



Business die Nachrichten

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This newsletter expresses shared news, knowledge and thoughts of our German-American community. GABC does not hold responsibility for the ideas, views and/or opinions expressed by contributors.

The German-American Business Council of Boston Newsletter

Boston Mayor Marty Walsh and GABC Executive Director Marian LeMay at GBANE's 21st Annual International Business Forum on February 4.

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The GABC partner event with GBANE attracted 250 professionals who came to hear presentations on the economy, meet other members, and learn about government resources for international business.

The **German-American Business Council of Boston, Inc. (GABC)**, is a non-profit, membership-based organization of companies and professionals. Through its monthly receptions, networking evenings, and presentations, GABC offers members an opportunity to talk person-to-person, and to share ideas, concerns, and opportunities with other professionals in the German-American community. Our members represent all facets of international business, including research, manufacturing, logistics, finance, government, retail, law, cross-cultural consulting, education and entrepreneurial endeavors. GABC is a member of the **Global Business Alliance of New England**. Interested professional may join via our Web site: www.gabc-boston.org

GABC

*Dedicated to encouraging
and cultivating
German-American
Business and Trade*



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Marian LeMay
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Letter from the Executive Director:
Marian LeMay

Dear GABC Members and Friends,

Hello and surprise! It's Marian greeting you in this month's newsletter instead of our fearless leader Erik Dilger. At the request of members who heard my speech at the gala, I humbly provide a version of that here:

Although I know most of you, many of you don't know each other—yet. But whether you realize it or not, you have a deep, cultural and emotional connection that only those of us who span the two cultures of Germany and the States truly understand.

Just about every person in this room tonight knows what it feels like to straddle the two worlds, to struggle with cultural identity. Or is close to someone who does. When I'm in Germany, I feel American. When I'm in the States, I feel European. Many of you thought you were coming to the States for a 2-year adventure, never dreaming you'd stay. But then...the job was extended.... Or you married an American.... Or you had children with American passports who go through a different gate than you at customs---did you ever imagine that? And suddenly the 2 years became 5 years, and then what? Stay? Go?

What about the Americans like myself that feel they were only born in the States by sheer chance? I am ethnic German and Dutch. I don't have an ounce of American blood in me. I was raised on Rotkohl and Schwarzbrot. When I lived in Germany, I passed myself off as German.

When someone asks you where HOME is, what do you say? Is there a hesitation? Is it where your business is, where your parents are? Where your partner is? Where your apartment is? Or is it where you FEEL LIKE YOUR TRUE SELF.

GABC tries to create a community where both Germans and Americans that share these histories of cultural identity can find each other. We can talk to each in short-cut. We don't have to explain things. We GET it. We KNOW. You think you don't know each other—but you do.

So today, wherever you call HOME, let's just celebrate that we can attend events together and meet from time to time in this beautiful city of Boston, which isn't ALWAYS buried in snow, with a shared thread of cultural identity that binds us together. Please reach out to each other—exchange cards, stay in touch after meeting other members at events. These are the connections that can enrich us.

Alles Gute, *Marian*



Events: Upcoming Events

April 9, 2015

Graphic Design Workshop for Non-Designers

6:00 PM - 7:30 PM

Goethe-Institut Boston

170 Beacon Street, Boston, MA 02116

\$25 GABC Members / \$40 Non-Members

RSVP & more info at www.gabc-boston.org

Learn the five most important graphic design principles with fun, bite-size lessons. to design killer slides, handouts, blog post visuals and other graphics. 60 minute presentation with lessons that are concise and actionable. Bonus: Sign up for a 15 minute one-on-one consultation. Taught by German native **Julia Frenkle-Kunelius** and business partner **Lily Robles**.

May 7, 2015

European Food Festival & Networking Evening

6:00 PM - 8:30 PM

Goethe-Institut Boston

170 Beacon Street, Boston, MA 02116

\$35 GABC Members / \$450 Non-Members

RSVP at www.gabc-boston.org

Popular professional networking event featuring food, beer, wine, & spirits from six EU countries: Germany (of course!), France, Britain, Belgium, Switzerland, and Netherlands in the gorgeous ballroom of the Goethe-Institute, a former Back Bay mansion.

