

IMCZNEWS



NOVEMBER 2012

EDITORIAL Faces and Places

A lot of hard work and sweat had gone into making a new website for our Club. Even if there are still a few bugs to be ironed out, it is up and running and very much worthy of an exploratory visit. From the outset, it was our aim to be able to associate a face to each and every name, so that the members get to know and remember the names of each other easily and quickly. After our first call to all members to visit the site, update their account and insert a photo of themselves, only about 5% responded and managed to do so, another 5% were updated manually by your correspondent, however by the middle of October more than 90% were still absent. Subsequently and in dismay, a concerted effort was made during the past couple of weeks to dig up photos of members. All imaginable

sources were used, LinkedIn supplied many, but Facebook and the Internet were useful as well. Even our archives came in handy. By now your correspondent has managed to increase the number of faces to 130 or just over 42%. Still more than every second members is without a face. To these members, I appeal and plead with them to take the trouble and insert a photo of themselves or send one to the webmaster who shall gladly insert it for them. Please help the Club have a complete and intact website.

Muthana Kubba
Editor, newsletter@imcz.com

FUTURE EVENTS

- **THURSDAY NOVEMBER 1, Beat Schindler, "Be Bold. Take Action."** (On getting things started, then completed) For bio info, <http://about.me/beatschindler>
- **THURSDAY NOVEMBER 15, Joint Stammtish with ZIWC**
- **SUNDAY NOVEMBER 18, Let's Talk, at home in Zug; Burbach Areal, Zug, 10-18 Hours** <http://www.lets-talk-zug.ch>
- **WEDNESDAY NOVEMBER 21, Bowling, at the White Line Bowling Centre in Meierskappel.**
- **THURSDAY NOVEMBER 22, New Members' Reception, free food and drinks at Bären Restaurant in Zug.**
- **FRIDAY NOVEMBER 23 & 30, "Snow White & the Seven Dwarfs",** English Theatre Group details and tickets: www.etgz.ch
- **THURSDAY DECEMBER 6, Sebastiaan van Doorn, "How to create a healthy indoor environment"**
- **THURSDAY DECEMBER 7, IMCZ celebrates 33 years of its existence, Brauerei Baar, Two beers and snacks free.** More details shall follow.
- **WEDNESDAY DECEMBER 19, Bowling, at the White Line Bowling Centre in Meierskappel.**
- **THURSDAY JANUARY 3, Andy Habermacher, presenting his latest book "Neuroleadership - A Journey through the Brain for Business ..."**
- **MONDAY JANUARY 7, IMCZ member John Stuart playing at Pickwick bar** in Zug 20:00-23:00 pwz@gastrag.ch
- **WEDNESDAY JANUARY 16, Bowling, at the White Line Bowling Centre in Meierskappel.**
- **SUNDAY JANUARY 20, Visit to the Lucerne Transportation House of Switzerland / Verkehrshaus.** Special guided tour and afternoon program for IMCZ & ZIWC members. Meet 13.15 at the entrance
- **THURSDAY JANUARY 24, Annual General Meeting**
- **SATURDAY JANUARY 26, Burns' Night dinner**
- **THURSDAY, MARCH 1, Ermano Bassi, GM "Hertelendy Kastély" in Hungary presentation.** <http://www.hotel-hertelendy.com>

IMCZ Introducing...new members

THE IMCZ WELCOMES:

Fungai-Alexander Mapondra

Fungai Alexander was born in Harare, Zimbabwe, but was partly raised in the United Kingdom. He moved from the UK in 2008 to study at the Università della Svizzera italiana in Lugano, Ticino and visited the St. Gallen university as well. He holds an MSc. com. eco. Diploma, and is currently employed by an energy solutions company in Zug. In addition to blindly following Arsenal FC (the Pride of London), Fungai-Alexander is a keen rugby enthusiast and also plays for the main local Rugby Club Zug (Suisse C-League) predominantly as a flanker. In the past had played for the Rugby Club Lugano (Suisse B-League). In addition to keeping abreast with current affairs in both business and politics in Sub-Saharan Africa, Fungai-Alexander is also active in social entrepreneurship and youth development initiatives both in Switzerland and in Africa. Other than his native Shona language, Fungai-Alexander is fluent in English and basic Italian.



He has recently married but has no children as yet.

Russell Andersson

Russell hails from South Africa, he is a qualified metallurgical engineer and works for an international company specialising in stainless steel and nickel in Zug. He moved with his family to Switzerland and is living in Walchwil. He is married and has two



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IMCZ

Introducing...new members

THE IMCZ WELCOMES:

kids. In addition to his passion for photography he plays golf and loves hiking, skiing and sports in general. He is quite keen on meeting other club members especially those who share some of his passions.

Oscar de Haan

Oscar was born and raised in the Netherlands. He studied chemical engineering, specializing in industrial safety. He had worked for several companies as a safety, fire protection, health and environment expert.



He moved to Switzerland ten years ago, and worked initially for Alcoa Europe in Geneva as a global director EHS (Environment, Health and Safety). In this capacity he travelled extensively and acquired considerable expertise in this field. He left Alcoa and moved to the Canton of Zug in May this year, where is starting his own consulting business.

He looks forward to meeting and networking with many club members.

Oscar is married and has two daughters. He loves outdoor activities and looks forward to enjoy some winter sports.

Ian Karran

Ian comes from Southampton, England.

He is an avid skier and worked as a ski instructor in Canada,

America and New Zealand, and decided in 2004 to finally try a European ski resort, when he moved to Verbier, Switzerland and worked once more as a ski instructor for a local ski school there.

After one skiing season he loved Switzerland and decided to stay. During the summer months he



worked for a construction company which builds luxury chalets. After five years he married and moved with his wife to Geneva, where he started his own company catering mostly for the expat community and specialising in renovation services such as woodworking, painting, tiling etc. Over the years it grew successfully and became 'Home Improvements and Property Maintenance'. Earlier this year his wife was offered a job with Shell Company and decided to Zug. Ian moved his company as well and offering the same services as he did in Geneva. Ian loves skiing, telemarking, golf, mountain biking and has recently tried his hand at squash. He is very much looking forward to meeting other members of the club.

Nick Davies

Nick hails from Wales in the UK, and has lived in 6 different countries; UK,

Thailand, South Korea, Canada, USA and now Switzerland. He and his wife moved to Zug in July to help

establish a speciality pharmaceutical company where he heads up the supply chain and product development activities.

He has two grown up children who are pursuing their own ambitions in the USA. Nick's already

enjoying life to the full here in Switzerland with its many opportunities to pursue his interests in cycling, hiking, skiing, food and wine.



Brian Olson

Brian hails from the USA. He is the European Retail Operations Manager of Chevrolet Europe. Brian is married and has one child. His hobbies include theatre and wine. He is the only club member who actually speaks Zulu!



Obituary

Sadly we have lost one member of our club for ever. Raymond Jones passed away on September 18, 2012. We saw little of Raymond, but he was an extremely kind and pleasant person and a very witty and brilliant speaker. His informed opinion on world affairs was second to none. May God almighty bless his soul.



REMEMBER



The Stammtisch every Thursday evening 18:00-20:00

Join us in the Park Hotel in Zug.

IMCZ BOARD MEMBERS

Board Member bios are posted under the following link: <http://www.imcz.com/Board.asp>. Go ahead and check them out!

