

THE FRANKLIN

# gazette

MAGAZINE OF  
FRANKLIN UNIVERSITY  
SWITZERLAND

SUMMER 2015



FROM COLLEGE TO UNIVERSITY

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SUMMER 2015  
FRANKLIN UNIVERSITY SWITZERLAND

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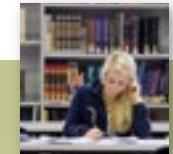
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**THE COVER:** Celebrating becoming a university: Pascal F Tone, Franklin founder, first President and current Chair of the Board of Trustees, said, "I'm immensely proud of all that Franklin has achieved. While we had great hopes for the University in 1969, we never imagined it would become the leading force it has in the world of international education. It is truly wonderful to receive such recognition after such a thorough review process by leading educators."

authentic + relevant



**I**t is my pleasure to present this issue of the *Franklin Gazette*, which sports a new design. Every so often magazines like to refresh their layouts and graphic vocabulary to ensure that they remain interesting and inviting. Given that our previous design was more than a decade old, we undertook this redesign to bring you a more vibrant reading experience. We have also included a small number of advertisers for the first time. These represent a select group of business partners who wish to support Franklin and whose products and services we are pleased to recommend. Special thanks are owed to the Alumni Council, who graciously provided special funding to enable us to revamp the magazine.

As I write, Franklin has just sent off into the world 93 members of the class of 2015 to begin the next stage in their life adventures. Among these were 8 graduates in the 2015 cohort of our master's degree program in international management, the third such class since we initiated graduate studies in 2012. At that time we successfully petitioned the Swiss University Conference to grant Franklin formal recognition as a university-institution in the Swiss system of higher education. Our cover story recounts how this came about and shares some of the excitement of our celebration on campus and the activities of the ensuing "Year of the University."

One such activity was our hosting and producing TEDxLugano, Ticino's first and only TED-licensed conference on ideas that matter. Our story in this issue about TEDx is really one about student initiative and leadership, key characteristics of a Franklin education. The wild ride to the top of an international competition undertaken against enormous odds by alumna Moska Najib, '05, as recounted in "Moska for the Best Job in the World," illustrates that very Franklin attitude of perseverance and optimism that tends to serve our students and alumni so well.

At the end of May we welcomed alumni back to campus for our Global Alumni Reunion 2015. It was personally very satisfying and inspiring to witness the passion for their alma mater that these sons and daughters of Franklin brought with them.

This time of year, while filled with the excitement and promise of fresh beginnings for our graduates, is also marked by the sadness of saying farewell. Graduating senior Majda Dakkak's reflection on saying goodbye, originally posted on Facebook, touched our hearts so much that we asked her to allow us to share some of it with you in our recap of Commencement 2015. We hope it will touch you as well.

As a community we all had to say goodbye to longtime Franklin friend, supporter, and board leader, Dr. Otto Kaletsch, whose passing in May has left a giant hole in our hearts. We will not forget him.

P. Gregory Warden  
President

FRANKLIN UNIVERSITY  
SWITZERLAND

# THE FRANKLIN gazette

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franklin today

# 45th Commencement 2015

## CLASS OF 2015

On Sunday, May 17, 2015, Franklin University Switzerland held its 45th Annual Commencement Ceremony at the Palazzo dei Congressi in Lugano. Trustees, faculty, staff, families, and friends celebrated the graduation of 93 students, including 8 who received the Master of Science in International Management.

The event was marked by recognition of the service of four members of the faculty and staff who were retiring this year: Brian Stanford, Professor of Art History and Studio Art; Melvin Schlein, Professor of Political Science and History; Leslie Guggiari, Dean of Student Life and Engagement; and Robert Pallone, Vice President for Advancement. In honor of their long and distinguished tenure at Franklin, Professors Stanford and Schlein have been named professors emeritus.

Following tradition, the formal ceremony began with the awarding of honorary degrees. Longtime member of the Franklin Board of Trustees and its chairman since 2010, Pascal F. Tone was awarded the honorary degree of Doctor of Humane Letters. Mr. Tone co-founded Franklin in 1969, served as its first President, its first Director of Admissions and Development, and as Professor of Literature and Dramatic Arts. His contributions over these last 45 years to the life and well-being of the institution are too numerous to list; let it suffice to say that every single member of the Franklin community, past and present, has been affected by Mr. Tone's devotion to Franklin.

Dr. Nasser D. Khalili, Ph.D., KCSS, KCFO, and founder of the Khalili Collections, was awarded the honorary degree of Doctor of Humane

Letters. Dr. Khalili, who also was this year's graduation speaker, is a world-renowned scholar, philanthropist, and collector. Since 1970, Dr. Khalili has assembled eight of the finest and most comprehensive art collections in the world, which include over 25,000 works in Islamic art; Haj and the art of pilgrimage; Aramaic documents; Japanese art of the Meiji period; Japanese kimono; Swedish textiles; Spanish metalwork, and enamels of the world. These works have been exhibited in over 40 major museums worldwide and have been documented in 70 printed exhibit catalogues.

Franklin alumna India R. Howell was this year's recipient of the Ursula Gentile Lowerre Outstanding Service Award. The award recognized her tireless commitment to improving the lives of others, epitomized by the founding of the Tanzanian Children's Fund, which today supports and houses over 90 orphaned children in seven homes in the Children's Village.

In his address to the students, Dr. Khalili, who was born and raised in Tehran, used the story of his own life as a young college student in New York, determined to make it on his own in a new country, as metaphor. After first describing his own success over the years in business and in collecting, he challenged students to approach their goals using the "Triangle of Success," first, allow themselves to dream, next to construct a plan, and then to pursue the dream with passion. But he also encouraged them to reflect on the question of the ultimate meaning of success. If so, would they want wealth in terms of money or instead wealth in the love of family and friends? He suggested that the answer lies in "not how much you make, but how much difference you make in the lives of others."

Dr. Khalili, who founded the Maimonides Interfaith Foundation, also

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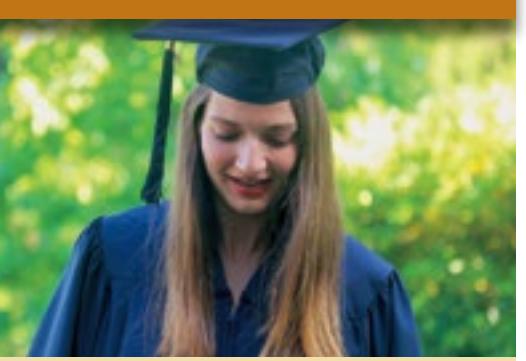


Photograph: Alain Intraina, fotostellanova.ch

**"THE QUESTION IS NOT HOW MUCH YOU MAKE; BUT HOW MUCH DIFFERENCE YOU MAKE IN THE LIVES OF OTHERS."**

—Dr. Nasser D. Khalili  
Commencement speaker

## Majda Dakkak '15



## Saying Goodbye

Majda Dakkak, class of 2015, of Amman, Jordan, doesn't want to say goodbye to her second home, Franklin University Switzerland, although she knows she must. She posted the following thoughts for her friends and family on Facebook three days after receiving her diploma. With her gracious permission, we share them with you.

How can you say goodbye to a place that means so much? How can you look at the past four years without a tear? How can you move on?

I ask myself as I look around me. I ask myself as I yearn for just one more moment, and one more day, just for a final closure before I leave. It's a feeling of knowing you have to leave, but also feeling like you need just one more breath of this fresh air before you depart.

Franklin was not just a university experience, it was a home. This home became a safe haven, but also an exciting challenge. Every single room, and every single corner in them, held a memory and a story. Stories that reflect the bonds created, the friendships made, the advice received, the accomplishments, the happy moments, and the tears. Stories reflecting on the unbreakable and the unforgettable. Stories I'll forever carry in my heart, always cherish and always know they are an indispensable part of me, part of us.