May 28-29, 2015

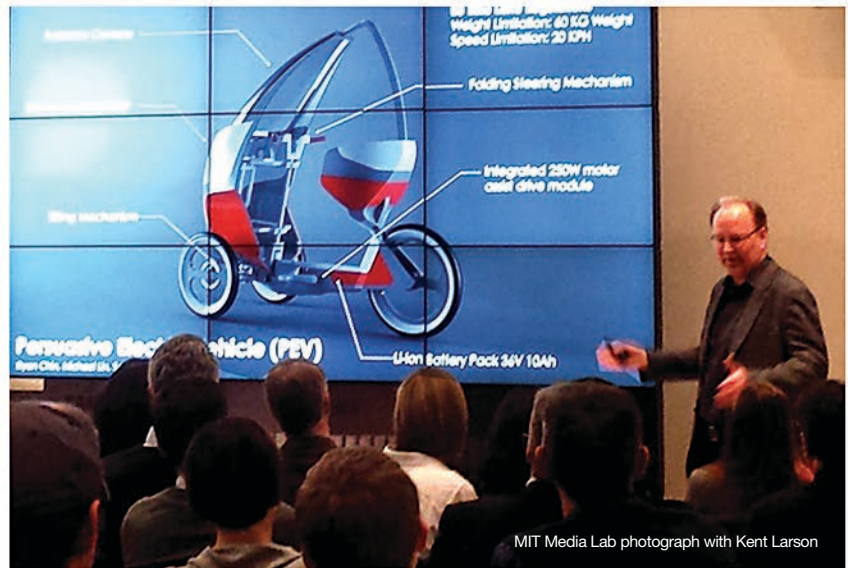
Save the Date!

8th Charité Entrepreneurship Summit in Berlin, Germany (Partner Event)

Entrepreneurs, clinicians, researchers, investors, policy makers, and healthcare executives meet to discuss latest innovations. This high-value, global network will offer exclusive access to key decision makers, partnering opportunities, workshops for entrepreneurs, and themed breakouts providing opportunities to connect with fellow attendees and speakers. More at www.charite-summit.de

A Recent, Outstanding GABC Event

MIT Media Lab: Creating Disruptive Technologies



MIT Media Lab photograph with Kent Larson

(March 12, 2015)—GABC members and guests attended a reception, presentation and tour of MIT's world renowned Media Lab in Cambridge, MA. Actively promoting a unique, anti-disciplinary culture, the MIT Media Lab goes beyond known boundaries and disciplines, creating disruptive technologies that happen at the edges. Our presenter **Kent Larson** directs the **City Science Initiative** and the **Changing Places Group**, one of over 20 research groups at the MIT Media Lab. His projects include advanced simulation and augmented reality for urban design, transformable urban housing, mobility-on-demand systems, and new vehicles as alternatives to the private automobile. His group is committed to living lab deployments that test and evaluate urban innovation in real-world environments. Kent is currently exploring collaborations with the city of Hamburg, Germany and welcoming the interest and funding of German companies.

Links to Kent Larson's [original TED Talk](#), his [TEDxUpdate](#) with new projects, and [City Office](#) @ YouTube.

