks are often ambivalent on this issue: In one chapter, savings are good because they fund investment. In another chapter, savings are bad because they depress business sales. I believe I brought some clarity to this issue.

"Finally, I make a strong case for reclaiming the fiscal instrument in the context of European economic governance. As long as policy-makers defy the savings-debt constraint, the euro area will continue to live dangerously."



Gabriel Gee

Dr. Gabriel Gee Assistant Professor of Art History and Visual Communication has had a long-term interest in British contemporary art. He began researching for *Art in the North of England, 1979-2008* as part of his 2008 doctoral dissertation at the Université Paris X, France, and always intended to publish a version in English. The ideas developed in his dissertation matured over the following years, fueling a new work, which is not a mere translation but an expansion of the initial text. Each chapter opens with an in-depth discussion of a specific artwork that unfolds into a reflection on the broader artistic landscapes of northern England.

Gee looks at artistic production in the regions of the North East, Yorkshire,

Satomi Sugiyama

Dr. Satomi Sugiyama, associate professor of Communications and Media Studies, has been developing her research at Franklin and as part of several larger research communities that bring together scholars across Europe and the globe. She has been especially active working with the euRobotics group, "a Brussels based international non-profit association for all stakeholders in European robotics." (eu-robotics.net/eurobotics/about/about-eurobotics/index.html)

Along with the research on emojis, wearable technologies, and fashion, Dr. Sugiyama currently examines the public perception and emotions toward social robots particularly focusing on the case of robot "Pepper" in Japan. She has been presenting her work on this research at numerous conferences/workshops in the past several years including TEDx Lugano (April 2016) hosted on the FUS campus. She presented at Forum Italiano di Ambient Assisted Living in Pisa, Italy (June 2016) and at the euRobotics "Socially Intelligent Robots and Societal Application" topic group meeting in Aldebaran, Paris, France (July 2016). In the past year, she was an invited speaker at a workshop on Critical Perspectives on Japanese Robotics hosted by the Hanse-Wissenschaftskolleg (HWK) in Delmenhorst, Germany (February 2017), and at the European Robotics Forum in Edinburgh, UK (March 2017). She is an active member of the euRobotics topic group "Socially Intelligent Robots and Societal Application."



"Having personal ties in the North of England, working on *Art in the North of England* also meant the opportunity to engage further with the region's history, and to encounter many different people who are deeply engaged in its cultural life"

and North West England, focusing primarily on urban art scenes in cities such as Liverpool, Manchester, Sheffield, Leeds, and Newcastle-upon-Tyne. He studies the nature and evolution of art production in these cities, the role of their museum and gallery infrastructures, and their relations to the charged socio-political and economic context following the election of Margaret Thatcher in 1979.

Gee looks at the dramatic deindustrialization taking place in the second half of the twentieth century in cities, which were at the heart of a national and global industrial revolution in the 18th and 19th centuries. This geographical and historical context brought artists in the North of England to focus on issues that Gee sees as relevant beyond the shores of Britain in what he calls our contemporary 'trans-industrial' condition, interlocked in between industrial and post-industrial cultures.

In addition to his work at Franklin, Gee conducts interdisciplinary research on trans-industrial through the Textures & Experiences of Trans-Industriality (TETI) (tetigroup.org) group. This group promotes research that combines approaches stemming from the fields of art history, architecture, contemporary art, urban development, cultural heritage studies, social/cultural anthropology, sociology, economics, and politics.



AN ETRUSCAN STONE SPEAKS

By President P. Gregory Warden



It was another hot day in July at the end of the 2015 excavation season at the Etruscan site of Poggio Colla, about 22 miles northeast of Florence. Students and staff members were working hard and as a team. At this point the students had become seasoned excavators, working at a professional level, now experienced with both the theory and practice of archaeology.



They got up at 6 a.m. in the morning and returned to the excavation house mid-afternoon to continue working (for instance, cleaning pottery) before catching a quick nap before a 7 p.m. lecture and an 8 p.m. dinner. Then they were up at six again the next morning. All of them (students, staff, and professionals), some forty strong, made up the Mugello Valley Archaeological Project, a consortium of universities that have been excavating the hilltop sanctuary since 1995. There were three Franklin students on site that week: Melissa Fain '16, Andrea Lee '17, and Samuel Miller '17. Sam was patiently excavating the foundations of the monumental temple that had been built on the plateau of Poggio Colla around 500 BC. Its foundation blocks are massive pieces of sandstone, sometimes more than six feet long. One of them was unusual, finely finished with a broad curve at one end. It resembled a stele, an upright sculpted funerary marker of the kind set up by the Etruscans in this part of Tuscany during the sixth and fifth centuries BC. About fifty of these stone markers, called *Pietre Fiesolane* in Italian, are known. But if so, what was it doing here? It was not decorated, and it had been laid to rest in the foundations of a temple. Our best guess was that it had been roughed out in order to make a stele but for some reason had been discarded and reused as a convenient architectural block.

