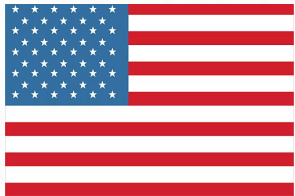


# Arizona Swiss Society

## VALLEY ECHO



Newsletter

[www.arizonaswissociety.com](http://www.arizonaswissociety.com)



## SUMMER / FALL 2025



Solothurn, SO





## Spring Picnic at Desert Breeze, Chandler Sunday, April 13th, 2025

A cloud covered morning promised a not-too-hot afternoon for the yearly Spring Picnic. What a perfect Ramada, all-covered set-up for this potluck event. When Roland's Swiss Music started, we knew we were in the right place to have a fabulous time. 64 of us, including 5 kids. They enjoyed an egg hunt and played games.

Thanks to everyone for the plentiful, delicious dishes, desserts, etc. enjoyed by all. The volunteers who once again did a splendid job in getting everything ready for this successful picnic deserve a tremendous DANKE!

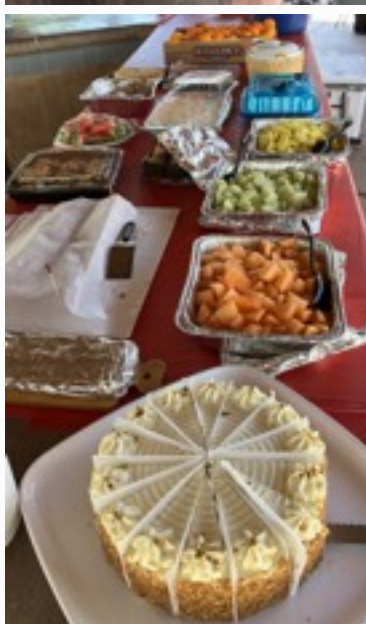


The **"Eiertütsched"** entertainment, the hit of the afternoon, won by Marcus Troller, the winner of cracking eggs sounds, left many fractured eggs but smiling faces.

**Rules:** Holders of eggs that break are out! Eggs not broken go on to the second round, and so on.









# MESSAGE FROM THE PRESIDENT



Dear Members and Friends of the AZ Swiss Society:

We had another wonderful Spring Picnic this year! The turnout was fantastic, and the food was absolutely delicious. Thank you to everyone who brought dishes , we enjoyed an amazing variety of salads, desserts, and of course, Bratwurst and Cervelat.

A big thank you also goes out to all the volunteers who helped make the event so enjoyable. The children especially had a great time with the fun activities. Your efforts truly made a difference.

Looking ahead, our next event is the Swiss National Day celebration on Sunday, August 3rd. This year, we'll be gathering at the American Italian Club, where we've planned a delicious menu, including desserts and cookies. We'll also bring back the popular Swiss Quiz with fun prizes. We hope to see another great turnout!

As we enter the second half of 2025, we are looking to fill a few important positions on our Board of Directors. The Membership Chair role is open (and can be shared between two people), as well as the Treasurer position. Both terms begin on January 1, 2026.

If you have a few hours to spare and would like to help keep the Swiss spirit alive in Arizona, please reach out to me or any of our board members. Your involvement is truly valued.

A heartfelt thank you to all board members, volunteers, and contributors who help bring our events to life. I look forward to celebrating with many of you on August 3rd!

Best Regards,  
  
Roland Ulrich, President  
Arizona Swiss Society

[azswissociety@gmail.com](mailto:azswissociety@gmail.com)  
  
[rolandulrich63@gmail.com](mailto:rolandulrich63@gmail.com)

## ADVERTISE IN THE VALLEY ECHO

Business card size	\$ 10.00 per insert,	(no discount)
¼ page	\$ 25.00 per insert,	pay 4 and get 10% off
½ page	\$ 50.00 per insert,	pay 4 and get 10% off
Full page	\$ 100.00 per insert,	pay 4 and get 10% off



# Youth Activity Page



This year's Swiss Club Spring Picnic was seriously one of the **BEST ever- for me!** The weather was perfect, the food was delicious, and the games



were fun. But the best part? We had some awesome visitors, the kids from New York!



**Isabella and Max** totally brought the energy and made everything even more fun. We played Bingo, had a fruit roll-up challenge, tried to survive the BeanBoozled game .. ew, and finished with an egg hunt followed by **EierdÜtsch.**



Big thanks to everyone who helped out and came to play. Can't wait for next year.. and wish my parents Dutch friends and family could attend every single time.