How can you say goodbye to such a place?

## CLASS OF 2015

talked about honoring and respecting our differences, especially those that are bound up in religion. He asked everyone present to consider replacing tolerance with respect when interacting with those of other faiths.

Ms. Emily Feavel, the class of 2015 valedictorian, then ascended the podium to present a playful yet

thoughtful test, whereby she asked everyone in the audience to raise their hands in affirmation to a series of questions designed to determine if one is truly a "Franklinite." Along with "Have you ever wondered 'why am I buying groceries in a gas station?'" Emily asked the all-important, "Have you stopped using 'them' and started using 'we?'" At the end of the test she proclaimed that everyone had passed and were now proud Franklinites.

## Franklin Mourns the Passing of Dr. Otto Albert Kaletsch

*As we were going to press, the Gazette was saddened to learn of the passing of Dr. Otto Albert Kaletsch, who died peacefully at his home in Connecticut on Monday, May 11, at the age of 87. Dr. Kaletsch was a significant presence in the life of Franklin for over 30 years.*



Dr. Kaletsch was elected to the Franklin University Switzerland Board of Trustees in 1982 and served as its Chairman from 1990 to 2000. During his tenure Franklin's student enrollment doubled and academic initiatives were undertaken that resulted in major growth in both the size of the faculty and the number of academic programs. He also was responsible for investments in Franklin's physical infrastructure, including acquisition of the Panera residence and purchase of the land on Via Ponte

Tresa, where the newest residence halls were later built. He believed passionately in the value of an international education. For his many achievements, Dr. Kaletsch was awarded Franklin's first Doctor of Humane Letters, *honoris causa*.

Born and educated in Berlin, Dr. Kaletsch left Germany in 1951 to work in Canada, Brazil, and the United States before establishing Panta, Inc. in New York City in 1963. The company assisted German corporations with forming

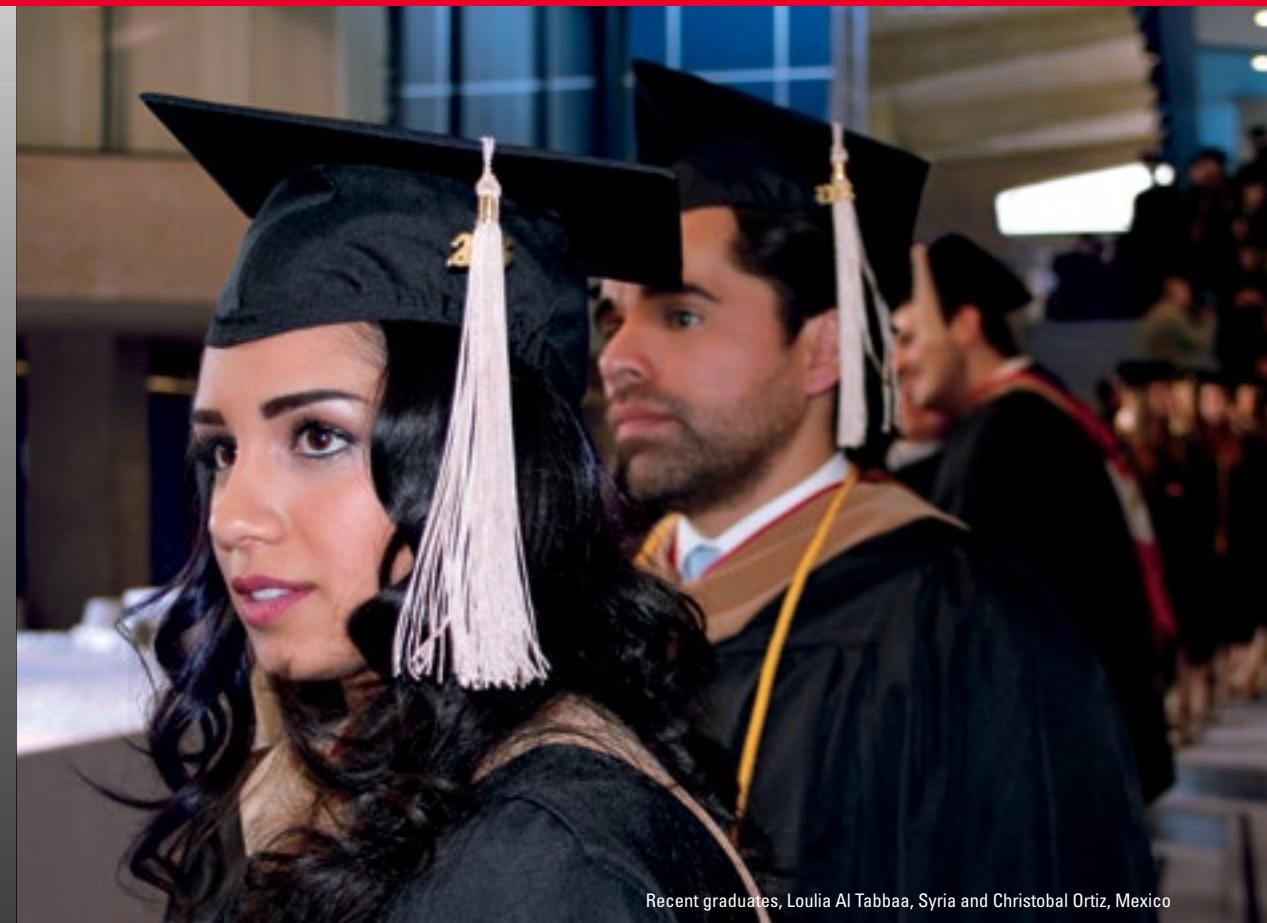
subsidiaries in the United States. Dr. Kaletsch was a former director of Mercedes Benz of North America, Deutsche Bank Capital Corporation, and Süd-Chemie, among others. He was active in a variety of civic and philanthropic organizations, including as former president of The German Forum, which he helped found, and the German School New York (now German International School New York) in White Plains.

In recognition of Dr. and Mrs. Nina Kaletsch's generous contributions to Franklin University Switzerland, the South Campus was named in their honor in 2006. Dr. Kaletsch resided in West Cornwall, Connecticut, with his wife, Nina, who is also a member of the Franklin University Switzerland Board of Trustees. His daughter, stepson, and stepdaughter in-law graduated from Franklin.

Franklin University Switzerland extends its heartfelt condolences to Dr. Kaletsch's family during this difficult time.



TAKING THE NEXT STEP



Recent graduates, Loula Al Tabbaa, Syria and Christobal Ortiz, Mexico

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# FRANKLIN CELEBRATES THE YEAR OF THE UNIVERSITY



Throughout its relatively short history Franklin consistently has aimed high in its ambitions. Within its first 16 years of existence, after several moves among rented facilities in the Lugano area, our fledgling institution established a permanent campus in Sorengo, and worked diligently to gain accreditation by U.S. education authorities, offering first the two-year associate's degree, then the four-year bachelor's, while expanding student enrollment, faculty size, and physical plant. We acquired a second, "north" campus in 2004; but we weren't done yet. After careful study, Franklin added graduate studies in 2012 and applied to the Swiss University Conference (CUS) for full institutional recognition and accreditation as a university-institution within the Swiss system of universities. Such accreditation and recognition was obtained in April 2013, when President Greg Warden received a letter from the accrediting body announcing the good news.

The letter was short, but the path to achieving this milestone was long and arduous. The process of applying for full Swiss institutional accreditation began in 2004 when Franklin, under the leadership of then-President Erik Nielsen, applied to have its undergraduate programs of study accredited within Switzerland (U.S. accreditation had long before been granted and renewed regularly). In 2005 this program accreditation was granted, but included a condition that Franklin strengthen its research profile and activities, a key criterion for institutional accreditation as a university, which was Franklin's ultimate goal.