We decided to lift the stone, no easy task because it weighs around 400 to 500 pounds. The decision to lift it was also made more difficult because one part of the stone was covered by a third-century BC stone-rubble wall. Archaeologists are always careful not to destroy anything of importance, but in this case we decided to carefully photograph and document the later wall, lift the stone to make sure there was nothing of importance, and then reassemble the wall. At this point I was in Lugano, in my office at Franklin, so I must admit that I was not an eye-witness to the event, but thanks to modern technology (phone and text-messaging) I was kept apprised of what was going on. The stone was carefully lifted, and Sam, who had lovingly excavated the stone and thus had come to know it well, noted indentations on one of its edges that resembled letters. When a little water was poured on the edge of the stone, a series of letters almost miraculously emerged. It was clear that this was indeed a stele of unusual type with an exceedingly rare Etruscan inscription. It had lain underground for two and half millennia, but now it could speak to us again. What did it say?

The Etruscan language is not well known. It is a language "isolate" and seems to have had no relationship to any other known language. It is definitely not connected to the Indo-European languages spoken by the

“They carefully wrapped the huge stone, lifted it, and brought it down to a truck that whisked it to the state-of-the-art restoration facilities in Florence. There it was given immediate attention. Its great importance was obvious, and Dr. Sarti and Dr. Andrea Pessina, the Superintendent, moved it to the head of the line.”



Latins and Greeks. It is also not related to Semitic Phoenician, the language of another neighbor of the Etruscans. Etruscan is often referred to as a mystery. This is not entirely true, for we are able to read many simple Etruscan inscriptions, for instance the texts found on Etruscan tombs or urns. We also have a sense of how the language works. The problem is that we do not have enough data, enough texts, especially the long, complex ones. The inscriptions that we have are often only a single word or two, or else they are standardized funerary epitaphs that give the name of the deceased and his or her parentage.

The discovery of the inscription on our stele was stunning. Careful inspection and photography of the edge of the stone indicated that there were at least 70 characters. It was a very long inscription by Etruscan standards, but what was most important, our stele had a

clear and definable archaeological context. In archaeology, context is everything, and all of the longer Etruscan inscriptions to date have no secure context. Our context indicates that the inscription is early sixth-century BC, as it was found in the foundations of a temple dated 500-480. Also important, the stele is from a sanctuary; all other stelai of this type are from funerary contexts.

We immediately notified the archaeological authorities. The inspector for our region is Susanna Sarti, an Oxford-trained archaeologist of great energy who has been a tremendous help to our project. With her assistance we immediately engaged expert handlers who brought machinery up the dauntingly steep and forested slopes of Poggio Colla. They carefully wrapped the huge stone, lifted it, and brought it down to a truck that whisked it to the state-of-the-art restoration facilities in Florence. There

it was given immediate attention. Its great importance was obvious, and Dr. Sarti and Dr. Andrea Pessina, the Superintendent, moved it to the head of the line. The stele is a massive piece of stone, but it is fragile in its own way. It is made of local sandstone, called *pietra serena* in Tuscany. The surfaces are friable, and it has weathered while sitting in the ground only a few feet below the surface for thousands of years. We deliberated about the best course of action, and then the conservation team, under the guidance of Stefano Sarri, a master conservator who had previously worked with our project, set about the careful cleaning. That work took about a year, but by the late spring of this year truly wondrous information began to emerge.

The inscriptions, it turned out, were even longer than we had previously thought. One hundred to 120 characters were preserved, and the original inscription could have been much

longer. What did it say? That is what we were all dying to know. Would it shed light on the nature of our sanctuary at Poggio Colla? There had been remarkable finds before. For instance a series of ritual contexts that shed new light on Etruscan religion: deposits of bronzes, coins, and gold jewelry, the latter attesting to the strong inclusion of women in the rituals of the site. Most intriguing was the discovery of a decorated ceramic fragment dating to the sixth century BC that depicts an extraordinary scene of childbirth, perhaps a divine birth. It was identified by Phil Perkins, a specialist on this kind of pottery, and was published as what seems to be the earliest depiction of childbirth in European art. All this evidence, along with a fissure in the rock that was considered sacred, pointed to a cult centered on an underground (chthonic) female divinity. Though we did not know the divinity's name, we did suspect Uni, roughly the Etruscan equivalent of Greek Hera

or Roman Juno, but with some very different attributes connected to fertility, birth, etc.