What attendees are saying:

"... I was blown away! So were my two engineering colleagues. Listening to politicians is one thing, and usually serves mainly their purposes, but this was one unique presentation with an amazing glimpse into the future. I would welcome more events like these, which offer tangible insights into current developments that will impact us in our lifetimes and our children for theirs." — **Udo Plocher**, Henke Sass Wolf of America, Inc., GABC Member since 2011

"...a rewarding and truly inspiring experience." — **Ulf Westhoven**, GABC Member since 2013

"So cool! And as always, it was fun to mingle with other German Bostonians." — **Julia Frenkle**, Opus Design, GABC Member since 2012

"What an extraordinary event! Kent Larson's talk was very informative and opened for me a new perspective on urban development. The subsequent tour gave at least a rough – though lasting impression on what fascinating innovations are being developed within the Media Lab's walls. There was even a chance for me to follow up with the team that is pursuing the aqua-culture concept..." — **Bernd Janssen**, Ph.D. Science & Management Consulting, GABC Member since 2006

"...It was the most inspiring evening I have had in a long time. To see how we are creating the future was fascinating." — **Gabriele Ganswindt**, Shared Learning International, GABC Member since 2000

"So far it has been the event of the year 2015 for me." — Deputy Consul General **Helmut Landes**



The Gala in pictures:



German specialties donated by **Karl's Sausage Kitchen** served as table favors for the Corporate tables. Corporate Table sponsors included **Mintz, Levin**; **Consulate General of the Federal Republic of Germany, KARL STORZ Endoskope**, and **Menck Windows**. *Reserve your table for next year!*



Our incredible dessert tables were sponsored and provided by **Konditor Meister**. Pictured: **Monika Moesslang, Bob Engle** and **Michael Allen**.



The **German International School Boston (GISB)** and the **German Saturday School** were both well represented by staff, parents of the school, and friends.



Dr. Stefan Tullius, GISB Board Chair and **Megan Wells**, Head of Administration settle up their bids with GABC Treasurer **Heri Sontgerath** at the Silent Auction check-out table.

Recapping More Recent GABC Events



Pictured: Consul General **Rolf E. Schuette** addresses Gala guests.
All photos this page, courtesy of: David Fox Photography

GABC's 'Weihnacht's Gala' at the TAJ Boston Hotel

(December 8, 2014)—Thanks to the generous financial support of Event Sponsors **Lufthansa** and the **German Consulate General**, GABC Members and guests enjoyed an elegant evening at the sumptuous Taj Boston overlooking the Boston Public Garden.

The evening included a full sit-down dinner, live music, exclusive raffle items, and the opportunity to mingle with influential executives and decision-makers in the German-American business community. This is the only annual fund-raiser to support the GABC, a non-profit membership-based organization.

Our grateful thanks to silent auction donors: **David Fox Photography, Osram Sylvania, Sonesta Hotels, Journeyman restaurant, Social Restaurant & Bar, Doug Hauer, Jack Gilad and Erik Dilger**; and with special thanks also to **Ernst-Richard and Stephanie Matthiensen**.

As we start to plan NEXT year's gala, we'd like to hear from you....would you like us to continue planning these elaborate galas? What would make it most likely for you to attend? Let us know! E-mail Marian.Lemay@gabc-boston.org



Michael Pusch, Alan Wall and Kerstin Liesenfeld at the **Menck Windows** corporate table.



Local News:

Tips for Expanding Your European Enterprise to Massachusetts: How Menck Windows' Manufacturing Facility got Up and Running in Central MA :

It's been about a year and half since we made the decision to locate our new company, Menck Windows, here in Chicopee, Massachusetts. As reported in last March's GABC Newsletter, Menck Windows is a joint venture between Liesenfeld International and Menck Fenster GmbH of Hamburg, Germany. Company Chairman Bodo Liesenfeld established the company in 2013. Menck USA was established to bring the best in German window and door technology, as well as the best in German production technology, here to the United States.

Now both Menck Fenster and Menck Windows (a U.S. Corporation) are producing finely-crafted, precision manufactured, windows, doors and curtain walls; these fenestration products represent some of the best performing, energy-efficient, fenestration products to be found on either side of the Atlantic.

Why did we decide to establish our company in Chicopee, Massachusetts?

Western Massachusetts, and the Greater Springfield and Pioneer Valley in particular, was quick to rise to the top of our possible locations list. Among the factors influencing our decision were the following. The intersection of Interstate 91 and Interstate 90 make for easy north-south and easy east-west transportation, transportation of both incoming materials and outgoing product. The area has a history of manufacturing and, in particular, precision manufacturing. There are, within 500 miles of our headquarters and manufacturing plant, a North American population of nearly 100 million people.