During the next seven years Franklin re-positioned research and scholarship expectations among the faculty while increasing investment in research support, and in 2012 began the process of applying for institutional accreditation. After submitting an extensive self-study report, to which faculty, students, and staff contributed, Franklin hosted an international expert team, made up of professors and administrators with European, Swiss, and U.S. experience in higher education. The team spent several days on campus interviewing faculty, students, staff, and alumni while also reviewing documentation of all aspects of Franklin's teaching, research, and administration.

*continued >*

In their final report and recommendation to the Swiss University Conference, the expert team observed that Franklin is very international in its course offerings and student body; commended our heavy emphasis in teaching general skills and human values that are especially appropriate for meeting the global challenges of the 21st century; and found our teaching methods to be innovative and our students to have strong feelings of belonging to the Franklin community. The team concluded by writing that it recommended full university accreditation “without conditions.”

During the 2013-14 academic year, President Warden asked representatives of the faculty, students, and staff to plan a campus-wide celebration to honor this achievement. Meanwhile, the campus official seal was modified to reflect our new university status and new signage was designed. On Saturday, April 12, 2014, Franklin University Switzerland opened its doors to the local community in Ticino for a “Porte Aperte” (Open Doors) day of commemoration, socializing, faculty and student research presentations, and celebration. In his remarks that day, President Warden said, “This is the Year of the University,



and what better way to celebrate than by bringing together the community, students, faculty, and other individuals who have made this transition possible.”

The day’s events included an opening ceremony on the soccer field behind the Lowerre Academic Center, which featured remarks by Board of Trustees Chair and Franklin co-founder Pascal F. Tone; President Warden; Dean of Academic Affairs Sara Steinert Borella; Sorengo Mayor Antonella Meuli; and Sandro Rusconi, Director of Ticino’s Department of Culture and University Studies.

Chairman Tone provided a personal remembrance of the founding of Franklin in 1969, saying that “our mission was simple: to provide American students with a European experience, thus strengthening the links between the U.S. and Europe. And we were all young enough to believe we could actually accomplish this feat. The immediacy of our relationships, beginning with the first arrival on campus, became a hallmark of the Franklin experience. Students and faculty met not only in class, but also at meals and off campus in faculty homes, local grottos, on academic travel programs and

**We are in this sense truly international: American design, international components, and most important, made in Switzerland.”**

— President Warden

weekend trips. The thought that I was only seven or eight years older than my students was never far from my mind.”

In her welcoming remarks, Mayor Meuli expressed delight at having Franklin—the place of knowledge and reason—as a vibrant member of the small Sorengo municipality, which spans less than one kilometer. She said that Franklin’s achievement “is a source of great pride for us,” and expressed the hope that everyone in the community, but especially the students, would be prompted “to meditate on life’s many realities, and espouse a true eagerness to discover and play an active role in the social life of this place, which becomes ‘home’ to students during such an important period of their lives.”

President Warden summed it up best, perhaps, when he thanked the many people who worked so hard to make this milestone a reality, noting that recognition as a university did not happen overnight. He singled out for praise the leadership of former President Theo Brenner, who developed the nascent idea of Franklin as an entity with a permanent home. He also thanked former President Erik Nielsen, “who initiated a process that led to growth—both quantitative and qualitative—of the campus, the student body, the faculty, and the staff.” He reminded those present that, “while Franklin has always been an exceptionally fine teaching institution, President Nielsen created a campus environment where faculty members are excellent teachers as well as actively engaged in research, bringing it into the classroom and empowering students to engage in research as well.” President Warden also offered that “our faculty members deserve a special vote of thanks for devoting their time and talents to create an

**Franklin at that time might best be described as a seedling, planted in the welcoming Ticino soil as perhaps the world’s first experiment in truly international higher education. How the seedling has grown!”**

— Pascal F. Tone

environment worthy of a university,” and that our far-flung alumni exemplify the loyalty that Franklin elicits.

The ceremony concluded with President Warden and the three former presidents, Pascal Tone, Theo Brenner, and Erik Nielsen unveiling the new Franklin University Switzerland seal. The “Porte Aperte” continued with a barbecue luncheon featuring live Ticinese music, and an afternoon showcase of faculty and student research.

**Page 10: Top, unveiling of the Franklin University logo, middle, research presentation with Dean of Academic Affairs Sara Steinert Borella, bottom, President Warden**

**Page 11: Top, Board of Trustees Chair and Franklin co-founder Pascal F. Tone, photograph, Ti-Press**



# THE YEAR OF THE UNIVERSITY

In proclaiming 2014-15 as the "Year of the University" President Warden encouraged the campus to reflect on what it means to be a community of learning, where theory and practice can come together to create benefits on campus, in our region, and around the world. Several activities and initiatives undertaken during the year illustrate the concrete results of that reflection.

In late May, shortly after graduating its first class as a university, Franklin hosted an international exploratory workshop of the Textures and Experiences of Transindustriality (TETI) interdisciplinary study group entitled "On the changing representations of nature in the trans-industrial city, 1970-present." Organized by Art History Professor Gabriel Gee and supported by the Swiss National Research Fund, the workshop focused on the changing representation(s) of nature in urban entities and urban landscapes at the turn of the 1970s.

## Franklin is the way the world should be."

Twelve visiting scholars from Australia, China, Italy, Portugal, Switzerland, Thailand, and the U.S. came together to discuss topics including issues of urban development and natural resources, the urbanization of mountain landscapes, the metamorphosis of port cities in the late 20th century, frontiers between nature and artifice, industrial change, and urban memories.

In September 2014 Franklin hosted an English language session of the Lugano Human Rights Film Festival and Forum, which addressed such issues of where human rights violations take place and how (and why) we should react. Building on previous successful editions in Geneva and Zurich, the Lugano festival comprised four days of screenings, exhibitions, and debates focusing on the defense of human rights in Switzerland and in the world.

Through testimonies by film directors, prosecutors, journalists, international experts, and witnesses, the Festival addressed the issue of human rights violations in areas currently making headline news, such as Ukraine, Syria, and the Middle East, as well as focused on the longtime struggles of many oppressed populations, such as the people of Tibet. The main theme of the Festival was "women on the front, in defense of human rights." Franklin Professors Caroline Wiedmer, Melvin Schlein, and Marcus Pyka engaged with other scholars from



Geneva and Milan in panel discussions following the two films that were screened in the Nielsen Auditorium on the Kaletsch campus.

In October, Franklin formally inaugurated a new organization, "The Friends of Franklin," a group of individuals who share an interest in the programs and well-being of the University. Its ultimate goal is to provide ways for people in Lugano and beyond to get involved in the life of Franklin and to help Franklin become more engaged with our wider community. A 12-member steering committee, whose volunteers represent a vibrant slice of local families, businesses, the arts, and higher education, was recruited to guide the association's activities. In a very short time the Friends group facilitated Franklin's participation in an important Lugano business conference and organized a series of three lectures in the winter and spring on the subject of "Giardini" (Gardens). The association continues to attract members and is planning its fall agenda.

Throughout the year, from September through March, President Warden led a series of open forums among alumni to offer their thoughts about Franklin's achievements and their dreams for its future direction. These took place at alumni events in London, Denver, San



Francisco, Los Angeles, New York, and Washington. In true Franklin fashion, alumni were enthusiastic and forthcoming about where the University should invest its energies going forward and what they felt makes Franklin truly special. In New York, one recent alumnus spoke for everyone when he suggested that, "Franklin is the way the world should be."