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Water intoxication

Contributed by IMCZ member Remo P. Jutzeler van Wijlen, Head R&D Sponser Sports Food Ing. Appl Food Sciences, MAS Nutrition & Health ETHZ

Five centuries ago Paracelsus wrote: "All things are poison, and nothing is without poison; only the dose permits something not to be poisonous." The inherent truth of this sentence became apparent in extremis sports with rising popularity of multiple-hours endurance events. The participants in such events, strive to finish a marathon – or even an ironman distance triathlon – sometimes quite literally "dead or alive", since the emphasis lies on *finishing* – not performing! For many weekend-warriors it is a sort of a status symbol finish such an event. It proves one's fitness and youthfulness. If the participant succeeds in spite of having a demanding job and possibly a family, the achievement becomes even more impressive.



Needless to say, the new creed of competitors does not necessarily imply increased fitness in our society, but certainly increased *awareness* of it! Also the increased sophistication in the organisation of many such events with regards to the provision of fluids and food during a competition, as well as the sometimes exaggerated "yes, we can" mentality can seduce people of lower fitness levels to participate. There is no imminent danger to health, however, vicious combinations of several factors may indeed lead to very dangerous, sometimes life threatening situations. "Water intoxication" is a case in mind. From a scientific point of view the intake of too much fluid, regardless whether with added sodium or not, for periods of up to at least 4 hours, may lead to hyponatremia (low blood sodium) and combined with an abnormal fluid retention syndrome may eventually lead to hyponatremic encephalopathy (brain swelling caused by osmotic pressure), which can be lethal. As mentioned, there has to be a fatal combination of factors, but the increasing number of cases of exercise-associated hyponatremia (EAH) and hyponatremic encephalopathy (EAHE) show that it nevertheless is a serious issue to take into consideration.

It is fair to point out that whenever drinking to the dictate of thirst "water intoxication" is impossible! Certainly it is also not possible with athletes, performing at their upper physical limits because respiratory and gastrointestinal limitations will definitely hinder too high a fluid intake! But there are several reasons, why fluid intake nowadays may reach critically high levels among the less strong and lighter-weight (quite often female) athletes, performing below their personal physical limits primarily for the pleasure of the activity. I emphasize with "physical limits" the aerobic capacity, not limits such as overweight or lack of training or

adaptation to the chosen event with subsequent biomechanical limitations such as cramps, muscle ache, and so on.

Historically, drinking recommendations were based on the fear of dehydration and heatstroke (even though these conditions are not causally associated!), and the attempt to prevent them during exercise. Unfortunately the intake of "sufficient" fluid is sometimes promoted, beyond reality, as performance enhancing (it is the carbohydrates, not the fluid, which boosts performance). Specially, some unreliable or simply ignorant sport drinks' suppliers, sell their drinks to be consumed at exorbitantly high drinking rates. In fact the lack of fluid limits performance much later than the lack of energy. Clearly commercial interests of some event organisers play a big role in attracting more, slower and less competitive participants, offering them drinks at shorter intervals and prolonging the time allowed to finish a marathon up to even 8 hours. Incredibly, there are sometimes drinking stations at every ≈ 1.5 km! Under such circumstances, even low-performers "running" at approx. 5.5 km/h (the fitter amongst you will call such a pace marching) will have plenty of time and occasions to drink and will not necessarily suffer from gastrointestinal distress or nausea until it is too late.

Particularly the famous Ironman Hawaii Triathlon produced more than 700 cases of EAH and EAHE between 1983 and 1998. In the majority of these cases, which were examined the drinking rates resulted in weight gain instead of the usual 2-6% or at



least negligible weight loss. But most probably, a hormonal/genetic factor is associated with such abnormal fluid retention and weight gain. This is decisive for the development of the referred to serious medical conditions – but obviously it is not



uncommon, at least in hot-humid environments such as those in Hawaii! It is also peculiar that drinking recommendations at the Ironman Hawaii (sponsored by the world's biggest sports drink manufacturer!) are much too high with up to 1.2 litres/hour. At this drinking rate the stronger athletes (those running more intensively) would never manage without serious gastrointestinal discomfort! The bad news is that even if an athlete drinks a sport drink containing sodium, excessively at high rates, it can't prevent hyponatremia except perhaps postpone it. Concentrations of at least 3% sodium, virtually pure sea water (which is totally unpalatable, of course), would have had the potential to stop low sodium levels.

Conclusions: Drink only when thirsty; use the fluid as a vehicle for taking in carbohydrates for the required energy. Swallow gels or eat in order to provide energy, when not thirsty. Sodium-containing sports drinks still is the better choice than water, because sodium also plays a role in glucose transport and therefore energy supply. To give a rule of thumb: drinking more than 1 litre/h for several hours – when not feeling thirsty – is certainly too much! For sure thirst is always a clear and safe indication of fluid need. In such cases not drinking may lead to performance limitation. The recommended and reasonable drinking rate lies between 0.4-0.8 litre/h, depending on several factors like humidity and temperature.



The South Caucasus

Contributed by IMCZ Honorary member Muthana Kubba

The mighty Caucasus virtually borders my country of birth, being only 150 Km away from Iraq's northern border. Mysterious, home to numerous peoples of different religions, languages and ethnicities had

industry, in common with the other ex-Soviet Union countries, was heavily damaged after its collapse and independence. It was explained to us that it was the intentional policy since Stalin times to build up industries

country and the determination to keep up its traditions, language and culture.

Geopolitical map of the Caucasus Region (2008)



always fascinated me. My dream of getting to know this part of the world was finally fulfilled last month. Over the millennia the Caucasus was divided into South and North Caucasus. The North became part of the Russian Federation and the South part of the Soviet Union. When the Soviet Union collapsed in 1991 the South Caucasus states declared their independence. So this is where we headed to: Armenia, Georgia and Azerbaijan. Three totally different languages, three totally different religions and three totally different alphabets make up the South Caucasus which covers an area only about twice the size of Switzerland. The landscape is mostly very mountainous with several 4000 m peaks and a few 5000 m as well.

Armenia was our first stop; it is only about two thirds the size of Switzerland (30'000sq km) and borders Iran to the South, Turkey to the West, Georgia to the North and Azerbaijan to the East. It has only 3.5 Million inhabitants, one million of which live in the capital Yerevan. It was the first country to convert to Christianity in 331 AD. Although Catholic-orthodox, they have their own church and are independent from the Vatican.

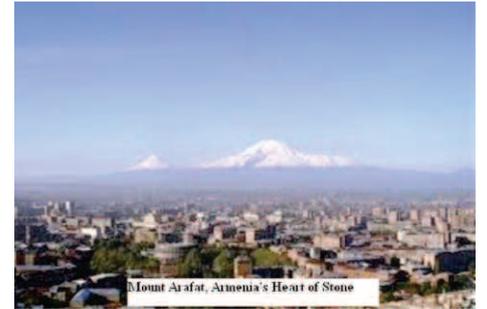
The Armenian language belongs to the Indo-European group of languages, but has no near or distant relatives. They have their own unique script consisting of 38 letters, which is not used anywhere else in the world. We learned that throughout the world there are only 14 different actively used scripts, two of which are to be found uniquely in the South Caucasus. Incidentally, the Armenians call their country **Hayastan**.

Armenia is a mainly agricultural country. Its

in such a way that the supply chain is always from another Soviet country, thus during Soviet times when the Rouble was the only currency with no customs or border controls the factories were able to get all the supplies of the components required and manufacture the end products. After the collapse of the Soviet Union and independence the supply chains were interrupted and manufacturing virtually ceased overnight. They sight an example of an electric bulb factory, where the filaments came from another Soviet Union country and the ore for making the filaments from a third one, and so on.