The inscription is being studied by two experts. One is a comparative linguist, Rex Wallace of the University of Massachusetts at Amherst, who has written one of the fundamental textbooks on the Etruscan language. The other is an epigrapher, Adriano Maggiani, now retired from the University of Venice, one of the foremost experts on Etruscan inscriptions. The inscription is challenging; it includes many words that have never been seen before. We put out a press release in the spring of this year about the discovery. Another press release went out in the early fall, announcing that we had deciphered part of the text that may reveal the goddess who was worshipped at the sanctuary. That goddess is indeed Uni, confirming our suspicions. Both press releases garnered international attention, turning up everywhere from *National Geographic*, Reuters, Italian

TV, Fox News, and even the British tabloids that gave it their own idiosyncratic spin. There were also tens of thousands of tweets and other notifications on social media. Media attention caused a great deal of interest by Italian political establishment that resulted in an exhibit on the stele in Florence for the celebration of the Day of the Etruscans, August 27.

Everyone seems to be fascinated by those “mysterious” Etruscans, by their even more inscrutable language, by the nature of discovery of new evidence for what is admittedly a murky and distant past. On a more serious note, four scientific publications on the stele have appeared or are forthcoming. Now we know that the inscription is definitely an Etruscan sacred text, one of the three longest found to date, the earliest, and the only one with a secure archaeological context. But research continues, and there is much more to learn. Our sacred stone has more tales to tell.

Franklin Provides Higher Education for Displaced Students

The Scholarships Without Borders Program

In light of Europe's worst refugee crisis since World War II and the resulting struggle to find humanitarian solutions, Franklin University Switzerland shows its solidarity with displaced students by offering scholarships to recognized refugees in Switzerland through its Scholarships Without Borders (SWB) Program.

The SWB Program was founded in 2015 by Professors Johanna Fassl and Caroline Wiedmer, who are also the co-directors. It offers qualified student refugees the opportunity to pursue their undergraduate studies as they become fully integrated on campus and in Ticino. Depending on their qualifications, students may be admitted to a dedicated SWB bridge program or enroll directly in Franklin's Bachelor of Arts program. Additionally, all SWB students participate in an international summer school program on human rights, leadership skills, and the role of higher education in the process of integration and in the rebuilding of war-torn countries. The summer school is also open to anyone interested in the topic.

Thanks to the excellent cooperation between Swiss cantonal and state authorities, the SWB Program has already been able to welcome two students. The first recipient, a female from Syria who began her studies in Damascus, but had to flee the country shortly thereafter due to the war, enrolled in spring 2016. A second young woman, accepted in fall 2016, is a Palestinian-born Iraqi who had fled to Syria in the first place. Eventually she was identified in a refugee camp in Lebanon by the UN Refugee Agency (UNHCR) as a potential candidate for the SWB Program and then relocated to Ticino with her family to begin her studies.

SWB recipients are provided with full scholarships and additional financial and academic support from Franklin through direct scholarships, and in collaboration with Swiss cantonal bodies, foundations, corporations,

and individual donors from around the world. The non-profit organization SOS Ticino generously contributes to the program by identifying refugees based in Ticino who have the requisite academic qualifications. Franklin also works directly with SOS Ticino to provide students with ongoing guidance and support throughout their studies at the university. To that end, SWB students are not only awarded full tuition scholarships by FUS, they are supported by a broad network of professors, peer mentors, and professionals to ensure success in their university studies. Because of Franklin's unique position as a dually accredited university, they will ultimately have several options, such as returning to their home countries equipped with the education and skills necessary to participate in rebuilding efforts, continuing their studies at another Swiss or English-speaking university, or entering the job market with a Bachelor of Arts degree.