In the spring Franklin prepared to accept the stunning gift of the entire scholarly library of Professor Jonathan Steinberg, the former Franklin trustee and distinguished historian of Switzerland, who is retiring from the University of Pennsylvania. This substantial collection of books in German, French, English, and Italian represents a lifetime of important scholarship and research on Switzerland and Europe. It will be housed in the conference room in the main villa on the Kaletsch campus, where it will be available to future generations of students and scholars. It is a truly valuable asset for Switzerland's newest university.

Page 12: Top, TETI workshop, bottom, Human Rights conference  
Page 13: President Warden leading an open event forum

## MILESTONES IN FRANKLIN HISTORY

**1969** Franklin College is founded by Theo Brenner, Wilfried Geens, Pascal Tone, Jacques Villaret, and Pietro Cassina, when its predecessor, Fleming College, which was owned by The American School in Switzerland (TASIS), announced it was closing its doors.

**1970** Franklin opens with 10 faculty members and its first class of about 100 students in temporary quarters at Villa Cirla in Lugano-Paradiso, which was scheduled for demolition the following year.

**1971** Franklin moves to Villa Ferrari, in Lugano-Loreto and is recognized as a nonprofit institution.

**1974-75** Franklin moves to Villa Sassa (also known as the Via Tesserete campus) and is formally accredited as a two-year college by the Middle States Commission on Higher Education (MSCHE) in the United States.

**1986** Franklin receives accreditation as a four-year college by MSCHE and moves to its present, permanent campus on Via Ponte Tresa in Sorengo.

**2005** Franklin's undergraduate curriculum gains accreditation by the Swiss University Conference, the governing body for higher education in Switzerland.

**2006** Franklin expands its footprint in Sorengo by inaugurating its "north campus," the facilities and property formerly occupied by the Leonardo da Vinci school.

**2010-11** Franklin creates the Taylor Institute for Global Enterprise Management and enrolls students in a master's degree program in international management, its first graduate level curriculum, a requirement for full university status in Switzerland.

**2013** Franklin is notified by the Swiss University Conference of its successful application for full institutional accreditation and recognition as a university-institution within the Swiss system of universities.

**2014-15** Franklin marks its new university status with an on-campus celebration and announces a year-long program of activities to reflect on its past achievements and plot its future direction.



Above, Kasimir von Koblinski and Emily Feavel, photographs, © Marian Bader

**Did you know?** Our very own Franklin alumna, Esra'a Al Shafei, '08, was both a TED Fellow (2009) and a TED Senior Fellow (2011). The prestigious TED Fellow program supports the work of individuals who are considered to be among the best of the world's thought leaders and trailblazers, connecting them in a global network of like-minded people.



## TEDxLUGANO SHINES A LIGHT ON THE BEST OF FRANKLIN

Being in the audience for a talk or presentation by an expert in a field is generally acknowledged to be a learning *experience*. As newly graduated senior Kasimir von Koblinski, '15, discovered, playing a major role in organizing a one-day conference of many such talks might best be described as a learning *challenge*.

Von Koblinski, an international management major who hails from Munich, and his team of Franklin student volunteers successfully produced Ticino's second annual TEDx conference on campus on Saturday, April 18. TEDx is an offshoot of TED (which originally stood for Technology, Entertainment, and Design), a nonprofit organization devoted to "Ideas Worth Spreading." It started as a four-day conference in California almost 30 years ago and has grown to support those world-changing ideas with multiple initiatives. The two annual TED conferences invite the world's leading thinkers and doers (think Bill Gates, Jane Goodall, and Sir Richard Branson, for example) to speak for 18 minutes on a diverse mix of topics. Many of the best of these talks have reached large audiences on the TED website and YouTube.

In the spirit of ideas worth spreading, TEDx was created as a program of local, self-organized events that bring people together to share a TED-like experience. How TEDx came to Franklin is a story of the chance meeting of two like-minded people. In 2013 Sergali Adilbekov, a Lugano-based entrepreneur and founder of social networks, accidentally sent von Koblinski a contact request on LinkedIn, the business network site. Von Koblinski replied to ask how they knew each other and after a few more exchanges and a meeting in person, they became friends as well as business contacts.

Adilbekov had the idea of applying for the (exclusive) license to host a TEDx event in Ticino, a first for the canton. Their application to the TED office in NY was initially turned down but they persisted and eventually proved that they had the organizational skills and experience to uphold TED's very high standards for the event. Adilbekov approached Franklin about helping to sponsor and stage the event. Von Koblinski, along with several students from the Franklin Business Society, which he founded, volunteered to assist in making TEDxLugano a success. On April 12, 2014, the day-long event, "A Lens of Opportunity," featured thought-provoking, inspirational, and entertaining short talks on topics ranging from building successful teams to characteristics common to making a sale and engaging in a love affair.

Building on the success of this venture, Adilbekov teamed up with von Koblinski again in 2015 to produce Lugano's second TEDx event, (Hy-)performance, which focused on "pushing any activity in your life through its obvious limits, over-performing, reaching hypertrophy, making the unreal real, trailblazing, discovering the undiscovered." Speakers

IN THE SPIRIT OF IDEAS WORTH SPREADING, TEDx WAS CREATED AS A PROGRAM OF LOCAL, SELF-ORGANIZED EVENTS THAT BRING PEOPLE TOGETHER TO SHARE A TED-LIKE EXPERIENCE.

from around the world were identified (including Franklin marketing professor Pamela Adams) and several even offered to pay their own travel expenses just to be part of the ambitious program.

The Franklin team, led by von Koblinski, worked throughout the year and included fellow seniors Emily Feavel, Christina Lang, Martin Kandus, Gray Griffin, and Samantha Schonefeld. In addition, marketing for the event was carried out by Franklin alumna Frieda Guggiari, '12. Students were responsible for all logistics associated with helping to find exceptional speakers and curate the selection of talks, raising funds from sponsors, managing the ticketing process, and orchestrating the day's event, including the flow of the eight talks, and three live music and athletic performances.

Von Koblinski's role also included overseeing the communications process among the teams external to Franklin, including marketing, web design, and finance.

While he described his own TEDxLugano experience as an opportunity to grow personally, von Koblinski said that he was most proud of having "helped team members move beyond their comfort zones." He was unreserved in his praise for fellow students and Franklin staff members "who worked very hard as a community to show that we could participate in a world class event and make it such a success on our own campus."

**In the audience on April 18 was someone who could not agree more about its success. Ticino native Bruno Giussani, the curator of TED Global and director of TED Europe, said, "This is everything a TED event should be." Planning is already underway for next year's TEDxLugano event, to be hosted by Franklin, of course, thanks to the hard work and leadership of our students.**

For more information about TEDxLugano go to their website: [TEDxLugano.com](http://TEDxLugano.com).

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# Moska for the Best Job in the World

If you would like to view Moska's 30-second competition video, please visit: [tinyurl.com/kndbmya](http://tinyurl.com/kndbmya)

At Franklin I learnt the true meaning of the saying, “The world is a book and those who do not travel read only one page.”

Moska Najib, '05, was born in Kabul, Afghanistan and spent much of her life in India, where she cultivated a lifelong love of photography. At Franklin she majored in Communications, with minors in History and Art History. In Pashto "moska" means to smile.

**I**magine seeing the job announcement below on the Internet for a lifestyle photojournalist, part of Tourism Australia's \$4M "Best Jobs in the World" promotional campaign in 2013. It drew 620,000 applications from around the world for the six different dream jobs offered (park ranger, wildlife caretaker, and outback adventurer were some of the others). The competition was designed to market youth tourism and the idea of working holidays in Australia.