The main source of foreign exchange income in Armenia is the expatriate community of Armenians who still support their mother land very generously. In fact throughout our stay in Armenia we were impressed by the intense feeling of nationalism and love for their

It was when we learned a bit more about the history of Armenia that we understood why the intense nationalism and love. Like no other country the Armenian history is full of terrible tragedies and big power politics resulting in



reducing the size of their homeland from over 300'000 sq. Km to less than 30'000 of present day Armenia. The 5000m Mount Ararat is now in Turkey but used to be in the middle of their country. In fact they still have a great spiritual affinity to this famous mountain claimed to be the home of the Ark of Noah during the great deluge. The mountain dominates a huge Swaths of Armenia and can be clearly seen from Yerevan. They claim that West Armenia (now East Anatolia) used to be the breadbasket of Armenia. Not only did they lose West Armenia to the Ottomans on the West, on the East Berg Karabag was ceded to Azerbaijan by the Soviet Union. They fought a bitter war with Azerbaijan after the collapse of the Soviet Union, and it is now 'occupied territory' recognised only by Armenia. As a result, Armenia's relations with its neighbours both on the East and the West are very tense. Even with its northern neighbour Georgia they have squabbles. The only trouble-free border they have now is the 42Km southern border with Iran.

The landscape was rugged, but the vegetation increases considerably towards the north. It is studded with monasteries and churches, where very often they are singing and recitating in them. They have a beautiful and very large lake, the Lake Sevan, at 1900 metre altitude. It nearly dried up during the Soviet times due to hydroelectric projects, but thanks to Chruschchev and on his insistence it was saved, and filled up with water again. He allegedly loved Armenian cognac and the fish from this lake. Politically, Armenia is now friendly with and totally dependent on Russia, which maintains some troops there at present. Being a small and exposed country they feel only Russia can guarantee their independence. In fact Russia's help and support was central to winning the war against Azerbaijan in the early nineties over Nagorni Karabag.

Georgia. On crossing into Georgia from Armenia, the bus, driver and tour guide stayed there and we had to wheel our

THE ARMENIAN ALPHABET

Armenian	Roman	Pronunciation
Ա, ա	a	as in 'hat'
Բ, բ	b	as in 'bet'
Գ, գ	g	as in 'get'
Դ, դ	d	as in 'do'
Ե, ե	ye /-e-	as the 'ye' or 'e' in 'yet'
Զ, զ	z	as in 'zoo'
Է, է	e	long, as in 'there'
Ը, ը	e	neutral vowel; as the 'a' in 'ago'
Թ, թ	t	as in 'tip'
Ճ, ճ	zh	as the 's' in 'measure'
Ի, ի	ee	as in 'meet'
Լ, լ	l	as in 'let'
Լու, լու	kh	as 'ch' in Scottish 'loch'
Օ, օ	ts	as in 'bits'
Կ, կ	k	as in 'kit'
Հ, հ	h	as in 'here'
Չ, չ	dz	as in 'adze'
Ղ, ղ	gh	as French 'r'
Ճ, ճ	ch	as in 'each'
Մ, մ	m	as in 'met'
Յ, չ	y	as in 'yet'
Ն, ն	n	as in 'no'
Շ, շ	sh	as in 'shoe'
Ո, ո	ov /-o-	as in 'vote'
Չ, չ	ch	as in 'chair'
Պ, պ	p	as in 'pet'
Ջ, ճ	j	as in 'judge'
Ր, ռ	r	a rolled 'r'
Ս, ս	s	as in 'sit'
Վ, վ	v	as in 'van'
Տ, տ	t	as in 'ten'
Ր, ռ	r	as in 'run'
Ց, չ	ts	as in 'tsar'
Ու, ու	u	as in 'rule'
Փ, փ	p	as in 'pit'
Է, է	k	similar to the 'c' in 'cat'
Օ, օ	o	long, as in 'wore'
Ֆ, ֆ	f	as in 'fit'

The original 36 letters also have a numerical value, meaning any number can be represented using combinations of letters. Ա (a) to Թ (t) is 1 to 9, Ժ (zh) to Ղ (gh) is 10 to 90, Ճ (ch) to Ջ (j) is 100 to 900, and Ր (r) to Ք (k) is 1000 to 9000.



Sewan Lake in Armenia

luggage and cross no-man's-land by foot to the Georgian side. And behold, there was only a river and a bridge which separated the two different worlds. Yes, we entered a new world. First surprise was the customs building, modern, very clean and functional. What is more no visa nonsense and passport control was quick and painless. Third surprise was free WiFi and I was able to read my emails there and then. Indeed Georgia impresses by a higher standard of living and quite European in character.

Here again we were confronted by a new language and a new script of 36 letters. The Georgian language together with several dialects and a few other Caucasian languages notably the Daghisani language, have no relationship with any other language group in the world. Linguists are at a loss in trying to trace their origins. Surprisingly they found some sentence construction similarities between this group and the Basque language in Northern Spain, which is again of totally unknown origin. One final note on the Georgian language: it has several consonants following each other. Surprisingly, there is a very unusual sounding letter in it. Some words

begin with this letter and it sounds like a clicking 'dig' which precedes the word. For example the name of the river through their capital Tbilisi (Tiflis) is called "Mt'k Vari" (მტკვარი) but when they say it, the first two letters sound like a click preceding the word. As far as I know, only some remote African languages have such peculiar sounds. Obviously neither the Georgian nor the Armenian languages appeal for anyone outsider to learn them. Even our German tour guide did not speak one word of either of them. Blissfully and thanks to 70 years of Soviet Union membership, Russian is the second language there, and knowing some Russian was a great advantage. Our tour guide spoke perfect Russian, and so did of course the local guide. My smattering knowledge of Russian proved to be a great advantage as well.

Georgia was in the middle of fiercely fought presidential elections. The flirtations of the incumbent president, Sakaschwilli, with the US and NATO, had alienated Georgia's northern neighbour, with disastrous consequences. War and the cessations from Georgia of two large areas of land in which different ethnic groups live, South Ossetia and Abkhazia, were the consequences. However, the flirtation with democracy produced surprising results. A politically unknown billionaire, Ivaneschwilli, unexpectedly won the elections. He is reported to favour closer and better relations with Russia. We were told by our guide that up to 2003, when the ex-foreign minister of the Soviet Union, Mr. Schewerdnase was president, there was complete break down of law and order. One could not walk on the streets of the capital at night without risking being attacked and robbed. Since Sakaschwilli came to power, law and order were restored all over the country. His magic wand was to increase the salaries of the police four fold!

Tiflis or rather Tbilisi as the Georgians call their capital is a modern city with several monumental large buildings. The very old and



Tiflis, Georgia

the very modern are side by side, however, somehow there was little harmony and the architects appear to have overlooked the overall impression their works would leave. In contrast to Yerevan, there was an air of well being and it was markedly more expensive.

Surprisingly, when I put the question to our Georgian guide, on where from could the huge funds required for high standard of living and well being, she said that she has been wondering about this issue herself. However, she offered no explanation but the implication was obvious. The US has a vested interest in making Georgia less dependent on its previous colonial power.

The residence of the new billionaire president has to be seen to be believed. Over a hill which overlooks the whole city, it strides over a main road, and has specially built cable car connection to the town centre. When we walked along this road, we saw lots of reporters on the section below his residence.



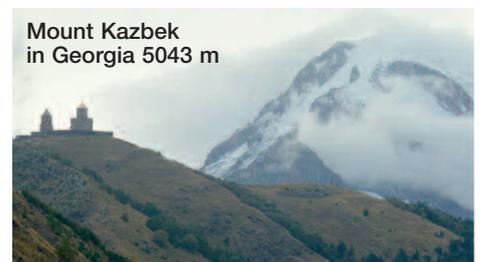
The old (left) and the new Presidents

They were waiting for news on the new cabinet ministers who were being nominated then.

The Georgians call their country **Sakartvelo**. At 69700 km², it is about one and a half times the size of Switzerland, and like Switzerland more than one third of it is mountainous. We made an excursion on the military road leading to Daghistan in the Russian Federation. Right on the border with Russia and East Ossetia, was the majestic Kazbek mountain. At 5043 metres it is the sixth highest mountain in the Caucasus and the third highest in Georgia. The highest being the Elbrus at 5641 m in the Russian Federation. The scenery is breathtaking but more rugged than in Switzerland.

Azerbaijan. The last of the three countries which make up the South Caucasus is Azerbaijan. Yet again we entered into a totally different world the minute we crossed the border bridge. To start with the visa requirements were the most stringent of the three countries. One of our fellow travellers was refused entry and she had to go back to Tbilisi to have her papers sorted out at the Azerbaijan consulate there. She joined the group two days later.

As before, we got a new bus, a new driver and a new local guide. In common with most



Mount Kazbek in Georgia 5043 m

THE GEORGIAN ALPHABET		
Georgian	Roman	Pronunciation
ა	a	as in 'father'
ბ	b	as in 'bet'
გ	g	as in 'go'
დ	d	as in 'do'
ე	e	as in 'get'
ვ	v	as in 'van'
ზ	z	as in 'zoo'
თ	t	as in 'to'
ი	i	as in 'police'
კ	k	a 'k' pronounced very far back in the throat
ლ	l	as in 'let'
მ	m	as in 'met'
ნ	n	as in 'net'
ო	o	as in 'cot'
პ	p	as in 'tip' (with a stop on the outflow of air)
ჟ	zh	as the 's' in 'pleasure'
რ	r	as in 'rub', but rolled
ს	s	as in 'see'
ტ	t	as in 'sit' (with a stop on the outflow of air)
უ	u	as in 'put'
ფ	p	as in 'put'
ყ	q	a 'k' pronounced very far back in the throat
ღ	gh	as a French 'r'
ყ	k	as the 'ck' in 'lick' (with a stop on the outflow of air)
შ	sh	as in 'she'
ჩ	ch	as in 'chip'
ც	ts	as in 'tsar'
ძ	dz	as the 'ds' in 'beds'
წ	ts	as in 'its' (with a stop on the outflow of air)
ჭ	ch	as in 'each' (with a stop on the outflow of air)
ხ	kh	as in Scottish 'loch'
ჯ	j	as in 'judge'
ჰ	h	as in 'here'

Word stress in Georgian is very light and is usually on the first syllable.

of the other ex-Soviet Union countries, the most prominent communist leader became president and when he died; his son Ilham Aliyev became president whose photo greeted us on a huge placard on entry.

However, apart from the crossing formalities, first impressions were quite positive. Obviously there is more wealth here than in the other two countries. The roads were in very good repairs which could not be said especially in Georgia. The people we were also better dressed and fed. Although the vast majority of the 9.5 million inhabitants are Muslims, the religion was not anchored in the constitution and the guide explained to us that Azerbaijan is a Muslim, but not Islamic country. Like in the West, religion is a private matter and the country was secular. This was reflected on the streets especially in Baku. One can hardly find a woman with headscarf, many of the young girls walk around with very high heeled shoes and observing boy and girl walking hand in hand was very common.

At 86'600 km² Azerbaijan is twice the size of Switzerland. As may be seen from the map at the top, it consists of Azerbaijan proper which extends all the way to the Caspian Sea, and a large exclave Nakhchivan wedged between Armenia and Iran with only 13 Km border with Turkey at the extreme northwest. It lost a huge area just after its independence in a bitter war with Armenia, resulting in the loss of Nagorni Karabag (meaning the black mountain). At present it is designated as "occupied territory".

Its inhabitants are Turkic, and their language is quite similar to the Turkish language. In fact the guide told us that they understand Turkish freely and visa versa. The alphabet used was changed three times in the last 75 years. Originally, in common with the Ottoman empire, they used the Arabic alphabet, after the Russian invasion in 1921, they changed to the Cyrillic alphabet in spite of the fact that there were at least two sounds which had no corresponding letters. After independence in 1991, they changed to the Latin alphabet

similar but not identical with the Turkish alphabet used now.

The landscape is quite similar to the Georgian, all the way along the south flanks of the high Caucasus Mountains. It changes quite suddenly to barren rolling hills as we got closer to the capital Baku on the shores of the Caspian Sea. Over two million live in Baku, the largest city of Azerbaijan. Baku is a modern city with a well preserved old town, where we stayed in hotel right in the middle of it.

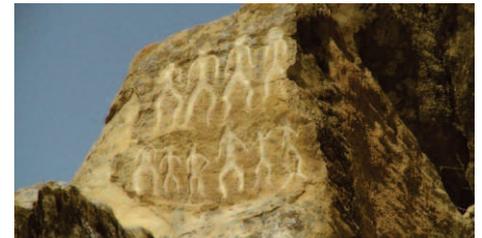


The Caspian Sea is, as is well known the largest land locked sea in the world. It is well over 1000 Km long and 400 Km wide. It lies 28 m. below sea level, and most of Baku proper is below sea level. The countries which border it are still squabbling amongst themselves whether it is a lake or sea. Legally the distinction is critically important. As a lake the borders would be clearly marked inside it, whereas as a Sea, the law of the high seas applies with territorial waters for each state. With the abundance of natural resources in it like oil and gas, the squabble is quite understandable.

The northern waters of the Caspian Sea are quite shallow, making undersea boring fairly easy. In contrast the southern waters are over 1000 m. deep. Its salinity incidentally only on third of that of the seawaters, being only 13 gm per litre as opposed to 33 gm. Fresh water has only 0,30 gm per litre. We managed to make a stop at one of its shores, where many of us waded in its pristine clear waters and some took even a dip in it.

Not known to many, the Nobel brothers lived there in the late 19th century and they were the first to extract and export oil from there. In fact oil and gas are so abundant there, that oil wells with rotating huge pumps can be seen along the roads everywhere even on the outskirts of Baku. At the time the soil in Baku was so salty and degraded by oil sills and products that no vegetation could grow there. The government on instigation of the Nobel brothers, forced all ships calling on Baku to load oil, to fill their holds with earth. When the docked, the earth was unloaded before the oil would be pumped in. This went on for a few decades and sufficient earth was brought in to lay extremely nice parks and avenues. Baku now has one of the most elaborate and beautiful corniches anywhere in the world. The architecture on Baku was massive, impressive with little harmony or general these. It is dominated by a yet to be completed imposing three huge residential towers, aptly called the Flame Towers.

The food was quite oriental and very similar to Turkish food, with plenty of Kebabs and Shashliks. There were a few magnificent mosques, but noticeably less than in other Muslim countries. Also the call to prayer was audible but very soft, decent and definitely not intrusive.



On an excursion south of Baku, we saw interesting prehistoric engravings and carvings in an area called Gubustan. Strolling alone with our guide, she confided that only a couple of miles away is fearful prison where regime critical citizens are kept under appalling conditions without trial. Autocracy may provide stability, but certainly claims its victims.

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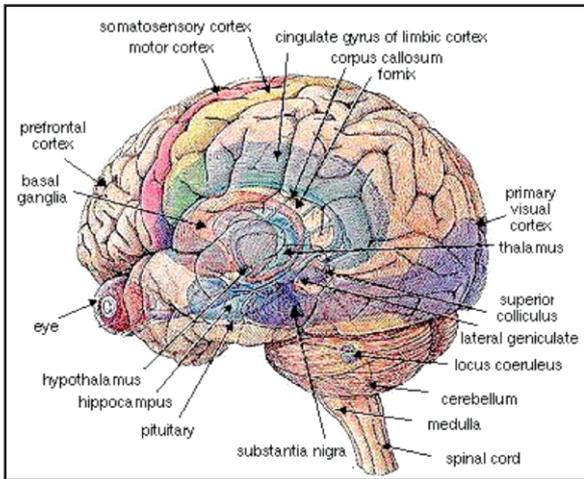


Growing the Human Brain

Contributed by IMCZ current president, Andy Habermacher

A recent report stated that learning a foreign language induces the brain to grow [1]. And indeed this does seem to be the case. The report noted further, that in this particular study those who have learned a foreign language compared to a control group who haven't "grew" various parts of the brain. Interestingly they noted a certain difference within the group of those who had learned a foreign language. Those who learned easily had the brain growth in the hippocampus, an area deep in the brain which consolidates learning with spatial navigation. However, for those who had to invest more effort in learning the growth was in the middle frontal gyrus.

So far so good



however it has also been reported that the London taxi drivers, the Cabbies, who have to know how to get to any street in that 10 million conglomerate also have an enlarged hippocampus [2], [3]. Piano tuners have differently wired brains as well [4], meditation can grow parts of the brain [5]. Even playing Tetris (a Russian tile matching puzzle) can grow the brain [6] as can dancing and playing music [7].

So what is it that can make your brain grow? The answer is surprising to some – anything you want. Yes, anything you want!

The brain is an organ which is continually changing in a chemical environment

The problem is that we tend to assume that the brain is a static entity we are born with. We either have good brains and are thus intelligent or we don't and are less intelligent. We are either skilled or not. This is not true. The brain is a dynamic organ, which responds to stimuli and is changing continuously. In fact one can't stop it from changing.

The Brain and Plasticity

The brain consists of 100 billion neurons (precisely 86 billion according to recent research [8]) and a host of supporting cells.

These neurons build connections, known as synapses, to other cells, and hence a communication channel is opened up. The neurons fire an electrical current, known as an action potential, which is created with an imbalance in chemicals in the brain cell. More than that communication between two cells is driven by a chemical interaction. These connections do not touch but rather there is a minute gap and chemicals are released that jump over the gap to keep the chemical process and electrical current moving. It is not like a circuit in computer but more like forest growing and the roots interconnecting. However these connections will grow if they have a lot of stimulation and shrink and disappear if they have no stimulation. So

concretely Eric Kandel noted in his fascinating book "In Search of Memory" [9] that a sensory neuron will have on average 1300 connections to around 25 other cells. Of these only about 40% are active. If the sensory neurons are continually stimulated their connections would increase to 2700, of which 60% are active (which is more than 300% increase in activation). This is learning. So continually activating a neuron will stimulate the growth of connections. However, if these habituate or are not used the connections will shrink from 1300 to 850 with only about 100 being active (15 times less than in a

stimulated environment). These connections can also shrink but remain physically intact and so can be activated again quickly if needed [10] - this is the "forgotten but learn again quickly" effect.



So simply if you do something new (meaning stimulate the brain in a different way) this will use neurons that are not normally used and hence stimulate growth. If you stop whatever you are doing, the connections will shrink. This is happening daily. Each day you form new memories. Short term memories are chemical traces in the brain, whereas long-term memories are physical connections. So if you do anything today that you can remember next year that is a physical connection. Learning is creating physical connections in the brain.

So the long and short of it is the brain is continually growing and shrinking and in a wide variety of regions depending on what one uses on a daily basis. The brain is always growing and shrinking at the same time, continually.

So if you want to grow your brain all you have to do is learn something new. That could be a language – and that is certainly good for many reasons. It could be a musical instrument that is also good for many reasons (music does wonderful things for the brain). It could also be doing a course in biology (to learn how the brain grows) or playing any new computer

WHATEVER
YOU THINK
THE
OPPOSITE

game. It could also be a new sport or starting a dancing class – both of which are excellent for many reasons. "Brain training games" however, have been shown to be of limited value. What is more they tend to concentrate on the type of task in question with little relevance to the real world [11]. Certain tasks have been shown to transfer, peripheral vision tasks for example and so-called N-back tasks helping with working, or fluid, memory (which is a key component of IQ [12], [13]). But the effect seems to be limited though there are some better and superior products on the market and these are likely to be far better than vegetating in front of the TV. Any active use is better than no use.

What grows the brain most?

This maybe a misleading question as there is no simple magic formula to grow the brain and live longer. Certainly if you do manage to grow your brain, then living longer may hold true. Here are some activities that can promote growth in the brain:

Exercise – yes, it can be that simple. Aerobic exercise has been shown as one of the single most effective factors at slowing down cognitive decline [14].

Dance – dancing is great for the brain as it combines a multitude of influences. Exercise, coordination, balance, music, rhythm, and last but not least social contact are some of

the influences of dancing. A study in 'The New England Journal of Medicine' in 2003 showed that those who danced had the lowest risk of dementia within the various activities studied [15].

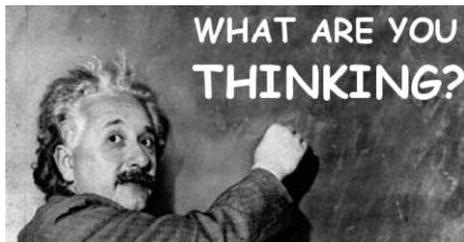
Social contact – human beings and hence human brains are designed to be social. Socialising is great for the brain it means reacting to conversational cues drawing on language cues but also various coordinative movement as you have a conversation. More than that positive social interaction can also release all sorts of positive chemicals in the brain and it is inherently rewarding (assuming it is positive interaction) [16–23].

Sleep – sleep is the time during which the brain recovers and grows most. Sleep deprivation has been shown to shrink the brain and give negative chemical imbalances in it and the body [24–26].

Avoid stress – some stress is natural but long-term chronic stress will severely impact the brain's functioning and the toxic chemical environment will lead to many disorders and chemical interaction especially diabetes and other related disorders. A recent study at Yale University showed that stress can shrink the brain – losing synapses those ever so important connections [27], [28]

Learn something new – anything. Music is good but make sure it is something you enjoy doing and (preferably in a social group).

Think – yes it is that simple *use it you lose it*. This is why people with cognitive jobs tend to have much lower chances of getting dementia. Many academics keep going till they die with brains sharp and healthy (not all but many). But more than that in the dementia study above playing games was shown to result in much lower levels of dementia [15].



Eat good food – your food affects your thought processes. This article shown under reference [29] reported that gut bacteria can influence thinking processes. Simply having a healthy diet shall positively influence your chemical balance. Your brain works on the chemicals produced by your body and is influenced by how you use it.

So to sum up: remember the brain is an organic environment constantly in flux and the interactions you have daily will change the brain in minute ways. If these chemical interactions are continually stimulated the brain shall grow otherwise it shall shrink. This is only partly influenced by genetics – all brains grow. When you next read a report that mowing your lawn grows your brain, do not be surprised - it is normal and please

remember to keep using your brain in positive and happy especially social, ways.

That shall keep your brain healthy and growing all your life!

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From the
SLOPES...