Sedona Ulrich





# Culture & Activities in Solothurn and Surrounding Region



Solothurn, capital of the canton of the same name, is Switzerland's most beautiful Baroque city, with a historic centre dating back to the 16th century. Bisected by the River Aare, the former seat of the French embassy in Switzerland (from 1530 to 1792) is best known today for two festivals: the Solothurn Film Days (in January) and the Solothurn Literature Days (in May).

The history of the city of Solothurn, already known in Roman times, is strangely and closely linked to the **number 11**. Solothurn residents of all generations – the city's population is just under 20,000 – like to refer to **11** as a magic or even sacred number. This unique relationship has deep – and slightly hazy – roots. No one in Solothurn can tell you why the **number 11** is so important. Yet the number is still used and celebrated.



The city's **Baroque Cathedral, St. Ursus Cathedral** built in 1762 on the remains of an ancient church dating back to the 9th century, is dedicated to the two saints. It's said that the master builder Gaetano Matteo Pisoni from Ascona was so fascinated by the almost magical atmosphere in the town based on the **number 11** that he decided to adapt the construction of the cathedral to this number.

## Solothurn is all about the number 11

Solothurn, which had always been an ally of “primitive” Switzerland, joined the Confederation in 1481 as the **11th canton**. Between 1344 and 1532, canton Solothurn was divided into **11 bailiwicks**. Important in the Middle Ages, but also later, **11 guilds of arts and crafts** were active in Solothurn. Even today, the urban landscape is still shaped by **11 churches/chapels, 11 towers, 11 fountains, and 11 museums**. The local beer called **öufi** (eleven in the local dialect).



But what's most astonishing is the **clock** that indicates “Solothurn time” with its dial, which counts only **11 instead** of 12 hours, with its **11 bells**, reproduces the unofficial anthem of the city. In the private sphere, it goes without saying that the most important birthday is the **11th** (and all following multiples)!



## Solothurner Cheese-Day

The Solothurner Chästag is a must for cheese lovers. Apart from traditional parades and presentations, there are tons of stalls selling cheese from all over the country. Of course, you can taste every cheese and if you aren't careful, you might not even have enough room left for the iconic Käseschnitte (slice of bread with melted cheese on top) by the end of your shopping spree.



## Solothurner Biertage

Yes, there's this thing called beer days. I don't think this event needs much explanation. Except that it lasts for three days in April. Cheers.





## Verenaschlucht / Verena Gorge



This little hermitage in the **Verona Gorge** has been since at least the 15th century and is still inhabited today. It is a place of peace and contemplation near the city of Solothurn where we can admire the hermitage's impressive architecture.

It's the perfect place if you'd like to forget the world around you for a little while.

With its picturesque landscape, steep cliffs and rushing stream, the Verena Gorge offers a unique experience in the midst of nature. The hermitage is dedicated to Saint Verena. It also includes two beautiful chapels, one of which is the oldest chapel in all of Solothurn.



The **Verena Chapel** in its current form dates back to the 17th century, although previous chapels are believed to have existed between the 13th and 15th centuries. The Verena Chapel is permanently built into a hollow in the Verenafluh gorge. An alabaster figure inside the chapel depicts Saint Verena. The Verena Chapel is open Tuesday to Sunday from 10:00 a.m. to 5:00 p.m.

**St. Martin's Chapel** is the older of the two chapels in the hermitage. It is believed to have been built no later than the 13th century. It stands directly beneath the natural rock canopy and is unfortunately not open to the public.

## Switzerland's largest stork station in Altreu



On the Aare you can take a wonderful boat trip (with **öufi 11** boat) from Solothurn to Altreu. This is the most famous station where storks nest and breed during the summer months.

In 1950, when storks in Switzerland were all but extinct, Max Bloesch started his reintroduction project to save our storks. He worked on bringing them back to Switzerland and after a few ups and downs, his endeavors eventually paid off.



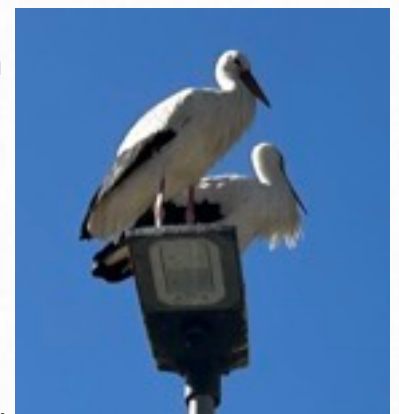
His legacy still lives on, and today, around **40 breeding pairs storks** can be seen soaring through the air, strutting across the fields in search of a crunchy frog and clattering on the rooftops in Altreu.

Before you visit the station, there are two things you might want to keep in mind, though:

1. Storks are migrating birds, which means they head to the sunny south during winter. They don't always leave and return at the same time but allegedly, stork-winter starts in August and ends in April. But even outside this period, you might

find a stork or two staying here during winter because the journey has become too tiring for them.

2. Look up! Storks are very clean animals and avoid making their nest dirty by doing their business outside. And if this means pooping onto a bunch of wet leave-sand spraying everyone with their excrement in the process, so be it.





# Club News / Sunshine Committee



May 19, 2025

Dear Jass players,

The last Jass Party for this season is history. We had 11 players at Ursula and Fred Gmehlin's home. Thankfully the weather was cooler than normal, and we could play outside. Everybody enjoyed the beautiful backyard. There were a lot of birds including the sighting of a red cardinal bird! Everybody had a great time playing and enjoyed the super hospitality. Dinner was delicious! Thank you so much Ursula and Fred for hosting. You had a lot of work with the preparation. We appreciated it!

On a sour note, I must sincerely apologize for a mistake that happened with the last invitation. When cleaning up the mailing list on my computer, I deleted one of our more active and well-respected member by mistake. Therefore, he did not receive the last invitation and was not very happy about it. My mistake and I feel bad about it. I hope it will not happen again. Thank you for your understanding.

For next season, hoping to start in October 2025, we are always looking for hosts, new and repeat ones. So far, we have already commitments for November 25 and January 26. If you think you would like to host, please let me know anytime before October 25. As Jass players we are all thankful for your help in this matter. Don't forget beginners are always welcome.

Fortunately, we had three new members learning or refreshing how to play the Jass. They loved it and it should be an inspiration for other new players to participate.

I wish you a great summer wherever it might be. Stay cool, enjoy every day and practice hard playing with the Jass cards to be ready for the next season. And most important of all – stay healthy! Look forward to seeing you in the fall.

Ueli Zaugg, Jass Coordinator

602/999-3835

[uzaugg@protonmail.com](mailto:uzaugg@protonmail.com)





# Club News / Sunshine Committee

**Happy Birthday!**

**Max Haechler celebrated his 90th Birthday on June 7th, 2025!**



Max Haechler and family had a grand time with all the children, grandchildren, and great-grandchildren. It was a Birthday to remember with many surprises and lots of time together, eating, and family conversations. Time passed way too fast!

**Congratulations Max!**





# Club News / Sunshine Committee

## Look who is 90!

“Age is merely the number of years the world has been enjoying you.” -- Anonymous



Max of Switzerland --- born June 7th, 1935

At the Cocktail Party of the year, at the Hächler's penthouse at Mountain Shadows Resort, anyone lucky to be invited got pampered with food, wine and, watching the most heartwarming family in Paradise Valley. Eric their son flew in from Horgen, Switzerland to surprise Mom and Dad. Yeah! Young and old gathered to celebrate a life unmatched, an amazing event to add to Max's memories.

Max Hächler grew up in Erlenbach ZH. He arrived in Arizona with his bride Elsbeth in 1962. From pumping gas to launching the first exclusive Rolls-Royce dealership in Arizona in 1968. Unstoppable success followed the happy family -- 2 daughters and 2 sons, 7 grandchildren. To become Great-Grandpa (3) is Max's crowning glory as well as spending every

summer in their home in Bönigen, BE. The Arizona Swiss Society counts their blessings in knowing Max and Elsbeth, as well as the family



and all their unique ideas. Max, a proud Swiss who knows no stranger, the only time we saw Max sad is when his **Honorary Swiss Consul's** time to step back arrived.

**Happy Birthday Max . . . and many more!**

May you always be ageless in spirit and humor to continue a life too grandiose, impressive, and magnificent for words.



# Club News / Sunshine Committee



## Happy well-deserved retirement!

To our long-time Swiss Club member, (at one time Vice President), **Kent/Rainer Lüdecke**, who arrived in Arizona in 1971 with Heidi and baby Marc.