Among those who applied was Afghanistan native Moska Najib, Franklin Class of '05: "Back in 2009, when Tourism Australia ran its first "Best Job in the World" campaign, I was a producer with the BBC and I had come across the competition in a news piece. I wondered what an adventure it would be, but due to work commitments, I couldn't apply at the time. So when I saw the campaign earlier this year, I decided to challenge myself and take the plunge. I was on a photography project in West Bengal (India) when I came across the Best Jobs campaign on the Internet. I had five days to put together my 30-second video application and I decided to give it a go!"

And give it a go she did. Her video, which featured a rickshaw ride through the labyrinthine alleyways of Old Delhi, was a hit and she found herself among a select group of 150 semi-finalists. As she noted: "From here, I plunged into the next challenge, which required two weeks of massive social media campaigning using Twitter, Facebook, and blogging. I was thrilled when my favorite photographer, the renowned Steve McCurry, endorsed me!" Franklin alumni, parents, and

On June 17, Tourism Australia announced the winners of the six dream jobs. Roberto Seba, the Brazilian, took the top photojournalist spot. While disappointed, Moska nonetheless focused on all that she gained from her adventure.

"The Best Jobs competition brought together an exceptionally talented and diverse group of people from around the world. Though I didn't win the competition, I had the chance to push my boundaries, become daring and confident, take risks, discover a new place and make a handful of lifelong friendships along the way. Even though it's over now, I still find myself thinking about it regularly and having it bring a huge smile to my face. It's been a surreal experience that I was lucky to be a part of and it taught me how to take control of my life and live it."

## update 2015

Since 'The Best Jobs' competition, Moska continues to delve into the world of photography in addition to her full-time job. She and Nazeen Afroz, one-time colleagues at the BBC, spent three years roving Kolkata (India) and its suburbs looking for the Kabuliwalas—a name given to Afghan migrants to the city after Nobel laureate Rabindranath Tagore's "Kabuliwala," a much loved story about a dry-fruit hawker from Kabul.

Their work comes together in "From Kabul to Kolkata: of Belonging, Memories and Identity," an exhibition of 50 images that's traveled across 4 cities in South Asia (Kabul, Delhi, Dhaka and Kolkata). Moska says the response has been "phenomenal" considering it is her first show. "Many people from different walks of life have connected with these photos. The themes of migration, belonging and identity are universal and the stories of this community are as familiar to an outsider as any." She hopes to bring the work to Europe as well as exhibit in other parts of the world.

Take a peek into the lives of the Afghans scattered across the city of Kolkata, most of whom hail not from Kabul but from southern Afghanistan's Paktia and Paktika districts: [facebook.com/kabultokolkata](http://facebook.com/kabultokolkata)

## HELP WANTED

**WANTED** Skilled photographer, videographer, and feature writer to work as a lifestyle photojournalist in Melbourne, Australia, for Time Out Melbourne, one of the world's leading multi-channel media companies. **DUTIES** Through photo shoots and travel, capture the essence of Melbourne's unique lifestyle—laneways, cool cafes, hidden rooftop bars, major festivals, music events, and life beyond the city—from surfing and skiing to winemaking in the state of Victoria. **COMPENSATION** \$100,000 AUS for 6 months. **VISIT** [Australia.com/bestjobs](http://Australia.com/bestjobs) to apply.

friends got into the act by generating a large number of "likes" on her Facebook page, where she showcased her talents. "Some of my best friends from Franklin became my 'ambassadors' and campaigned for me through their own Facebook pages. I was especially proud to have been the only Afghan selected."

Moska's interest in photography emerged at an early age as her way to document memories and tell stories. She was born in Kabul and lived there until age 8; then moved with her family to India. As a student at Franklin she spent time capturing images of village life in Gandria, Morcote, and Montagnola. "We developed our photos in a dark room that we set up near the Grotto. It was more economical than printing downtown." After Franklin, while working at the BBC, Moska further honed her skills when photography became part of her job and a medium for gathering news for multi-media platforms.

In May Moska learned that she had been chosen as one of the three finalists for the photojournalist position, based on her success in securing high profile endorsements and publicity to support her application. In the following month, the competition moved "on site" to Australia, where the finalists in each of the six job categories spent a week completing a series of challenges designed to assess aptitude for the job as well as social media, presentation, and communication skills. These included creating content for state tourism and handling the pressure of impromptu media interviews. In a press release on May 13, Tourism Australia Managing Director Andrew McEvoy wrote, "The candidates now face their very own Australian working holiday. It's show time."

After a few days soaking up the history and culture of Sydney with the other 17 finalists, Moska flew to Melbourne with her two lifestyle photojournalist competitors: Roberto Seba from Brazil and Marie Michels from Belgium, both of whom brought the same extraordinary level of skill and determination to the contest as she did. In her blog, she documented the challenges, which included writing an 800-word piece on why Melbourne is the world's greatest city, and presentation of five "hero" images to support their pieces. "So off we went in our own directions, clicking shots all around town. For me, it was one of the best days because I got to spend so much time talking with the locals and hearing their stories. The adventures ended with a long night of staying up to put together the photographs and article, much like the nights before an exam at Franklin."

# ACADEMIC TRAVEL FOR ALUMNI

## The Excitement Continues!

"IT WAS LIKE A TRUE FAMILY REUNION ON FOREIGN TRAVEL, ONLY BETTER. EVERYONE SHOULD GO ON AN ALUMNI ACADEMIC TRAVEL TO REKINDLE THE OLD TIMES AND MAKE NEW FRIENDSHIPS"

— Scott Blair '76, Cuba and Turkey Alumni Academic Travel Participant



*Window To The Past* by Seok Yam Chew

Why should academic travel end at graduation? In 2012 Franklin inaugurated the Alumni Academic Travel program with a week-long trip to Cuba. Accompanied by former Franklin President Erik Nielsen and Director of Alumni and Parent Relations Austin Tomlinson, '06, 25 alumni and friends explored Havana, Matanzas, Vacadero, Las Terrazas, Vinales, and Cojimar. Stops in and around these places included museums, artists' studios and



workshops, a tobacco plantation, a cigar factory, an organic farm, and even Ernest Hemingway's home.

At the same time, in true Franklin fashion, old friendships were rekindled and new ones formed. Alumni of all ages from all around the world had a wonderful experience, enjoying the richness of this shared adventure.

Following the resounding success of the trip to Cuba, the Franklin Office of Advancement asked alumni to suggest destinations for the next Alumni Academic Travel program. The winning choice was Jordan, which offered a wealth of natural, historical, and archaeological sites in a small geographical area. Participants, including Franklin parents, would see and learn so much in one week and their experience would be enhanced by the presence of Franklin's President Greg Warden, a scholar of classical and Near Eastern archaeology, who would add his invaluable expertise.

The 2013 Jordan trip began with a warm welcome to the travelers from Franklin's alumni and parents in Amman. Franklin parents Ammar and Karma Malhas hosted a memorable dinner at their personal residence, where participants sampled dishes typical of Jordan's many regions and mingled with the Jordanian side of the "Franklin family."