MEET THE DIRECTORS

Dr. Johanna Fassl is Associate Professor of Art History and Visual Communication and Department Chair at Franklin University Switzerland, in addition to being the director of Casa Muraro: Columbia University's Study Center in Venice. She received her PhD (with distinction) from Columbia University and has since been the recipient of numerous fellowships, including a Mellon and Getty Postdoctoral Fellowship for her research. Her areas of specialization include the art and architecture of Venice; her book *Sacred Eloquence: Giambattista Tiepolo and the Rhetoric of the Altarpiece* was published with Peter Lang in 2010. Her research investigates the mental processes behind the creation and reception of art. Current projects include notions of visibility in Enlightenment art, science, and philosophy with respect to how Newton's discoveries of white light, space, and gravity translate into an early modern psychology of perception. She is also engaged in a study titled "Missed Encounters: Representing the Un-representable," which examines the representation of trauma in the art of veterans from the ongoing conflicts in the Middle East, including Afghanistan, Iraq, and Syria. Within the scope of the latter project, she curated the exhibition *Syria: Facing the Revolution* at FUS in 2013 and is the co-editor of the second volume of *Intervalla: platform for intellectual exchange*, dedicated to "Trauma, Abstraction, and Creativity."

Dr. Caroline Wiedmer is the author and editor of a number of books, including *The Claims of Memory: Representations of the Holocaust in Contemporary Germany and France* (Cornell University Press, 1999), *Inventing the Past: Memory Work in Culture and History* (Schwabe Verlag Basel, 2005, together with Otto Heim), *Motherhood and Space: Configurations of the Maternal in Politics, Art and the Everyday* (Palgrave Macmillan, 2005, with Sarah Hardy) and *The Intersections of Law and Culture* (Palgrave MacMillan, 2012, with Priska Gisler and Sara Steinert Borella). She has received research fellowships from the University of London, the Center for Gender Studies of the University of Basel, Princeton University, Stanford University, the Collegium Helveticum at the ETH in Zürich, and the Center for Advanced German and European Studies of the Freie Universität of Berlin. In the Department of Literature and Culture at Franklin, she teaches classes on memory, poverty, law and culture, catastrophe, and urban studies. Her classes in German Studies focus on Swiss-German Film and Migration. Her research interests include memory studies, gender, film, law and culture, spatiality, and the workings of narrative in multiple domains of cultural and intellectual life. She is currently at work on a study of street newspapers and the construction of public space.

Franklin acts in the conviction that education is a key factor in finding sustainable solutions to the refugee crisis. Education helps student refugees overcome trauma and rebuild lives through intellectual nurture and involvement in meaningful, future-building endeavors; it supports their efforts to integrate into their host country and to contribute to its economic growth; and it gives those who eventually return to their homes the skills, awareness, and knowledge to become change-makers and to rebuild their native countries.

Illustration by: tkacchuk



**Dr. Johanna Fassl, Associate Professor
Art History and Visual Communication**

Ph.D. (with distinction) Columbia University, M.Phil.
Columbia University
M.A. Columbia University
B.A. University of Toronto
Interior Design Diploma, International Academy of
Design, Toronto



**Dr. Caroline Wiedmer, Professor
Comparative Literary and Cultural Studies**

Ph.D. Princeton University
M.A. Princeton University
B.A. University of North Carolina at Chapel Hill

GET INVOLVED

Further development and sustainability of the program requires additional support in the form of funds, personal engagement, and awareness so that we can give more students a second chance in life. There are many ways in which you can get involved to help Franklin sustain the SWB program and ensure its continuous growth.

If you have any questions or would like to get involved in any capacity, please email swb@fus.edu.

Japan: Tradition and Modernity

Modern Japan presents a fascinating historical example of a society continually adapting to the challenges of modernity: capitalism, imperialism, and industrialisation.

By Dr. Fintan Hoey, Assistant Professor of History

“Our stay in Hiroshima, just a few weeks prior to President Obama’s own historic visit, was a reminder not only of the devastating effects of atomic weapons but also of the power of humans to heal and rebuild after immense tragedy.”

— Dr. Fintan Hoey

Photo by: Samuel Miller '17



Following over two centuries of self-imposed isolation, Japan was forcibly opened by the encroachments of western imperialists in the middle of the nineteenth century. In response Japanese leaders carried out a deep, long lasting, and often traumatic political, economic, and cultural revolution, which was directed at catching up with the western powers. By the beginning of the twentieth century Japan had established itself as an expansionist imperial power in its own right, a course which was in part to lead to the tragedy of the Second World War. Following its total defeat, Japan recovered and experienced rapid economic development up to the stagnation of the 1990s, which has continued to the present.

In my class on the history of modern Japan I use my standard classroom methods — lectures, primary source and textbook readings, and in-class discussions. However, in this Academic Travel class my students and I were fortunate to spend ten days travelling around Japan, and through visits to museums, tours, and seminars were able to round out and complement the classroom learning experience.

