Fall 2007 Lecture Series

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

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.

Franklin College Switzerland is pleased to announce the

Fall 2007 Lecture Series

The Fall 2007 Lecture Series will offer exciting and diverse topics coupled with esteemed speakers who will inspire new perspectives and challenge previous opinions.

Topics range from the future of books in the digital age to preserving Tibetan culture.
Who Is Tommy Bahama? — The Building of a Brand
LUCIO DALLA GASPERINA, The Creative Mind behind Tommy USA

How can a group of friends invent a fictitious icon that develops into a world-wide brand from concept to public recognition and beyond followed by expansion of the brand into restaurants, furniture, resorts, and other products? Lucio Dalla Gasperina will recount the history and challenges of building the Tommy Bahama lifestyle brand for today’s marketplace. By identifying the many important decisions at critical turning points in the growth of the company and sharing the lessons learned along the way, Mr. Dalla Gasperina will tell the tale of building a brand with a creative entrepreneurial spirit.

Back from the Tibetan Border: Spiti Valley, India
ANNE DERIAZ, Novelist, President, Les Amis de la Sapan Foundation Switzerland

Anne Deriaz is the author of Chère Ella: Élegie pour Ella Maillart (Actes Sud, 1998) and Des Géraniums à la fenêtre (Metropolis, 2006). She regularly organizes writing workshops in Geneva and Chandolin (VS). In July, 2007, she returned to the Spiti Valley in India for two months to continue her work with the Les Amis de la Sapan Foundation in their efforts to preserve Tibetan culture through education and community-based projects. Ms. Deriaz will speak about her recent travels and about cultural encounters and understanding in Tibet.

Combining Head, Heart, and Spirit for Integrated Leadership
LISA WENGER, International Instructor, Hoffman Institute Switzerland

Emotional learning that occurred early in our lives largely shapes our adult experiences and impacts our capacity to have successful careers, harmonious relationships, good health, and spiritual well-being—all key components in an individual’s development as an effective leader. The negative aspects of this conditioning produce unwanted outcomes and self-defeating behaviors in our adult lives. Lisa Wenger will talk about releasing negative conditioning and how the Hoffman Quadrinity Process (HQP) allows individuals to access untapped resources of power, wisdom, and creativity for integrated and effective leadership.

Life Sciences Primer 101: Key Challenges Facing a Biopharmaceutical Company
JON BECKER, Senior Counsel, Amgen International Commercial Operations, Switzerland

There are many complex issues that a biopharmaceutical company must confront in order to become and remain successful. Jon Becker’s lecture will serve as a primer for those unfamiliar with the bottom-line challenges facing life sciences companies today and will raise the awareness of the key operational drivers that determine both a biopharmaceutical company’s viability and its opportunities for future growth.

The Future of Books in the Digital Age
PETER OLSON, Chairman and Chief Executive Officer Random House, Inc., Member of the Executive Board of Bertelsmann AG USA

How will the book business survive in a world increasingly dominated by the Internet? Peter Olson, CEO of Random House, Inc., the world’s largest trade publisher, which has published more than 50 Nobel Prize-winning authors and sells hundreds of millions of books every year, will discuss economics of the book business and the challenges and opportunities presented by new technologies.

Insights into the World of Business and Women in Saudi Arabia
MADAWI AL Hassoun, Saudi Businesswoman, Member of the Board of the Jeddah Chamber of Commerce Saudi Arabia

One of the most influential businesswoman in Saudi Arabia will take you on a journey with Saudi women, setting off in the past, bringing you to the present, and looking realistically toward the future. Madawi Al Hassoun was recognized for her achievements in business and community affairs at the 6th Middle East Businesswomen and Leaders Achievement Awards held in Dubai on March 8, 2007, International Women’s Day.