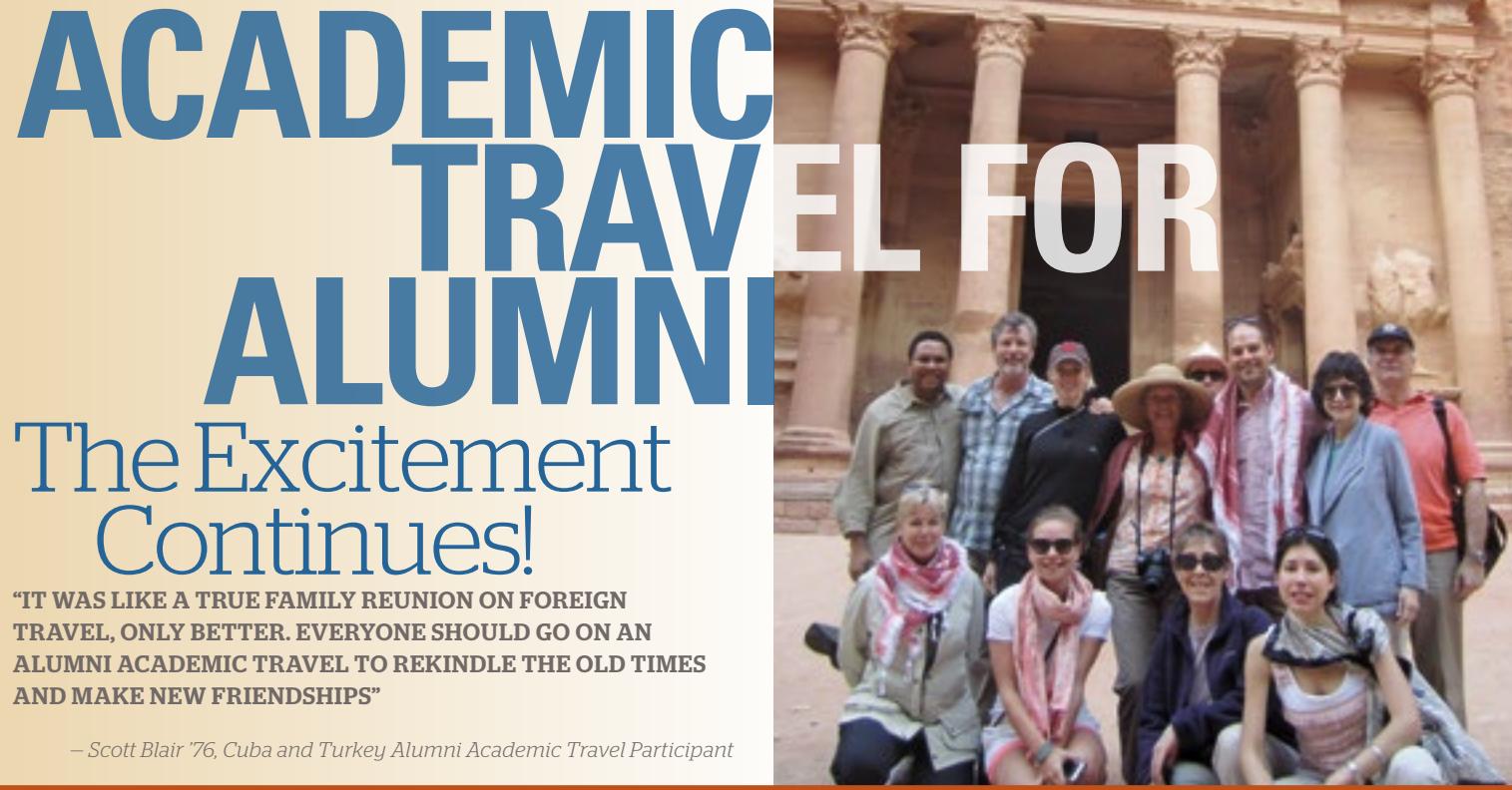
Later, the group took a Jordanian cooking class, explored the ruins of Petra, cruised on the Red Sea, rode camels in the indescribably beautiful Wadi Rum, camped out under the stars in the desert, and relaxed at a resort on the Dead Sea. Alumni like Lindsay DuGan, '75, came away with

enthusiastic praise, "The Alumni Academic Travel program to Jordan was the highlight of my year!"

Building on the momentum of the trips to Cuba and Jordan, Franklin organized an Alumni & Parent Academic Travel program to Turkey from April 18-27, 2014. The itinerary included Istanbul, Pergamum, Ephesus, Kusadasi, Priene, Miletus, Didyma, Bodrum, the Island of Knidos, and the Datcha Peninsula. A highlight for participants was the three-night private cruise aboard a traditional Turkish sailboat called a gulet, and President Warden's stimulating talks on ancient history and archaeology of this "crossroads of civilizations."

Things came full circle in April 2015 when, by popular demand, Franklin returned to Cuba with President Warden and Dr. Diane Warden leading a group of almost 20 alumni, parents, and friends. This time the trip focused on the art and culture of Cuba and included visits to artists' studios, museums, and galleries, and a walking tour of Havana, focused on architecture, and visits with a dance company during rehearsal. The trip was highlighted by visits with Ambassador Jeffrey DeLaurentis, Chief of Mission of the U.S. Interests Section in Havana and with Herman J. P. Portocarero, the European Union's first ambassador to Cuba. President Warden described the trip as "a resounding success. Everyone left happy, and the group had great chemistry."

**Franklin foresees many more opportunities for alumni to continue living the excitement of Academic Travel in the years ahead. If you have ideas for our next trip, please contact us at [advancement@fus.edu](mailto:advancement@fus.edu)**



## class notes



**tell us what you're doing**

**Send your class notes to** the Office of Advancement, Franklin University Switzerland, Via Ponte Tresa 29, 6924 Sorengo, Switzerland / email: [advancement@fus.edu](mailto:advancement@fus.edu)

### 1970

**Lee Gehrke** is happily married for 35 years. Retired, he is splitting his time between his home in the woods of northwestern Wisconsin and his "urban cabin" in the uptown neighborhood of Minneapolis, Minnesota. Lee recently reconnected with **Judy "Red" Whittall**, after having "lost" her for 30+ years.

### 1971

**Katrina Moulton Wollenberg** decided to not rush into another career after selling her self-serve dog wash and grooming salon in 2012. Living in Dallas, she keeps busy with aquatics, gardening, reading, and cooking. Both sons are married and she has two granddaughters. Katrina remains active with Franklin alumni and potential students, with whom she enjoys sharing her enthusiasm. Katrina thanks those she contacted who were able to contribute to the Franklin Fund and encourages those who have not yet to please consider a gift because solid alumni support makes it easier for Franklin to attract gifts from foundations and others.

### 1972

**Ellie Hoyt** keeps in touch with **Macey Morris** and enjoys seeing the Franklin videos. Ellie's husband Bill passed away a few years ago and fortunately she has a wonderful network of friends, which is why Ellie enjoys living in a small WY



Cindy (Rebecca) Newsom and Marcia Marquis

### 1973

**Carl Hamann** is in touch with **Richard Cocco** and his wife, Roberta, who are now happy grandparents. Carl and **Eloise Tencher** keep in touch and hope to get together this year. Carl reports that **Mark Molesworth** has shared some beautiful photographs from near his home with some classmates on Facebook. **Marcia Marquis** and her husband **Marc Osborne** visited **Cindy (Rebecca) Newsom** and her husband, Chris Meehan in Soquel, California, after not having seen Cindy since 1973. They did not miss a beat in their friendship and were welcomed as family into their beautiful home high in the hills overlooking Monterey Bay. They also spent time with **Kim Pirkey Clark** and her family. The Apple Blossom School and Family Center, a developing Waldorf school for Early Childhood in Wilton, Connecticut, co-founded by Marcia, celebrated its tenth anniversary and boasts a thriving, healthy community of families with young children. **Brian Stanford** had sparked Marcia's interest in Waldorf education with a trip to visit the Goetheanum, the architectural landmark in Dornach, Switzerland designed by Rudolf Steiner, the architect of Waldorf (or Steiner) education. In 2012, **Marc Osborne**'s Swiss high school band, Hand, whose 1972 album, "Everybody's Own," has

### 1974

enjoyed praise and has quietly gained a devoted fan base over the decades, was honored with a reissue of the record in a 40th anniversary vinyl limited edition on Golden Pavilion Records. The album is available as a download and in CD format through iTunes and Amazon. In 2013, Hand was re-formed with two original founding members, four superb musicians, and a teaching colleague, and made an album entitled "The Other Side of the World" with eight of Marc's unpublished songs, performed and arranged by Hand. One of the songs on the new album, "Se Ives," was written subsequent to a Franklin research trip to Cornwall, England, led by Professor **Brian Stanford** who became a dear friend, and references **Tina Stack** and **Marcia Marquis**. The band has continued to

Business wise, Frances is launching one of the most exciting products ever with her company, Creative Products International. The product, proMOTION, is a lightweight, affordable VIDEO PR brochure. Frances writes that 2015 is sure to be an amazing year.

retired last year to pursue other interests. Robert wrote, "My bucket list is two pages and growing! I hope someday to come back and visit some of my old haunts in Paradiso, Morcote, Carona, Gandria, and of course, Lugano. Ciao a tutti."