JUNGFRAU REGION

Contributed by IMCZ
member and sports
editor Joseph Dow

Hiking below the infamous Eigernordwand

The Eiger is a fearsome mountain in the Berner Oberland. It stands just under 4'000m with its massive 1,800m vertical Nordwand (north wall,) nicknamed the Mordwand or "Murder Wall," looming above the village of Grindelwald. The history of attempts to conquer the north face is terrifying. Die Weisse Spinne, a notorious ice field, resembling a menacing spider, guards the summit from climbers, at least 64 of whom gave their lives trying to make it to the top. Most tourists take an easier path to the top after arriving at Kleine Scheidegg and take the tour on the Jungfrau railway through the inside of the Eiger and up to the Jungfraujoch.



The tour to the Jungfraujoch is quite unique. Along the way, the train stops at a station in the middle of the wall, where you can get out of the train car and walk through tunnels, which open up to "windows" on the face. Here you have a dizzying look down the massive wall and out over the valley.

At the top station at 3,454m, the highest railway station in Europe, are numerous activities for the typical tourist from dining to shopping to a walk through an ice palace with myriad ice sculptures. Do not miss the opportunity to go outside on to the viewing platform of the Sphinx Observatory to see the beautiful Aletsch glacier.

But, if you want something different, use your feet and take a closer look outside and below the Nordwand. You have a few interesting hiking options:

- **Eiger Walk:** From Kleine Scheidegg, a novice hiker can walk up to the Eigerletscher station on a well-prepared trail with a little effort in less than an hour and enjoy nice views and photo opportunities of the Nordwand from the west.

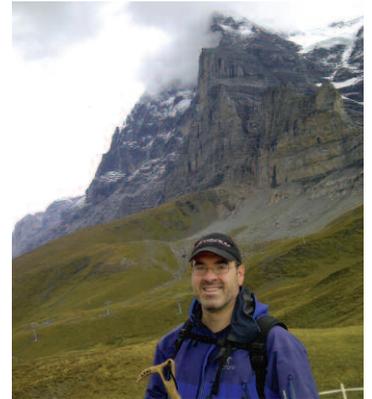
- **Eigerwand Trail:** If you are really adventurous, you can continue to the Eigerwand Trail, which crosses right under the Nordwand. It is probably one of the coolest hikes anywhere in the world that a non-mountaineer can do with relative ease. The hike is a slightly technical Bergweg, rated white/red/white, and requires good hiking boots and a bit of concentration. Since you are mostly traveling down, it is not particularly strenuous, but you do cross a number of streams fed by small waterfalls and there are some spots with tricky footing on boulders and stones. I would not attempt this hike if rain seems likely. The views are amazing and you can get very close to the spot where many alpinists have begun their perilous journey up the wall. Sometimes, you can watch actual climbers ascending the Nordwand. Take special care to leave enough time to make the last train from Alpiglen (just after 6pm) to bring you back to Grindelwald or you will





have a very nasty long walk down a steep road like we did. Fortunately, a kindly farmer saw us, after about an hour of traveling on knee-punishing pavement, and gave us a ride back to the village in his truck. Trying to tour the Jungfrauojoch and hike the Eiger Walk and Eigerwand Trail in the same day no longer seems prudent in hindsight! The hike from the Eigergletscher station to Alpiglen can be done from June to October and should take about 2 hours, but it took us much more time than that, resulting in the missed train.

• **Hike from Männlichen:** If you have the time, an alternative starting point at the top of Männlichen station, after taking the lift up from Wengen, provides an easy 1½ hour hike to Kleine Scheidegg with fantastic views of the Eiger, Monch, Jungfrau and magical Silberhorn.



For more information:

- Jungfrauabahn: www.jungfrau.ch
- Activity Workshop's Information on hiking under the Eiger: <http://activityworkshop.net/hiking/switzerland/eiger.html>
- Myswitzerland's description of the Eigerwand Trail: www.myswitzerland.com/en/eiger-trail-the-swiss-alpine-experience-trail.html

NEXT MONTH: Now that we've received the first snow, we will kick off the ski season.

POSSIBLE SKI TRIP: René and I are planning a ski weekend for the IMCZ in January. In previous years, we had terrific trips to Flims Laax and St. Moritz and I am exploring our options in Crans Montana above the city of Sierre in the Valais. Details to come, so tune your planks and air out those boots!



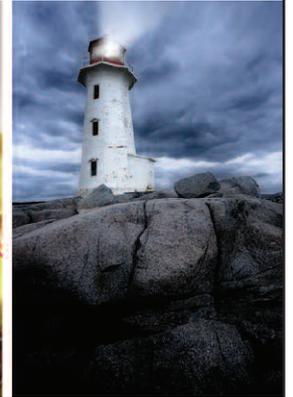
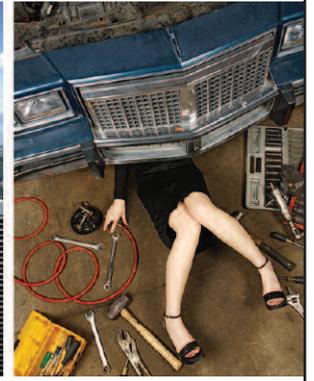
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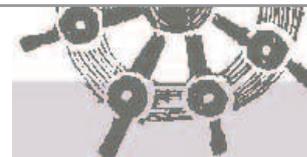
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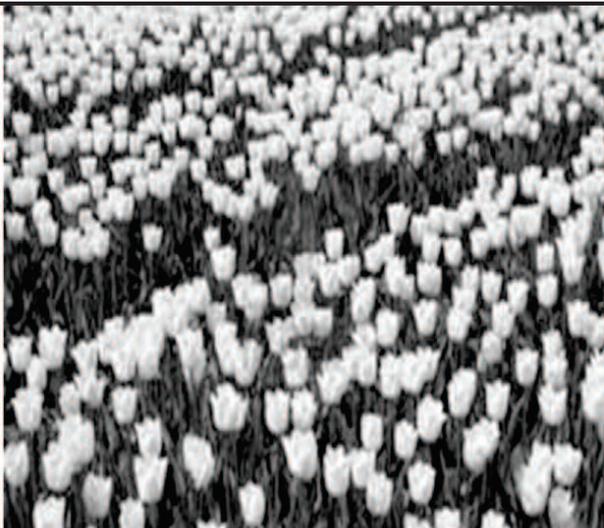
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From the LANES... **A Rising Star**

*Contributed by IMCZ Member
Steve Butterworth*

We had a well attended event last Wednesday the Oct 17th. Altogether 14 booked but only 13 turned up. We have a new rising star in the shape of Maurice Corten! Well done Maurice. There were lots of strikes and spares and splits. But it was a fun evening indeed for one and all. You can see the big differences when handicapping is employed. Anyone can have a fair crack at the wine!

This time Maurice was a clear winner, followed up by my dear daughter Catherine Butterworth, well someone has to uphold the name of Butterworth as my bowling was under par!

