After each lecture there will be a small reception for participants where the audience can meet the speaker and discuss the evening's topic. Please join us for the series. The lectures are free of charge and open to the public.

Each lecture will be from 6 -7 pm in the Franklin College Auditorium.

For more information on the series or to update your mailing information please contact:

email: ujoest@fc.edu
Via Ponte Tresa 29, 6924 Sorengo

Dutch-born Michael van Swaaij joined eBay in 1999 to start and head up eBay's European operations and expansion through green-field start-ups as well as acquisitions. eBay Europe is now the largest online marketplace in Europe. It has European operations and expansion through green-field start-ups as well as acquisitions. eBay Europe is now the largest online marketplace in Europe. It has

Michael van Swaaij
Chief Strategy Officer, eBay Inc, Switzerland

**The Devil Wears a Blue Armor:** Why UN Reform Cannot Wait
ED FLAHERTY, Senior Partner, School Publicity & Advocacy, Switzerland

In 1990, on the orders of Soviet leader Mikhail Gorbachev, the UN Security Council voted to authorize the deployment of UN troops to the Somali civil war with the stated goal of ‘saving’ the lives of Somalis, preventing a possible famine and addressing the human rights situation. Twenty years later, the war in Somalia continues. **How can the UN ever change its mind?** Two principal reasons: the UN is structurally inflexible, and not designed for the kinds of situations with which it is now confronted. This lecture is made possible by the generosity of Orson Welles and Robert Frankholl.

**How Sesame Street Is Wearing to Change Our World**

Gary E. Knell, President and CEO, Sesame Workshop, United States

With more than 120 million viewers, Sesame Workshop can be regarded as the single largest informal educator of young children in the world. Employing the same educational model used to produce Sesame Street in the United States, each production focuses on the unique educational needs within each country, such as the stigma around HIV/AIDS in South Africa, girls’ education in Egypt, and understanding in Kosovo. Gary E. Knell, President and CEO, will share insight into how Sesame Workshop develops these programs and the impact they are making around the world.

**Bloody Sunday and After: Reflections on the Northern Ireland Peace Process and Its Future**

Ivan Cooper, former Member of the UK Parliament and Minister of Community Relations, Northern Ireland

Ivan Cooper was involved in the Derry civil rights movement from its inception in 1968, organizing, leading, and surviving the civil rights march that tragically turned into ‘Bloody Sunday.’ He was a member of the Civil Rights Committee, of which his friend John Hume, who was later to be awarded the Nobel Peace Prize, was vice-chairman. Elected a Member of the UK Parliament in 1970, he became Secretary of Community Relations in the province’s first democratic government 1973-1974. He is one of the three founding members of the Social Democratic and Labour Party (SDLP), the party he led from 1988-1995, and replaced by an organization which better meets the ideals that led to the birth of the SDLP. He is a former Member of the UK Parliament and Minister of Community Relations and sits on the Labour benches in the House of Lords. He is also a speaker on the Northern Ireland Peace Process and its Future.

**The Power of Emitting and Engaging People and its Impact on Business**

Michael J. van Swaaij, Chief Strategy Officer, eBay Inc, Switzerland

Michael J. van Swaaij is a Dutch marketing veteran who has spent more than 15 years developing and implementing eBay’s European operations and expansion through green-field start-ups as well as acquisitions. In 1999, he joined eBay Europe in Brussels, later to be appointed President of the Region EMEA, and expanded eBay’s European business, which has now become one of the largest online marketplaces in Europe.

**How Terrorism Affects Business and What Measurements We Can Take to Protect Our Companies**

Lord Mackenzie of Framlington, O.B.E., LL.B (Hons), Great Britain

Lord Mackenzie was at the forefront of the Prime Minister’s Anti-Terrorism Advisory Group and Wales, and a former chief superintendent of police in Durham. Following his retirement in 1999, Brian Mackenzie was raised to the peerage of Mackenzie of Framlington in the House of Lords. He is also a life governor to the Home Security Trust. With 35 years of experience with the force, Brian brings unparalleled depth and expertise and is uniquely suited to unite and guide. Lord Mackenzie has been a trusted advisor to Milken at Franklin College and he will describe how business leaders and financial men and women we take to prevent terrorist attacks and its impact on business.

**The Role of Contemporary Art Today**

Alexandros Voyatzis, Artist, Greece – Switzerland

Alexandros Voyatzis was born in Athens in 1957. He has lived and worked in Switzerland and Greece since 1986. In 1994, he received a grant to attend the Studio for Advanced Research of the Social Sciences at New York University. Belonging to a new generation of artists, the digital era influences his plastic work. Voyatzis often makes use of digital technology and employs new means of expression. His work has been featured in important exhibitions throughout Europe and the United States, and in international award-winning films Bloody Sunday and featured recently in the Swiss TV documentary "Schooties." He is one of the three founding members of the Social Democratic and Labour Party.

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