### 1975

**Jenny Wears** has been a broker in Chapel Hill, North Carolina, since 1979. Her daughter Chloe now works for Meridian International in Washington, D.C. Jenny would love to hear from friends visiting her area: jennywears.com.

**David Kopperud** and his wife Mary Kate saw their youngest son graduate with his Navy sonar technician class in San Diego. Their oldest daughter is also in San Diego, teaching in National Elementary School District. David and Mary Kate are loving their trips to San Diego to see both of them. David sends his greetings to his friends. **Frances Todd Stewart** reports that her trip to Cuba with Franklin was a 2015 highlight, and that Cuba is a "must visit" spot. Business wise, Frances is launching one of the most exciting products ever with her company, Creative Products International. The product, proMOTION, is a lightweight, affordable VIDEO PR brochure. Frances writes that 2015 is sure to be an amazing year.

### 1976

**Alice Saville** is a teacher of English as a second language. Alice lived in Ecuador two years ago teaching English and had a wonderful time. She is now back in Chicago teaching ESL for Kaplan International.

### 1980

**Ausra Tallat-Kelpsa Di Raimondo** heads up the SEC Compliance Group at Zacks Investment Research. Her two children are now grown. Kenan graduated from Georgia Tech with a biomedical engineering degree, and is currently leading a clinical research study and will be entering medical school in the fall. Rima, who graduated with a double major and double minor in political science/philosophy/international relations/history is currently working on a documentary film, "Game Changer: Lithuania's Non-violent Revolution," to be completed in spring of 2016. Rima has presented her research at the MPSA, Rall Symposium, Yale Conference on Baltic Studies in Europe (Marburg.) Asra says hello to **Eda Ergul Peterson**, **Vesna Filipovic Habib**, **Verna Gabel-Ender '79**, **Huda Binladen '81** and **Orhan Gencoglu**, and misses and thinks of Lugano and her Franklin experience often. She is a strong supporter of Franklin and advises friends and colleagues to consider Franklin, a provider of a great and unique education, as an option for their children's education. **Karen Reardon** is

# class notes

an assistant professor of business law in the Management and Leadership Department of La Salle University in Philadelphia.

**1981**

**Kate Higbie Lowe** is living in Rowayton, Connecticut, and has worked for 10 years in the Advancement Office at New Canaan Country School and is now looking for her next career move. Her three children, Oliver (21), Avery (19), and Brooke (17) have all graduated from this school and are busy with high school and college. Kate's husband David is happily managing the Norwalk Yacht Club and is an avid boater and fisherman. They are enjoying life living on the water.

**1983**

**Tatiana Kletsch** has moved back to her hometown of Manhattan, New York, and looks forward to getting together with alumni and prospective students. **Melissa Hungerford Harrison** lives in Jackson Hole, Wyoming, on a wonderful little property on the Snake River, the Four H, which stands for Harrison's horses, hounds, hens, and honey bees. She absolutely loves Wyoming, having lived there since 1994, and spends free time horseback riding or back country skiing in the mountains. Melissa is a real estate broker selling homes, land, and ranches. She has two sons, Gus and Thomas, who are currently studying in Denver and Buenos Aires.

**1985**

**Karen A. Helke** has been living in London since graduation from the University of Colorado Boulder. Karen is busy with her career in the institutional investment sector and film industry.

**1987**

**Tacy Trump** is living in Tempe, Arizona, and is a senior executive producer with voiceamerica.com, and has been producing global talk radio for over 10 years. She finds it very rewarding



Elizabeth Butler Pruett and family

to connect great minds with no geographical limits. She feels that Franklin helped her to embrace different cultures and to be very open-minded and gave her a great foundation for her career.

**1988**

**Elizabeth Butler Pruett** returned to Lugano in the summer of 2013 for a visit with her family and enjoyed seeing how Franklin's campus has grown.

**1990**

**Katherine Butterfield Watts** is currently living in South Buckinghamshire, England, after having moved back to the



Andrea Bennett Goetz and family

U.K. with her family seven years ago. Katherine and husband, Steve, needed to get more educational support for their three children who were diagnosed with Fragile X Syndrome with ADD/ADHD. The children are now doing well in school and the family enjoys going on caravan holidays and classic car shows with their 1972 Lamborghini, Jarama S, fondly dubbed by friends as "Kermit." Katherine had a Pampered Chef business, which she gave up a few years ago and now is focused on special needs support groups, house extension project,

**1992**

**Jorgette Dracos Smith** moved from Arkansas to Gulf Stream, Florida, a few years ago with her husband John, and son Johnny (11). They live very close to her sister-in-law **Carrie Stephens LaNoce '90** and her family in Delray Beach. **Urs Dur**, his wife Christeen, and daughter Clare (5) are excited to announce the birth of Ursula Georgie Dur, born on May 27, 2015. **Andrea Bennett Goetz** is happily living in Brooklyn, New York, with her husband Philip and their two children, Sasha and Foster. Andrea is currently serving as an assistant commissioner at NYC's Administration for Children's Services, where she oversees policy and practice in the areas of mental health, domestic violence, and substance use.

**1995**

**Wael Chehayeb** and his wife Janna visited Lugano last August 2013. During his visit to campus, Wael met up with **Professor Mottale** and enjoyed showing Janna where he had studied and lived for four years. **Giovanni Facchinetti** finalized a diploma in business sustainability at

**2001**

**Alicia Cervantes** was married to Antonio Fusco at the San Giovanni in Venere Abbey in Abruzzo, Italy in September 2012. Alumni attending included **Natalie Carrasco Martinez '00**, **Korena Di Roma** and **Viviane Abdel Messih '99**. Alicia and Antonio became proud parents of baby girl Anna Lucia in August 2014. **Consuelo Grieco** was married to Kilian Jost on July 07, 2012, in Canobbio, Switzerland. Both newlyweds work at Franklin University Switzerland and celebrated this special day with their "Franklin family" as well. **Belma Dizdarevic de Marchi '03**, **Sampson Hatzithanasiou '10**, **Heela Jelani** and **Domenico Papa**, were also in attendance and raised a glass to their Franklin friends.

**2005**

**Thom Polson** moved home to Seattle, Washington, last summer to run Falah Capital, a growing fund management company. Prior to that he worked for three years at an Islamic investment bank in Riyadh, Saudi Arabia. Earlier this year he was a featured speaker at the prestigious 8th Annual Global Competitiveness Forum in Saudi Arabia: youtube.com/watch?v=ayJwuEhMqFE. After Franklin, Thom attained graduate degrees at the Institute of Islamic Banking & Insurance in London and Bangor Business School in Wales. **Eva-Lena Fehlmann** is working in a private studio in Lugano as a registered polarity therapist and somatic experiencing

**1997**

**Flavia Casati** met up with **Eunice Noh** in Las Vegas and **Taina Cuevas '98** in Los



Consuelo Grieco and Kilian Jost

Angeles last summer during a family trip to Nevada and California with her husband Emilio and daughter Gaia (13).