Our tour began in Tokyo and included visits to Hiroshima and Kyoto, a stop at Himeji and its impressive seventeenth-century castle, and a day trip to Nikko, the burial site of Tokugawa Ieyasu, one of Japan’s most important shoguns (military rulers) and unifiers. One of the major

challenges in designing a tour of Japan for students of its history is the relative shortage of source material. Earthquakes, bombing, and post-war development have all made their mark. Such absences are of course telling, but it is still possible to see examples of Japan’s built heritage. The stately redbrick edifice of Tokyo Station, which once dwarfed its surroundings and is now itself dwarfed by modern skyscrapers, is an excellent example of the heady days of breakneck modernization and westernization of the late nineteenth and early twentieth centuries. Taking the students here also gave us a chance to pick up our rail passes; balancing such mundane practicalities with learning opportunities is always on the minds of professors leading an Academic Travel. These passes gave us free rein on the fast and reliable shinkansen bullet trains, which criss-cross the country, and of course these trains are themselves an important legacy of the technological advances and exuberance of Japan’s postwar period of high-speed economic growth.

The enormous Edo-Tokyo Museum with its scale models and life-size historic streetscapes illuminated for us the development of the city from small fishing village, to seventeenth-century castle town and administrative and commercial centre, to a modern capital city. The highlight of our time in Tokyo was the two seminars at the prestigious Tokyo University



Photo by: Samuel Miller '17

led by two researchers on Japan’s modern revolution, William Chou and Hirokazu Yoshie, who shared with us the results of their cutting-edge research. They in turn were most impressed with the high caliber of the students’ questions and observations.

Our stay in Hiroshima, just a few weeks prior to President Obama’s own historic visit, was a reminder not only of the devastating effects of atomic weapons but also of the power of humans to heal and rebuild after immense tragedy. Our final stop in Kyoto, Japan’s ancient capital, gave us a chance to visit the shogun’s castle as well as the many temples and shrines, which lend the city a sense of calm and austere beauty. For me it was a special return to where I had spent two happy years as a graduate student. Our trip ended on a festive, though no less educational note, with a traditional Japanese kaiseki dinner and the obligatory trip to a karaoke bar. I’m happy to report that the students entered into this particular experience of cultural immersion with the good-natured exuberance for which they are rightly well-known.

Having been exposed to so much over a short time we returned to Franklin with a better contextual framework with which to understand and appreciate Japan’s modern history.



An analysis of the event should lead analysts to ask not so much what are the consequences for Britain, but rather, the consequences for the European Union itself.

BY DR. MORRIS M. MOTTALE

Department Co-Chair of International Relations and Political Science
Franklin University Switzerland

Just before the June referendum in Great Britain on Westminster's departure from the European Union, there seemed to be a widespread consensus about an economic apocalypse for Britain as critics pontificated on the utterly catastrophic consequences for the British people. By September, nothing had happened and in fact, the British people seemed to have adjusted. In a very short time, the United Kingdom got a new government under Theresa May and the British economy seemed to coast along well. Only time will tell whether Brexit was a bad idea.

The entry of the United Kingdom into the European Union in 1971 met continuously some degree of skepticism in the English public. As a matter of fact, in both the Labour and Tory parties, Euro skepticism was always present. Upon coming to power, David Cameron, the Tory Prime

Minister, promised a referendum on the subject of British exit from the European Union. There seemed to be at the time a consensus that it would never come through but, as it turned out, specialists and forecasters came out to be wrong.

An analysis of the event should lead analysts to ask not so much what are the consequences for Britain, but rather, the consequences for the European Union itself. In the last few years, various political trends in Europe, especially stagnant economies, Islamic terrorism, immigration, and widespread cynicism about the Union itself, have mimed the foundations of European institutions.

A perceived German economic hegemony has led many to resent the Union itself. Recent political trends have shown that skepticism about the

Anti-EU trends are political phenomena that often are misunderstood as examples of "populist right-wing extremism."

European Union is rampant. The example of Hungary is very revealing as Budapest not only has built walls and fences to keep so-called "migrants" from entering the European Union via its borders, but has denounced some EU officials for their arrogance.¹ Presidential elections in Austria seemed to reflect the ever-growing anti-European Union trend.

Anti-EU trends are political phenomena that often are misunderstood as examples of "populist right-wing extremism." In fact, the Brexit vote was interpreted by many observers in terms of an anti-European pathology on the part of masses who do not share a Pollyannish world that sees a European Union in a globalized world without borders. The outcome of the referendum was not expected by European continental leaders, nor by the American leadership in Washington, where President Obama expressed very negative feelings on a British exit from the union. In Switzerland, an anti-EU population cheered London's exit as the Alpine country found itself besieged by hordes of migrants and refugees that have been allowed to enter the European Union without any checks or controls through Italy and Greece. The Chinese and Japanese governments seemed rather taken aback by the vote as they perceived the EU to be a block with which they could easily deal with as one unit.