As to how it was that we were able to get our new plant up and running in little more than a year?

Credit goes to a number of Massachusetts development entities that helped us to make vision into a reality. [MassEcon](#) provided us with a list of developable land and existing buildings here in the Commonwealth, various properties that would provide Menck suitable space for our new manufacturing plant. [MassDevelopment](#) provided us with two critically important financing tools: a **tax exempt bond program** and a **loan guarantee program**. These programs enabled Menck to borrow money for plant and equipment at a fixed rate of under 4%. Last but not least, the [Chicopee City Council](#) and the [Massachusetts Office of Business Development](#) worked together to provide Menck with nearly \$1 million in economic development incentives: the City by way of a **Special Tax Assessment Agreement** and the Office of Business Development by way of an **Economic Development Incentive Program** or **EDIP Agreement**.

A heartfelt thanks to all of the economic development professionals who helped Menck to, very quickly and cost-effectively, get up and running here in Chicopee. We urge other German companies looking to expand here in Massachusetts to avail themselves of this development assistance and these development tools.

We look forward to making products here in the Commonwealth—for better buildings and thus a better world—for years to come!

Todd F. Bachelder is Chief Executive Officer of Menck Windows
Contact him at toddbachelder@menckwindows.com

More Local News:



New Director at Goethe-Institut

February 1, 2015, marked another change; After spending the last six years in Boston, Director **Detlef Gericke** has headed to Vilnius (Lithuania) to take up his new posting there. In his place, **Christoph Muecher** has come to New England from the Goethe-Institut's Head Office in Munich. [Click here to see](#) the full interview with Detlef and Christoph, who have known each other for more than a decade.

Reprinted with permission. Copyright: Goethe-Institut Boston, Feb 2015

GABC enjoys a special, mutually engaging relationship with the Goethe-Institut Boston. It has been a GABC Sponsor for years, and while we no longer have a physical office under their roof, we do still receive our mail there, and hold events and meetings in their beautiful space.



Delegation Arrives: June 15-19 German Energy Efficiency Companies Seek Boston Contacts

The **German American Chamber of Commerce New York** (GACCNY) is organizing a delegation trip sponsored by the **German Export Initiative for Energy Efficiency**. There will be a group of up to eight German companies coming to Boston from June 15-19, 2015 to learn more about the U.S. market and find potential business partners. On June 16, GACCNY will organize a full-day conference here in Boston. The rest of the week is available for individual meetings with potential business partners, which GABC will facilitate between interested parties.

Contact Marian.Lemay@gabc-boston.org



GABC

Board Member-at-Large *Profile:*

Angelo Moesslang, PhD

Chief Financial Officer
Fresenius Medical Care NA



What's your connection with German-American business?

Angelo: We moved to Boston in 2010 but I had exposure to the U.S. before. The company I work for managed to acquire a U.S. business double its size back in the mid 90's. As one of my first jobs I was lucky enough to be on the project team for this transaction which created Fresenius Medical Care. We are a globally active German healthcare group caring for patients that have lost their kidney function. The U.S. business is the biggest of all worldwide subsidiaries and generates in excess of \$10 billion of revenues and employs more than 55,000 people. It was exciting for me to be appointed CFO of the U.S. business, almost 15 years after my first business trip to the U.S. and 25 years after spending a few nice summers in Washington State as student.

What do you like about the GABC?

Angelo: A lot! The people, the idea, the events, the network. GABC has a nice mix of being reminded of the connection to Germany but at the same time I feel that the members do not try to pretend that we are in Germany. Everyone I met at GABC seems to have a connection or interest that is somehow shared and that touches both sides of the Atlantic.

What are you looking forward to seeing the GABC do in the future?