Jason Woods and Andrea Brothers

practitioner, authorized by the government of Ticino and recognized by Swiss health insurance.

**2006**

**Lavinia G. Lowerre** and Maximilian W. Klietmann were married on June 21, 2014 at The Blantyre Estate in Lenox, Massachusetts. They currently live in



Lavinia G. Lowerre and Maximilian W. Klietmann

Boston, Massachusetts, where Lavinia works as a portrait photographer and Maximilian is a biopharmaceutical consultant. They will be relocating to Charleston, South Carolina, in the fall. **Chaz Noyes** recently resigned his commission in the U.S. Navy, having served with the Seabee engineering community and with the U.S. Army in Kabul, Afghanistan. He is currently

**2008**

On October 1, 2011, **Lauren Marie Gagliano** and **Eric Jansson Saline '09** were wedded at the home of Eric's



Eva Collis Peterson

godparents in Encinitas, California. Officiated by **Brent Giangregorio**, the outdoor celebration was attended by the families of the bride and groom, along with the couple's close friends. Several Franklin alumni attended, among them **Chelesa Keeton**, **Evan Clifford '06**, **Lilly McIntyre '06**, **Christina Bakken '06**, **Peri Riechers**. Lauren and Eric currently reside in San Diego, California, where Lauren works on an organic farm near the city and Eric owns and operates a regenerative farmscaping business.

**2009**

**Alice Gaston** is working at the public affairs firm, DCI Group, in Washington, D.C., as an account executive specializing in strategic alliances and coalition management for both domestic and international campaigns. She builds, maintains, and manages relationships with a variety of non-governmental organizations, think tanks, issue area experts, and advocacy organizations.

**2012**

**Callie Robson Hamilton** was married in August of 2012 and currently lives in Fort Lauderdale, Florida. She is the grant writer and development officer for Ballet Palm Beach and makes guest appearances as a professional ballet dancer and dance teacher around south Florida.

**2013**

**Jeannie Vaughan Zurkirchen (MSIM)** was married to Patrick Zurkirchen on July 12, 2013 at the Villa Castagnola in Lugano, Switzerland. The couple met at VF International, where they both used to work for the finance department of North Face. They now reside in New York City where Jeannie works for LVMH and Patrick works in mergers and acquisitions at MUFG.

**2010**

**Skyler Yost** and **Olivia Johns**

**2011**

**Skyler Yost** and **Olivia Johns** were married in York, Pennsylvania, on May 25, 2013, and were joined by many members of their Franklin family for the celebration. Skyler and Olivia live in New York City and work in urban planning and infectious disease research, respectively. **Rene Musech** and **Iñigo García Gordobil** were married in Gordexola, Spain, on June 14, 2013, surrounded by many family and friends, including 19 members of the Franklin community. They are currently living in San Francisco, where Rene is a senior account manager at Liberty Communications and Iñigo is an associate director on the Private Equity Research Team at Cambridge Associates.

**2012**

**Michael Bruno Guarco, III '06**, of Granby, Connecticut, beloved son of Michael and Judith Guarco, passed away unexpectedly on August 12, 2013 in East Granby, Connecticut. Our most sincere condolences go out to his family.

We are saddened to hear from Mary Meade '74 that **Victoria Valdes O'Donoghue '74** passed away on November 16, 2013, surrounded by her loving family.



Rene Musech and Iñigo García Gordobil

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**In Memoriam**

The Franklin community regrets to announce the passing of colleague and summer professor, **Vijay Reddy Krishna**. Professor Krishna taught at Franklin from summer 2008 to summer 2011, appreciated by students and faculty colleagues alike for his many contributions to the areas of marketing and communications.

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# Holi

## celebrating the festival of colors



Since 2012 students at Franklin have organized a Holi celebration on campus, complete with the traditional frolic using brightly colored powders. It is an age-old Hindu festival, which today has become popular with non-Hindus around the world. In its global manifestation Holi might be considered a joyous celebration of spring—it occurs near the vernal equinox—as well as a day to laugh and play with others, forget and forgive previous trespasses, and share food and drink with friends old and new.

## FRANKLIN REUNION 2020



**IN MAY 2015** we welcomed members of our Franklin alumni back home to Lugano for a fun-filled three-day weekend. Together, we saw old friends and professors, remembered the life-changing Franklin experience and celebrated the many accomplishments that we as a community and University have achieved over the years. We look forward to meeting again in Lugano in 2020 as Franklin celebrates its 50th Anniversary. We hope to see you there!

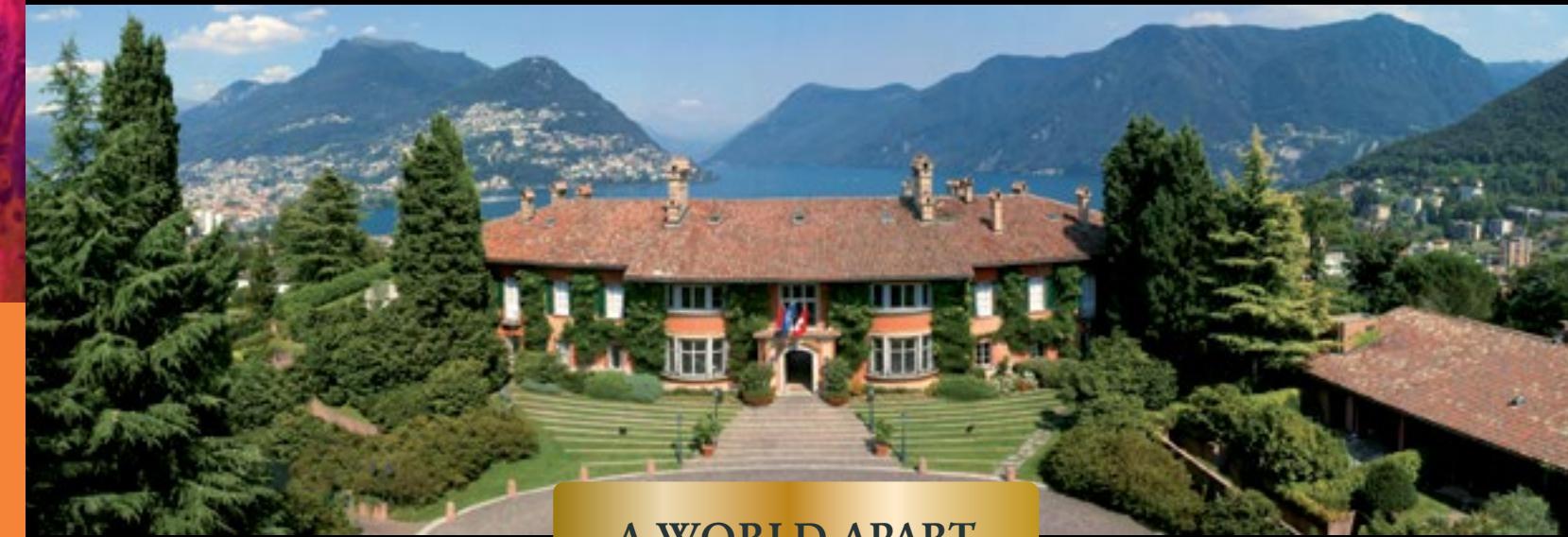
VISIT [fus.edu/alumni](http://fus.edu/alumni) to see the reunion photo gallery.



VILLA PRINCIPE LEOPOLDO  
LUGANO

HOTEL • SPA • RESTAURANTS • PIANO BAR & LOUNGE • BANQUETING & MEETING ROOMS

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