Such perceptions, however, neglected, and continue to do so, the fact that a country with the parliamentary democratic heritage of the United Kingdom found unacceptable the submission of the British political system to the dictates of a faceless bureaucracy in Brussels and the threat of immigration from the continent that was and is being compounded from the Arab, African, Islamist world. Rising Islamic extremism and bloody episodes of terrorism inspired by radical Islam compounded British skepticism.

Following nominal departure from the European Union, Britain began developing new policies to expand its economic reach back to the old Commonwealth and North America. In October 2015, Dr. Liam Fox, former defense minister and a Tory MP, confirmed already here in Switzerland at a symposium at Franklin University Switzerland that it was the intention of the British government to renew its ties with states such as South Africa, India, and of course Australia. British officials reassured European citizens living the United Kingdom that nothing in reality would change as residence permits would not be taken away. In fact, no European citizens have lost any jobs in the UK.

¹ See for example, bbc.com/news/world-europe-37347352

It is very likely that future entry into Britain of citizens from European states will meet some new regulations, but the Westminster government has reassured citizens that British businesses such as industry, banking, finance, and high technology development would not stop the flow of skilled specialists into the country. This aspect has been overlooked as EU law favored Europeans over non-Europeans. For example, Americans, Canadians, Australians, and New Zealanders looking for employment in the UK had to take a back seat to EU citizens.

British defense links to Europe have always transcended the European Union itself as the basic military framework in Europe itself has been actually subsumed under NATO's policies and Europe's relations with North America. As for security and strategic coordination, it is very unlikely that anything will change between North, America, London, and the European Union.

Arguably, the most positive aspect of the British political move has been the stimulus given to European member states to reconsider their policies of integration and the submission of individual governments to the monetary policies of the European central bank and European laws that have facilitated an incentive and motivated millions of African, mid-Easterners, and South Asians to move to Europe illegally, exploiting European humanitarian laws.

Paradoxically, London's exit enhances the power of Germany because of its population and economic weight. This situation compels member states to reconfigure the internal balance of power within European institutions and accept an ever-more German economic hegemony. France becomes merely a junior partner to Berlin. The loss of British contribution to the European Union has also meant that European member states will have to carry an additional financial burden. This new challenge has not been taken into consideration by the EU. Thus, Brexit may have been far more of a negative consequence for the dynamics of European integration than expected.

European officials, instead of blaming ignorant British voters or right-wing nationalists, should actually think of restructuring the European Union in such a way that other states will not be tempted to leave, rather than focus on blaming European citizens for their frustrations with Brussels.

Photo by: stevanovicigor

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“Take Risks. Because one idea—big or small, crazy or not, can change the world.”

— Gary Knell

46th Commencement 2016

On Sunday, May 15, 2016, Franklin University Switzerland celebrated its 46th Commencement Ceremony at Palazzo dei Congressi in Lugano. One hundred seventeen students from 24 different countries received a Bachelor's or Master's degree.

During the ceremony, Honorary Degrees were awarded to Mr. Khaled Samawi, Founder of Ayyam Gallery, Ms. Heidi Tagliavini, Swiss Diplomat, and Mr. Gary E. Knell, President and CEO of the National Geographic Society.

The Commencement address was given by Gary E. Knell, President and CEO of the National Geographic Society. In his opening comments, Knell said, “if National Geographic would have created a University, I'd like to think that it would have been Franklin. Your emphasis on gaining a global perspective, your inclusion of travel and experiential learning as part of your curriculum, your celebration of exploration and curiosity, these are our values too.”

The 2016 Ursula Gentile Lowerre Award for Outstanding Service was conferred to Thomas J. Gould '70 in recognition of his long-standing, fervent support of the University both in action and gift. From 1968 to 1970, Gould attended what was then called Fleming College and returned to Franklin as a member of staff from 1974 to 1975. Besides his philanthropic engagement, Gould has also been very active in service to admissions, by offering to represent Franklin and interview potential students in the U.S. Midwest. Although not present at the time, Gould will be accepting the award in person this May at the 2017 Commencement ceremony.

The Valedictorian was Khadija Alem, from Jeddah, Saudi Arabia, who majored in Communication and Media Studies and Psychology. In her speech, Alem analyzed the popular phrase, YOLO (You Only Live Once), through various cultural and historic points of view. “Life is only valuable because we assign



Photos by: Alain Intraina, www.fotostellanova.ch

value to it. In our seeking a meaning in life, we find a meaning to life...people's conception of a meaningful life should not influence the kind of life that you or I choose to pursue. If you only live once then any path in life is equally valid as long as it is a life that is fulfilling to you.”