Angelo: I believe that GABC is pretty uniquely positioned in Boston when it comes to connecting our community. As a self-funded Council we are able to offer attractive events and connections that are tailored to the members, both private and corporate. I think the Board, the Executive Director and all active members have built a very nice platform in the past years that can be expanded even further.

What keeps you busy when you're not working?

Angelo: As most of us I am plenty busy at work—so not being busy outside of work is occasionally the goal to be honest. Often we simply enjoy living in the City, meeting up with friends, exploring New England and going biking or running along the Esplanade.

Tell us something about yourself that we wouldn't know by looking at your CV.

Angelo: As a student in Munich I spent a good part of the winters skiing, summers sailing, and year-round working as a sound engineer for events and occasionally as a DJ —with hindsight it seems a bit surprising I ended up with a degree.

GABC

Member *Profile:*

Ed Podszus

Senior Counsel Intellectual Property
OSRAM Sylvania, Inc.



What's your connection with German-American business?

Ed: As an attorney specialized in intellectual property—patents, trademarks, and copyright, Germany is a major partner for trade and technology transfer for the clients and businesses I support. For much of my career as in-house patent counsel, I've worked directly with both Germany-headquartered business having a major U.S. subsidiary as well as U.S.-headquartered business having a major German subsidiary. Having worked long-term in both countries helps me to better provide guidance (in both languages) on global planning for intelligent risk assessment; to better turn the fruits of R&D into protectable assets that justify a premium market position; and to better build bridges between American and German legal and patent-legal analysis.

What do you like about the GABC?

Ed: That this volunteer-driven organization is so dynamic, and leverages local resources just as well as it attracts visitors or VIPs from abroad. This reminds members that

we learn from each other and have a hand in building our group.

What are you looking forward to seeing the GABC do in the future?

Ed: Encourage more Members' companies to host events, and continue on the path of growing the membership to include more local business partners of German-based enterprises.

What keeps you busy when not working?

Ed: I like to have at least two sports for every season (which lately meant doubling down on winter sports), and enjoy climbing, hiking, and sailing; also theater, reading, live music, and volunteering.

Tell us something about yourself that we wouldn't know by looking at your CV.

Ed: I am a hobby woodworker and dedicated DIY'er. Also I enjoy showing newcomers the interesting and unusual aspects of the New England outdoors and history.



Sponsor Spotlight:

Allianz Global Investors

A global, active investment management firm aiming to help investors achieve a wide range of investment goals.

Three traits that give us a foundation for sustainable success:

1

Broad Investment Capabilities:

Specialized expertise and a focus on risk management

- We offer equity, fixed income, alternative and multi-asset investment strategies
- Risk management is in our DNA
- Our risklab subsidiary develops innovative asset allocation and risk management solutions

2

More Than Asset Management:

We're committed to improving outcomes

- Our Center for Behavioral Finance helps investors overcome biases that lead to money mistakes
- Our global and capital market insights help clients make smart choices

3

Global Strength:

Supported by Allianz, a parent company with global recognition and more than 120 years managing risk for clients ¹

- One of the top three asset managers in the world
- World's largest property and casualty insurer

Allianz Global Investors has global reach

- On-the-ground presence with 23 locations in 17 countries ²

1. Source: "Forbes Global 2000: The World's Biggest Public Companies", Forbes, July 2014, based on sales and market value. 2. Source: Allianz Global Investors. Data as of 12/31/14.

us.allianzgi.com



risklab provides risk management and strategic and dynamic asset allocation solutions to support the investment advisory activities of the properly registered and licensed affiliates of Allianz Global Investors, including Allianz Global Investors U.S. LLC in the U.S. AGI-2015-03-12-11718



German Saturday School: Testing Season and Registration Opens

Shortly after 9:00 AM on Saturday mornings, the Diamond Middle School in Lexington, MA starts buzzing when it turns from a public middle school into a bustling German School. Out of nowhere there is a fully-stocked German library set up in the cafeteria with friendly parents at check-out tables; teachers checking in with the "Sekretariat"; kids, ages 4 to 16—(some sporting their favorite German soccer player jerseys) dispersing into 34 classrooms; while the aroma of "Dallmayr ProDomo" Filterkaffee lures parents to the "Kaffee-Ecke" for a relaxing morning chat.