On the first day of June, a cool afternoon, rain adding a certain coziness, no heat to worry about in the beautiful garden of Rainer and Bebe's house in Fountain Hills, family and friends gathered to celebrate Rainer's retirement and his son Marc who turned 54 that same day. Bebe's choice of food amazed everyone and loved by all guests. Wow!

Kent is Rainer's hairstylist name since Atlanta GA upon arrival in 1965 from Germany at a huge European Salon where the German owners didn't think for clients to remember his name, Rainer, to call for an appointment. Rainer's salon in Scottsdale for 28 years was called Kent's Place.

Remember: Retirement is freedom and means having time to say yes to everything! **ENJOY!**



Our long-time Swiss Member and also a great artist

## **Andreas (André) Schwab**

moved to **Morningstar Assisted Living**  
16800 Paul Nordin Parkway  
Fountain Hills AZ, 85268

He would love if you will visit him!



## Swiss and Austrian Club Members Hike

Dear Members and friends,

Since the Austrian / Swiss hike on March 16 was attended only by Greg Master, the hike leader, we believe we need to reconsider the hiking program. Greg suggested to pause the program for the rest of the spring. With the weather getting hotter and only two practical months left to hike, it's not worth the effort.

In the fall (let's say October), we can attempt to restart the program, but with a strict RSVP policy. If we do not receive commitments for a minimum participation level, such as five hikers, the hike would be canceled. Greg is willing to make an effort to plan the hikes, but he wants assurance there will be an adequate number of participants before conducting each hike.

Thank you for your understanding!





# Club News / Sunshine Committee

We are looking for:

## **Board of Directors & Volunteering**

Do you want to keep the **Swiss spirit** and customs alive? Do you have a special talent? Do you have a few hours to spare per month? Do you want to share your ideas to help preserve the AZSS? If you answered YES to any of these questions, we would love for you to join us on the Board of Directors.

If you are interested please send us an email to:

[azswissociety@gmail.com](mailto:azswissociety@gmail.com)

We are looking for members for the following positions:

### **Membership Chair**

- as of December 1, 2025
- Can be split into Co-Chair position if 2 members would like to share this role

### **Treasurer**

- as of January 1, 2026



## **We Welcome New Members**

**Ischi**, Charlotte and Peter

**MacDonald**, Scott, Scottsdale

**Neidecker**, Tom, Oro Valley



## **First of August**

**Swiss National Day**

August, 3th, 2025

Arizona American Italian Club in Phoenix



## **Fall Fest**

in Fountain Hills  
October, 26th, 2025







# Cook's page for everyone



## Solothurner wine soup

Ingredients for 4-5 people

1	small leek
1 to 2	pieces of carrots
1 L	vegetable bouillon
1.5 El	Maizena/cornstarch
500ml	white wine
1	pinch of salt
100 ml	liquid cream
1 shot	pepper from the mill
1 cup	toasted bread cubes



### Preparation:

- 1 For the Solothurner wine soup wash leek and carrots, and cut into very fine pieces.
- 2 Bring the broth to a boil in a pot. Mix cornstarch with some water, and quickly mix into the broth.
- 3 Then add the wine and stir in the cream. Then season the wine soup with salt and pepper as desired.
- 4 Now spread the leek and carrot strips into the soup bowls, and pour the hot soup over them.

### Recipe tips :

Serve the wine soup with toasted bread cubes, with fresh chives or fresh parsley.

### En guete!





## Board Members 2025

President	Roland Ulrich
Vice President	Daniel Fahrni
Treasurer	Alex Reuter
Secretary	Helene Block
Activity Chairs	Susan Oake Christian Fleury
Membership Chair	Sibylle Zaugg-Reuter
Past President	Anthony P. Haechler



**Honorary Swiss Consul** Mauro Saladini  
**Swiss Consul Emeritus** Max Haechler

### Committee Members:

Newsletter	Sylvia Brunner Reichen, Editor Trudy Wells-Meyer
Sunshine Committee	Yvonne Zaugg
Historian	Sigrid Kuster
Webmaster	Philippe Reichen
Social Media Coordinator	Evan Livesay
“Jugend” Youth Activities	Sedona Ulrich, Fiona Reuter
Member Directory coordinator	Evan Livesay
Investment Committee	John Thornton, Chair Anthony P. Haechler
Adviser/Jass Coordinator	Ueli Zaugg

### Arizona Swiss Society

Sylvia Brunner Reichen  
 7101 W. Beardsley Glendale, AZ 85308