

of the People which provides free on-line studies at undergraduate level for 1,500 students. Recently 500 new Syrian refugee students have been enrolled for the next session with a grant from the Fondation Hoffmann.

“On line education is one way forward,” she said, “but in an age of smartphones and iPads many people are finding it difficult to have confidence in themselves. They’re more stressed, imposing greater pressures on themselves. Our expectations of what we need to be, are too high. It’s OK to be who we are. This is what we believe at ISL: self confidence is key to success in fixing and attaining our goals.”

Rosalie is shining example of British womanhood. She is modest with a strength of character.

## Ladies’Lunch

Dominique Brustlein-Bobst is a elegant, charming and an extraordinary woman who has a voracious appetite for doing good. She is an active Board member of not-for-profit foundations and committed to many humanitarian and non-governmental organisations (NGOs). She uses her business expertise to help them achieve their goals and through her social networks has organised over the years some 20 fundraising events. Nowadays, she works on strategy with leaders in philanthropy. But what counts most are the encounters with individuals like the poor Indian waiter Saran. For these are spiritual journeys.

“From an early age, drops of humanitarian



**Dominique Brustlein-Bobst**

values were instilled into me year after year.”, she said. “First through the roots of my great grandfather Henri Bobst who invented the Braille printing press when he was 18. He was a visionary and saw that the box would be the silent salesman after World War II and manufactured box machinery. Then through my education at the Catholic Institute at Mont-Olivet, Lausanne, and through my brother Jean-Pascal who is the CEO of the family firm Bobst which always been dedicated to the wellbeing of their employees.

Dominique Brustlein was born in Lausanne and after her Baccalaureate, she studied for a Masters in Political Science at Geneva university (1982). She gave catechesis in the Catholic parish of St

Etienne, Lausanne (1998-2003) and gained a diploma at the Institute of Advanced Studies in Art (IESA) Paris (1990-1993). She was a co-founder with her husband Christian of the financial consultancy, Brustlein & Cie (1998). Among her foundations are Ladies' Lunch, Pestalozzi, Sport et Solidarité for the disabled, Jan & Oscar and IRP for research into paraplegia. The NGOs include the World Organisation Against Torture (OMCT) and The Swiss Friends of the Ban ObOun Dog Shelter in Thailand.

“On one of my trips to India, I met Saran at a hotel in Mumbai.”, she said. “He was the same age as my children and had a dream of coming to Europe to study hospitality. I was impressed by his kind-heartedness and said that I would help him. When I returned home, I found that it would be difficult to get him a Swiss visa. On my second visit to Mumbai, I saw him again. He had come specially to see me from south India and brought me presents. I was touched and this time I was determined that he realised his dream. I gave him air tickets to Switzerland and proposed that he stay at my place as one of my children. He was also enrolled in EHL. Later, when wanted to thanked me, I told him the best way was to help someone younger when he was in a position to do so. It's important to help a single person as one can't help millions.”

Dominique who loves animals - she has two Rhodesian Ridgebacks, was involved as a co-founder in an unusual project in Thailand. It was the Ban ObOun dog shelter for stray dogs. The mission is to

take in and care for sick or injured dogs and give them a permanent home. Since 2006, it has been under the spiritual authority of Buddhist monks.

“I'm proud of the Ladies' Lunch which is one of the first organisations I joined as a member in 2001 and became president of it in 2006.”, she said. “We have two lunches a year and have supported 61 charities in the past 25 years raising more than CHF 2 million. Carmela Lagonico who founded it was insistent that I join because she identified in me what I would become.”

Brustlein et Cie ([www.brustlein.ch](http://www.brustlein.ch)) encourage and support research into renewable energies (SolarImpulse); fundamental and applied research (Foundation Université Pierre & Marie Curie, Foundation for childhood psychiatry); and projects of social integration and access to education (foundation Jan & Oscar, International foundation for population and development - IFFPD), among others.

“Although I was born a Christian, I now consider myself just a spiritual person.”, she said. “I'm concerned about bringing Jews and Muslims together as I'm not judgemental on specific religions. Altruism is the only way to escape the burden of suffering around us.”

Her motto is love your neighbour as you love yourself. This echoes in Mathew and Luke - ‘Do unto others as you would have them do unto you.’ Although busy she is well organised and recharges her batteries

in Winkelmatten, Zermatt. "I spend every free weekend there either skiing or rock climbing.", she said.

## Tourism

### Human Contact is Best

Steve Pasche is a lucky man because he heads the Tourism Office of the most beautiful city in Switzerland. He is lucky again as his predecessor, Claude Petitpierre, who held tenure for 19 years until 2014 left him with a record of 1,111,298 hotel nights.

Steve is un nai Vaudoise. He studied tourism at the Swiss Tourism School in Sierre where he graduated in 2008 and joined the Lausanne Tourism team as assistant in the Conventions and Events department. Three years later he was appointed manager and in 2014 became Director of the Lausanne Tourism at the age of 34. He is the 5th and the youngest director since its inception 125 years ago.

"My interests have been wide and it was not easy to make a career choice.", he said. "It was by chance. I had gone to open days at the university of Lausanne a couple of years apart and found that I had come back with same brochures - on tourism."

He enjoys team spirit and managing the staff of over 50 people. There are four information centres which together welcome over 360,000 visitors a year. In Ouchy alone some 800 visitors come for advice per day in August. Canton Vaud has about 2.7 million bed nights a year and Lausanne is the top destination with 41% bed nights compared to the second highest



**Steve Pasche**

Montreux Riviera with 25%.

"I'm a hands-on person.", he said. "Too much theory can confuse practical issues. I'm a people's person and one of the important lessons I learnt from my mentor, Claude Petitpierre, is despite all technological advances, human contact will remain at the heart of tourism. The electronic advances changed the face of tourism and traveling as the tourist can prepare his trip, book it and then comment on it on the web. But despite these developments, the visitor wants to have a unique experience based on human interactions."

The city's assets are composed of four pillars: Culture, sports and Olympism,