It's also testing season for students in the upper grades. This past January, 120 students took the AATG National German exam; with 13 students completing the grueling *Deutsche Sprachdiplom* (better known as "DSD") Level II exam, among the largest number of candidates the school has seen in some years.

This March and April, more than 40 students will tackle the *Internationale Vergleichsarbeit* and DSD I. These exams are developed by the *Zentralstelle für Auslandsschulwesen* (ZfA) and include not only a written, but also an individual "oral" or "speaking" part in front of an examiner—something that is common practice in Germany, but unusual here.

On May 16, faculty, students and parents will celebrate the end of the school year with their traditional outdoor "*Abschlussfeier*" on the large grounds of the Boylston Schul-Verein in Walpole (the school's parent organization) with performances, presentations of diplomas and a popular family picnic.

The administration is currently accepting registrations for 2015-16. More information can be found under www.gssb.org



Dedicated to encouraging and cultivating German-American business and trade.

New Members:

Jeffrey Antonucci
Regional Territory Manager
Hettich Instruments

Hengameh Bolouri
US Country Manager
LindaCare

Diana Erinna
Lecturer for German
Northeastern University

Stephan Goericke
CEO
iSQI Inc.

Daniel Illig
Global Project Coordinator
SIS International Research, Inc.

George King
Wealth Advisor

Nadine Klabunde
Head of Global Marketing Tungsten
H.C. Starck

Jochen Klingelhofer
VP Products
LabMinds

Michael Kuepper
Director
TUV Rheinland North America Holding, Inc.

David Leers
Chief Financial Officer
TUV Rheinland North America Holding, Inc.

Gerhard Luebken
President & Chief Executive Officer
TUV Rheinland North America Holding, Inc.

Anja MacDonald
MA Politics of Sustainability
University of Applied Science Bremen

Pete Rees
Law Clerk
Goss Associates

Erin Schenck
Managing Director
MIT Germany Program

Jenca Schmitt
Head of System Integration
Roche Diagnostics Hematology

Alexander Schrott, DMD, MMSc
Perodontist & Implant Specialist
Schrott Perio Implants, LLC

William Watkinson
Recent Philosophy major/Economic minor
McGill University

Jeffrey Wurm
Tour Consultant
ER Education

Schwarzes Brett

Cultural Adjustment, Burnout Classes

GABC Member and native German, **Anne Ehringhaus** will offer new classes (virtual, and in person) and a free introductory session for professionals and their spouses dealing with cultural adjustment and burnout issues. Anne is a certified practitioner for PEP (Psychodynamic Embodiment-focused Psychotherapy), a method developed in Germany. Info at: www.eccoculture.com

e-Spirit Inc., a GABC Corporate Member, is seeking a Java Web-Developer. See www.e-spirit.com/us/meta/company/jobs/content_page_without_sidebar_1.html

German Summer Camp: The German International School Boston is accepting applications for children to enroll in summer camp. They'll enjoy outdoor play, music & dance, cooking, crafts, theatre, storytelling, field trips and picnics in a German language setting with bilingual instructors. Ages 4-10. July 6-10 and July 13-17, 2015. Info at www.gisbos.org

Goethe-Institut Boston seeks Language Program Coordinator:
Full job description at www.goethe.de/ins/us/bos/uun/sab/en14126470.htm
Please e-mail your CV and two references to christine.moeller-sahling@boston.goethe.org

GABC Corporate Member **Karl's Sausage Kitchen** is seeking to fill several openings: Deli staff, Café staff, Dishwashing, Meat Cutter. Contact **Anita Gokey** at Karl's Sausage Kitchen, One Bourbon Street, Peabody, MA 01960 Tel: 978.854.6650 E-mail: agokey@karlssausage.com

GABC 2015 SPONSORS:

