



2nd HSG Alumni USA Conference
October 21st – 23rd 2010

Leading Change in Turbulent Times
How leadership makes a difference

UBS AG, 1285 Avenue of the Americas,
14th Floor, New York City

Leading Change in Turbulent Times

How leadership makes a difference

Dear Alumnae and Alumni,

Leadership means change and change demands leadership. Never have we had the need for skillful change leaders as we do now. Being one requires alertness, openness, flexibility, persistence and, frankly, guts.

Many of the changes we are witnessing today would have been unthinkable just a year ago. Is change something you thrive with? Or does it scare you? Change is not popular; most often it comes as a surprise, out of the blue and without warning. And worse still - we do not have control over it.

For the 2nd HSG Alumni USA Conference we have been able to commit outstanding personalities who each have been in the eye of this change cyclone. They are leaders in business, politics, journalism, academia and diplomacy. Each of them will share their views and experiences with us. The conference will take place in an informal setting with ample opportunity to get to know each other, discuss the topic and ask questions.

These are unique times. Times that pose challenging risks but also provide unprecedented opportunities. Either we are pushed about by the external forces of change and find ourselves taking a backseat or we rise to the challenges harnessing it and reinvent ourselves and our businesses to become leaders. You'll have the opportunity to learn from others' experiences, have fruitful discussions and get inspired - right in the heart of New York City.

We are also opening this year's event to the members of the New York City Swiss American Chamber of Commerce. This means even more networking and more opportunities for exchange of ideas.

Please register today - your HSG friends and the Big Apple are waiting for you!

Your Organizing Committee 2010

Antoine Gerschel, lic. oec. 1982

Bettina Hein, lic. oec. 1998

Martina Gaus-Keller, lic. oec 2003, Dr. oec. 2007

Speakers

- Kaspar Villiger, Chairman of the Board, UBS AG; Former Swiss Federal Councillor and Former President of the Swiss Confederation
- Ambassador François Barras, Consul General of Switzerland in New York
- Richard Edelman, Chief Executive Officer, Edelman Public Relations Group
- Dr.oec. HSG Christiane Hanna Henkel, US-Business and -Financial Correspondent, Neue Zürcher Zeitung
- John Fund, Columnist, The Wall Street Journal
- Michel Orsinger, lic.oec. HSG, Chief Executive Officer, Synthes Inc.
- Dr.oec. HSG Sascha Spoun, President of the Leuphana Universität Lüneburg
- Prof. Dr. Bernhard Ehrenzeller, Vice President of the University of St. Gallen, Professor for Public Law
- Paul Schuler, Regional Manager North America and Member of Group Management, SIKA Corporation
- Fred L. Smith Jr., President, Competitive Enterprise Institute (CEI)

Program

Thursday, October 21, 2010

18:00 Welcome Reception at UBS in cooperation with the Swiss-American Chamber of Commerce

Keynote Speech by *Kaspar Villiger*, Chairman of the Board of UBS AG; Former Swiss Federal Councillor and Former President of the Swiss Confederation:
«Leading Change in Turbulent Times»

Friday, October 22, 2010

8:00 Conference Registration

Opening Remarks

8:30 Keynote Speeches «Disruption or Resolution? Introducing Change – Lessons from the Trenches»

Coffee Break & Networking

11.00 Panel Discussion with Keynote Speakers

Lunch Break & Networking

13.30 Interactive Session: «Communicating to Create Enthusiasm and Commitment to Change»

14.15 Panel Discussion: «Is Media Leading Change?»

Coffee Break & Networking

16.00 Keynote Speeches «Leading Change: Benchmarks, Best Practices, Research Insights»

Closing Remarks

Individual Transfer to Evening Reception Venue

18.00 Reception at the Swiss Ambassador's Residence,

Ambassador François Barras, Consul General of Switzerland in New York

20.00 Dinner

Saturday, October 23, 2010

10.00 Sightseeing Program: «New York City Off the Beaten Track»

Locations

Conference Venue

UBS, 1285 Avenue of the Americas, 14th floor,
New York City

Friday Evening Reception

Residence of Ambassador François Barras,
Consul General of Switzerland in New York:
640 Park Avenue, 12th floor (at 66th Street),
New York City

Registration and Accommodation

Conference Fees

390 USD for seniors (graduation 2003 or earlier)

290 USD for juniors (graduation 2004 or later)

390 USD for partners (full participants)

110 USD for partners (includes Thursday's welcome reception and Friday's reception and dinner only)

70 USD Saturday sightseeing program per participating person

Juniors are alumni with less than five years since graduation. Seniors either graduated earlier or are considered Executive MBA and doctorate graduates who did not graduate directly following the master program. Partners are also welcome to register as full participants.

Conference fees are payable online and cover the welcome reception on Thursday, coffee breaks, lunch and dinner on Friday, and all conference documentation. The Saturday sightseeing program is optional.

Recommended Accommodations

The Jolly Madison Hotel

A four star boutique hotel close to the conference venue.

Room rates: \$260-305 (+ Tax)

22 East 38th Street, New York City

Phone: 1-212- 802-0600

<http://www.jollymadison.com>

Hilton New York

A business hotel close to the conference venue.

Only individual reservations possible.

Room rates starting at \$370 (+Tax).

1335 Avenue of the Americas, New York City

Phone: 1-212-586-7000 Fax: 1-212-315-1374

<http://www.newyorkhiltonhotel.com/>

The Cosmopolitan Hotel New York

Affordable and charming quality hotel close to the conference venue.

Only individual reservations possible. Room rates: \$200-25 (+Tax).

95 West Broadway, New York City

Phone: 1-212- 566-1900, Fax: 1-212-566-6909

<http://www.cosmohotel.com/>

Organizing Committee Contacts:

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Phone USA: +1-914-214-1886

Registration

Please register online by October 1, 2010 under
www.regonline.com/usaconf2010