WHO, WHAT, WHERE, WHEN?

Send your Franklin news, photos, and comments to: the Office of Advancement, Franklin University Switzerland, Via Ponte Tresa 29, 6924 Sorengo, Switzerland / email: advancement@fus.edu

Receiving news from Franklin?

We want to make sure you get the latest news about Franklin and upcoming events. If you are not being updated, send us your email address to advancement@fus.edu and we will make sure you are informed.

1970

Katherine Hock Trent's husband, Leighton Jr. Lynn Trent passed away on Father's Day June 2016 in Chattanooga TN from Pulmonary hypertension. He is survived by son Leighton R. Trent and one year old grandson Leighton William Trent. Katherine and Lynn met on a blind date through an old friend and were married 32 years.

1975

Lindy Hardman was excited that his nephew, **Malcolm Roediger**, attended Franklin last fall as a study abroad, continuing on to USC in January. Lindy writes, "Seven years ago, we tried very hard to extricate ourselves out of LA to enjoy a more bucolic life in Montana, but, alas, due to the recession, it was not meant to be. After over four years on the market, we finally sold our ranch and have moved back to Pasadena. The commute to our jobs in downtown LA is much more manageable than where we have been temporarily in Newport Beach, awaiting the Montana sale. We still have very close ties to the Bitterroot Valley and plan to visit regularly, especially since Susan's parents now live there full time."

David Kopperud writes, "Our family in California is growing rapidly. My oldest son, Andrew, married in Lake County in northern California while my oldest, Sarah, married in San Diego at the southern end of the state. Katie, my youngest daughter, just learned that she is expecting a baby girl. Michael, my youngest son, is serving the U.S. Navy in Japan. My wife, Mary Kate, is still



Right to left: Kelly Davidson Buckingham '82 and husband Bill

working for Molina Healthcare, while I work for the California Department of Education in Sacramento."

1982

Kelly Davidson Buckingham '82 visited campus with her husband Bill last July while visiting Lugano during their European vacation. Kelly shared her many fond memories of Franklin days and of her professors. Kelly and Bill then travelled on to Italy, where they planned to visit Como, Milan, the Amalfi Coast, and Capri.



Left to right: Rebecca Garrett '89 and Jennifer Jamieson '90

1989

Rebecca Garrett couldn't resist a day trip to Lugano while on vacation with a friend in Italy. Before meeting up with



Left to right: Nicky Hildebrant '91, Christine Bergossi '93, Kim Hildebrant '90, Trustee, Simona Gal Prada, Ashu Maneklal '93, Enrico Crovetto '95, Vittorio Bergossi '92, Jonathan Stanford '93, Vibeke Stanford '96, and Patrizia Coray '93

Diana Tedoldi '90 at Franklin for a campus tour, Rebecca enjoyed catching up with **Jennifer Jamieson '90** over lunch downtown.

1993

An impromptu reunion took place in January at Grotto della Salute in Lugano. **Ashu Maneklal** had accompanied his son to Franklin for his freshman year.

Dimana Al Siksek visited campus last July with her husband, children, and family members at the tail end of a beautiful journey through Switzerland. Dimana reminisced about Franklin days with **Diana Tedoldi '90** in the Grotto, and took a tour of Kaletsch Campus. Dimana also had a chance to meet up with Franklin friends in Lugano.

1994

Suzanne Ybarra has been living in New York City since last summer studying journalism at Columbia. She writes that it has been fun catching up with Franklin alumnae **Sabrina Rice '91** and **Natalie Rice Valenzuela '93**.



Left to right: Dimana Al Siksek '93 at Franklin with her husband

1997

Cynthia T. Luna (née Thomas), self-published a nonfiction ebook in early 2016 to help first-time aspiring authors design their book marketing strategy. Now available on various Amazon platforms, *The Aspiring Author's Guide: Write Your Marketing Strategy* focuses on helping indie authors create a big-picture view of their eventual approach to marketing their upcoming books.

"Writing a book is one thing, getting it published is another, and designing a marketing strategy — from understanding to locating your readers — is a whole new process," says Luna, who adapted her own techniques as a marketing communications professional



Cynthia T. Luna '97

to a system that any writer could undertake. "In short, I aimed to help writers see their book in the context of a market, so they could make informed decisions about what tactics they wanted to focus on."

When Luna is not writing or designing marketing strategies, she consults for other entrepreneurs and "authorpreneurs," and occasionally edits works of fiction and nonfiction. She is also available for speaking engagements. Contact her at Cynthia@LivinginCyn.com.

2004

Continuing on the adventurous path she started in Lugano, **Danielle Bennett Redmond** wound up commercial fishing in Alaska 10 years ago and has been living there ever since. She completed her Master's at the University of Alaska Fairbanks and went on to found the Alaska Climate Action Network. She now lives on the coast with her husband and two children — and their big, ornery dog. Danielle can be reached at akclimateaction@gmail.com.

Kathy Schake and her husband Matt were bike touring through France and Italy last October and finished their trip in Lugano at the beginning of November. Kathy had the chance to show Matt the Franklin campus and her old stomping grounds around Lugano. Kathy and Matt live in Anchorage, Alaska.



Right to left: Kathy Schake '04 and husband Matt



Right to left: Austin Tomlinson '06 and wife Winnie

2006

Stephanie Green and her husband Kevin Clark welcomed their first child, a son. Declan Clark was born on July 26, 2015.

Austin Tomlinson and Winnie Tomlinson were married at Alkaff Mansion in Singapore on March 4, 2016. Shortly after they were married Austin was appointed as INSEAD's Global Director of Alumni Relations at INSEAD (www.insead.edu). Prior to being appointed as the Global Director Austin was responsible for INSEAD's alumni engagement activities in Asia. Both Austin and Winnie's jobs require a fair amount of travel, so the globetrotting continues. In July Austin and Winnie will be expecting their first child. The happy couple welcomes Franklin alumni and parents to visit them in Singapore!



Left to right: Carla De Lemos Monti '10 and Professor Mottale at the Franklin Grotto

2010

Carla De Lemos Monti visited campus with her husband Michael and daughter Giuliana at the beginning of the fall semester and enjoyed catching up with Professor Mottale over coffee in the Grotto.

2012

Ala'a Qusous MSIM '13 has opened a ballroom in Amman, Jordan. Ala'a writes, "My five years in Lugano are very special to me, and I always like to subtly incorporate Lugano themes and ideas into what I do. My venue is hosting

weddings, parties, galleries, and events, and it is called Splendid, just like the Lugano landmark hotel."

Alexandra Rogers is currently at the Department of Energy in Washington, D.C., after an internship at The White House.

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Join **The Benjamin Franklin Society**, whose members have included Franklin University Switzerland in their estate plans.

For more information email: advancement@fus.edu



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Each of you have made a difference, thank you.

Villa Society

Franklin's leadership gift society, the *Villa Society*, offers *annual* membership to alumni, parents, and friends who make a gift of \$1,000 or more. The Society was founded to recognize the critical difference leadership gifts make at the University and thank these donors for their special commitment to the University. Annual membership and recognition is based on an individual's personal gifts and corporate matching gifts received in a single fiscal year.

World Citizen Club

Another important part of supporting Franklin is the loyal support of donors who donate to the University year after year. The *Franklin World Citizen Club* recognizes loyal, annual giving to Franklin at any gift level. When a donor has given a gift to Franklin five fiscal years in a row, or every year since graduation for young alumni, the donor becomes part of the *Franklin World Citizen Club*. The membership will continue as long as the donor continues to give each fiscal year. This recognition of alumni, parents, and friends who show a special commitment to Franklin was created to acknowledge outstanding, yearly dedication to the school.



Franklin gratefully acknowledges all alumni, parents, and friends who participated in the 2014-2015 fundraising year.

Alumni class years follow the alumni donor names.

*Franklin World Citizen Club members: Donors who have made gifts in each of the past five years or each year since graduation.

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2014-15 Contributors: *Annual Report, July 1, 2014 to June 30, 2015*

2015-16 *Annual Report, July 1, 2015 to June 30, 2016, to come out in the next issue of the Gazette*

BACK FROM THE FUTURE

World's longest and deepest rail tunnel opens in Switzerland



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No, it doesn't have anything to do with time travel!

The Gotthard Base Tunnel was inaugurated last June and became fully operational on December 11, 2016. At 57 kilometers in length and with a 2,300-meter rock overlay, it is the longest and deepest railway tunnel in the world. The tunnel provides a faster connection between the canton of Ticino and the rest of Switzerland, as well as between northern and southern Europe, reducing journey time significantly. The tunnel bypasses most of the winding Gotthard Railway (opened in 1882) and establishes a direct flat-rail route through the Alps for high-speed passenger trains and freight trains.



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