HANDICAPPED SCORES

First Name	Surname	Game1	Game2	Game3	Handicapped	overall_avg	handicap	STRIKES	SPARES
Otto	Steuri	150	137	152	439	144	45	10	6
Colin	Mason	111	161	135	407	129	57	7	7
Hans-Peter	Schobert	107	149	112	368	116	68	6	7
Maurice	Corten	128	117	121	366	104	78	5	4
Ian	Brenton	138	100	97	335	111	72	5	5
Stephen	Butterworth	103	136	94	333	121	64	6	5
Amoud	Volker	104	112	115	331	103	78	4	7
Catherine	Butterworth	108	93	126	327	90	88	2	8
Lorenzo	Salvadé	118	90	94	302	96	84	3	6
Mark	Buck	95	73	133	301	96	84	3	7
Grant	Holliday	73	115	95	283	107	75	2	6
Rolf	Ekman	77	105	57	239	91	88	1	5
Gail	Brenton	71	64	80	215	76	100	1	2

BOWLED SCORES

First Name	Surname	Game1	Game2	Game3	Handicapped	overall_avg	handicap	STRIKES	SPARES
Maurice	Corten	128	117	121	600	104	78	5	4
Catherine	Butterworth	108	93	126	591	90	88	2	8
Colin	Mason	111	161	135	578	129	57	7	7
Otto	Steuri	150	137	152	574	144	45	10	6
Hans-Peter	Schobert	107	149	112	572	116	68	6	7
Amoud	Volker	104	112	115	565	103	78	4	7
Lorenzo	Salvadé	118	90	94	554	96	84	3	6
Mark	Buck	95	73	133	553	96	84	3	7
Ian	Brenton	138	100	97	551	111	72	5	5
Stephen	Butterworth	103	136	94	525	121	64	6	5
Gail	Brenton	71	64	80	515	76	100	1	2
Grant	Holliday	73	115	95	508	107	75	2	6
Rolf	Ekman	77	105	57	503	91	88	1	5





Speeding

A senior citizen drove his brand new BMW Z4 convertible out of the car sales room. Taking off down the motorway, he floored it to 160 Km/h, enjoying the wind blowing through what little hair he had left.

"Amazing!" he thought as he flew down the autobahn, enjoying pushing the pedal to the floor even more.

Looking in his rear view mirror, he saw a police car behind him, blue lights flashing and siren blaring.

"I can get away from him - no problem!" thought the elderly nutcase as he floored it to 192 Km/h, then 220 and then 260 Km/h.

Suddenly, he thought, "What on earth am I doing? I'm too old for this nonsense!" So he pulled over to the side of the road and waited for the police car to catch up with him.

Pulling in behind him, the police officer walked up to the driver's side of the BMW, looked at his watch and said, "Sir, my shift ends in 10 minutes. Today is Friday and I'm taking off for the weekend. If you can give me a reason why you were speeding - that I've never heard before, I'll let you go."

The old man, looked very seriously at the policeman, and replied, "Years ago, my wife ran off with a policeman...I thought you were bringing her back."

"Have a good day, Sir", said the policeman, as he drove off...!!

Your Duck is Dead

A woman brought a very limp duck into a veterinary surgeon. As she laid her pet on the table, the vet pulled out his stethoscope and listened to the bird's chest.

After a moment or two, the vet shook his head and sadly said, "I'm sorry, your duck, Cuddles, has passed away." The distressed woman wailed, "Are you sure?" "Yes, I am sure. Your duck is dead," replied the vet..

"How can you be so sure?" she protested. "I mean you haven't done any testing on him or anything. He might just be in a coma or something."

The vet rolled his eyes, turned around and left the room. He returned a few minutes later with a black Labrador Retriever. As the duck's owner looked on in amazement, the dog stood on his hind legs, put his front paws on the examination table and sniffed the duck from top to bottom. He then looked up at the vet with sad eyes and shook his head.

The vet patted the dog on the head and took it out of the room. A few minutes later he returned with a cat. The cat jumped on the table and also delicately sniffed the bird from head to foot. The cat sat back on its haunches, shook its head, meowed softly and strolled out of the room.

The vet looked at the woman and said, "I'm sorry, but as I said, this is most definitely, 100% certifiably, a dead duck."

The vet turned to his computer terminal, hit a few keys and produced a bill, which he handed to the woman.. The duck's owner, still in shock, took the bill. "\$150!" she cried, "\$150 just to tell me my duck is dead!"

The vet shrugged, "I'm sorry. If you had just taken my word for it, the bill would have been \$20, but with the Lab Report and the Cat Scan, it's now \$150."

Library Encounter

A guy asked a girl in a library; "Do you mind if I sit beside you"?

The girl answered with a loud voice "NO I DON'T WANT TO SPEND THE NIGHT WITH YOU!!!"

Every one in the library started staring at the guy and he was very embarrassed. He moved away and sat at another table. After a while, the girl walked quietly to the guy's table and told him:

"I study psychology and I know what a man is thinking, I guess you felt embarrassed right?"

The guy responded with a loud voice: "\$200 JUST FOR ONE NIGHT!? THAT'S TOO MUCH!!!"

And all the people in the library looked at the girl in shock and the guy whispered to her:

"I study Law and I know how to make someone feel guilty"

Blonde Men

- A friend told a blonde man: "Christmas is on a Friday this year." The blonde man then said, "Let's hope it's not the 13th."
- Two blonde men find three grenades, and they decide to take them to a police station. One asked: "What if one explodes before we get there?" The other says: "We'll lie and say we only found two."
- A woman phoned her blonde neighbor man and said: "Close your curtains the next time you & your wife are having sex. The whole street was watching and laughing at you yesterday." To which the blonde man replied: "Well the joke's on all of you because I wasn't even at home yesterday."
- A blonde man is in the bathroom and his wife shouts: "Did you find the shampoo?" He answers, "Yes, but I'm not sure what to do... it's for dry hair, and I've just wet mine."
- A blonde man goes to the vet with his goldfish. I think it's got epilepsy," he tells the vet. The vet takes a look and says, "It seems calm enough to me". The blonde man says, "Wait, I haven't taken it out of the bowl yet".
- A blonde man finds a letter lying on his doormat. It says on the envelope "DO NOT BEND". He spends the next 2 hours trying to figure out how to pick it up.
- A blonde man shouts frantically into the phone "My wife is pregnant and her contractions are only two minutes apart!" "Is this her first child?" asks the Doctor. "No", he shouts, "this is her husband!"
- A blonde man's dog goes missing and he is frantic. His wife says "Why don't you put an ad in the paper?" He does, but two weeks later the dog is still missing. "What did you put in the paper?" his wife asks. "Here boy!" he replies.
- A blonde man is in jail. Guard looks in his cell and sees him hanging by his feet. "Just WHAT are you doing?" he asks. "Hanging myself," the blonde replies. "It should be around your neck" says the guard. "I tried that," he replies, "but then I couldn't breathe".
- An Italian tourist asks a blonde man: "Why do Scuba divers always fall backwards off their boats?" To which the blonde man replies: "If they fell forward, they'd still be in the boat."



WWW.SELECTIONS

by IMCZ member David Harris

All web sites included in this series are offered in an unbiased way and do not always reflect my personal views; the reasons for bringing them to your attention are that I found them interesting, perhaps offering another point of view and definitely worthy of note.

SWISS MINI GUN www.swissminigun.ch

The smallest revolver and rim fire ammunition in the world. The total length of the revolver does not exceed 5.5 cm. It shoots specially developed 2.34 mm caliber rim fire ammunition.

SALT INSTITUTE www.saltinstitute.org

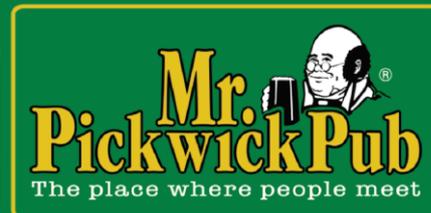
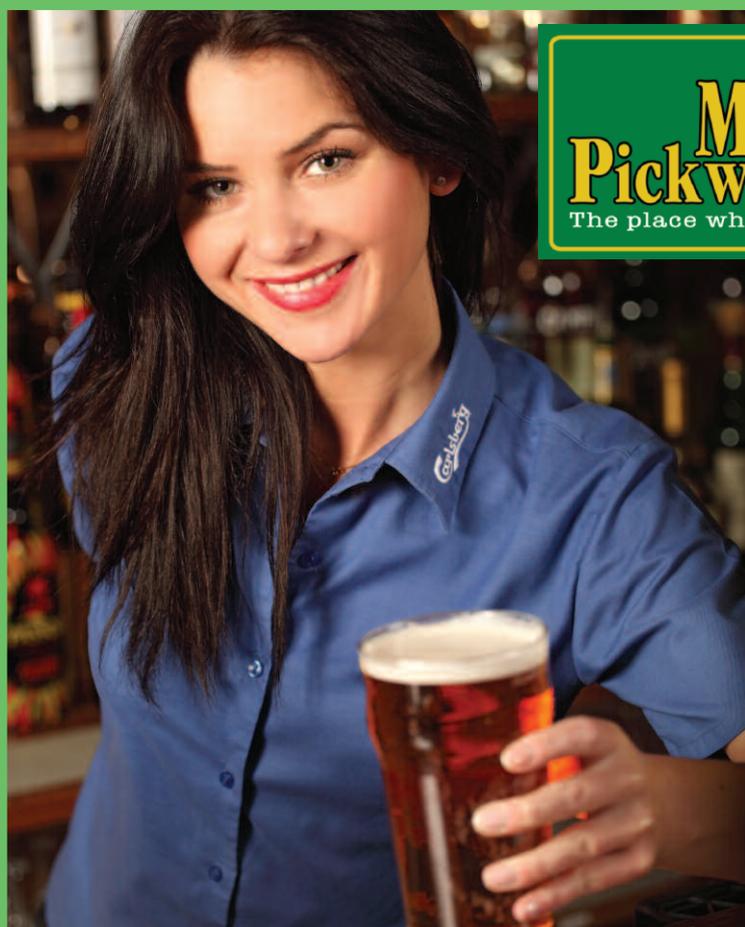
Salt, sodium chloride, touches our lives more than any other chemical compound. The chemical and physical properties of sodium chloride are a treasure to mankind. Salt or salt-derived products are ubiquitous in our material world and the very cells of our bodies swim in a saline solution. We take for granted the salt crystals that make our foods safe and palatable and we give thanks for salt's lifesaving properties when applied to slick winter roads. Most are unaware of the 14,000 known uses for salt, how it's produced and our success in ensuring the environmental compatibility as it provides the foundation for the quality of our lives.

DALEK HISTORY www.dalek6388.co.uk

For Sci-Fi fans Doctor Who and the Daleks is part of a history which began way back in 1963. This web site traces the development of the Daleks from the beginning.

UK OIL PAINTING RECORD www.bbc.co.uk/yourpaintings

Your Paintings is a brand new website which aims to show the entire UK national collection of (over 172,000) oil paintings, the stories behind the paintings, and where to see them for real. It is made up of paintings from thousands of museums and other public institutions around the country.



Try from our large selection of International Beers

Full selection of International Sports on five screens
Open for lunch and Dinners, serving traditional Pub Food
Special Events throughout the year!

UPCOMING PUB EVENTS

- Mon 12 Nov 19:30 **Pub Quiz**
- Mon 26 Nov 19:30 **Pub Quiz**

Thu 29 Nov 19:00 **St. Andrew's Day Party**
Live Scottish music, Malt whisky tasting
Enjoy the taste of Scotland

Mr. Pickwick Pub, Alpenstrasse 11, 6300 Zug • Tel. 041 711 10 04 • pwzg@gastrag.ch • www.pickwick.ch
The no. 1 sports pub in town • A great selection of beers • Classic pub food • A British way of life



Sudoku

We had fewer replies this time, may be because the puzzle was too hard, Congratulations to all those who have bothered to take the trouble and engage their grey cells. There is, however, only one winner and it is this month it is our patetns specialist and mathematical wizzar, Maurice Corton. Congratulations Maurice, your drinks during the next Stammtisch you attend shall be on the house.

This month's puzzle is interesting. It could be straight forward or very difficult, depending on which mood you are in! The winner shall be drawn from the pool of correct solutions received. His drinks during the next Stammtisch he attends shall be on the house.

Please simply tell the waiter or waitress that your drink is on the house, he or she shall find their way to the Paymaster, that is yours truly or Max.

The easiest form, in which the solution is sent, is nine rows of nine numbers in a Word document, Excel or email. In every Sudoku, every digit between 1 and 9 occurs exactly once in each row, column and 3x3 square. Please send your answers to muthana@trasco.ch, on or before the last day of the current month.

3					1	2		
		4		8		5		
1		6		7				
				3	5	4		6
			9			3		
					6		5	
9					8			3
5		3						4
		1			2	6		

Solution to October 2012 Puzzle

5	7	6	1	3	2	8	4	9
8	9	2	5	7	4	1	3	6
1	3	4	6	9	8	7	2	5
7	4	9	3	8	6	2	5	1
6	2	1	7	4	5	3	9	8
3	5	8	9	2	1	4	6	7
4	8	7	2	5	9	6	1	3
9	6	3	4	1	7	5	8	2
2	1	5	8	6	3	9	7	4



Members' Marketplace

Are you **selling** your yacht (harboured in Piraeus)?
Your Aston-Martin old-timer with the roll top roof?
A gorgeous view of the Bay of Biscay,
with a little bit of house attached?
Or are you **cashing** in the half of your stamp
collection that is finally worth something?
Perhaps you're **looking** for all of these things?

Then ADVERTISE here, in the IMCZ News;

The Members' Marketplace is reserved for unformatted advertisements of 150 characters (approx. 3 lines) of text.

These are free of charge to IMCZ members.

Advertisements must be submitted as illustrated below.
Longer advertisements cost CHF 30.-

Example: FOR SALE: gorgeous view of Bay of Biscay with stunning sunsets and high waves. Wee house (12 rooms), dock and yacht included. Call Bill at 041 123 4567.

SKI GEAR AND ACCESSORIES FOR SALE:

Various items for skiing available, mostly new or as new condition. All high-end. Let me know what you are looking for or I can send you a list of some items.

Email Joe Dow, jjdow@hotmail.com

IMCZNEWS Advertising Rates

Circulation: 300 plus online download.

Issued: Monthly

Format: A4 vertical, full color.

Ad content delivery:

electronic by e-mail, .pdf, .jpg, .gif

Advertising Rates:

- Full page, A4 vertical. (19 x 27.7 cm), Fr. 200.-
- 1/2 Page, A5 horizontal (19 x 13.5 cm), Fr. 110.-
- 1/3 Page, vertical (6.3 x 27.7 cm), Fr. 85.-
- 1/3 Page, horizontal (19 x 9.2 cm), Fr. 85.-
- 1/4 Page, A6 vertical (9.2 x 13.5 cm), Fr. 60.-
- 1/4 Page, horizontal (19 x 6.9 cm), Fr. 60.-
- Business Card (9.2 x 6.45 cm) Fr. 45.-

Extra costs may be incurred for typesetting, special formatting, etc.
IMCZ Members receive a 20% discount on advertisement costs.

Place your ad for an extended period and receive a discount: get seven months of advertising for six months paid, or receive twelve months for the price of ten.



REMEMBER **The Stammtisch**
every Thursday evening 18:00–20:00

Join us in the lobby
of the Park Hotel in Zug.