



University of  
Zurich <sup>UZH</sup>

## 2nd SWISS RECEPTION

Hosted at the 2011 Annual Meeting of the Academy of Management  
in San Antonio, Texas



"The show must go on": Given last year's success at the AoM in Montréal, a group of young scholars in business administration from the Universities of Zurich and Lausanne jointly organized the 2nd edition of the Swiss Reception @ AoM in San Antonio, Texas.

This year, the Swiss reception moved outdoors, perfectly located right next to the main conference venue in HemisFair Park, just below the city's landmark, the 220-meter "Tower of the Americas". More than 100 invited guests enjoyed a relaxing and informal get-together with free drinks and cocktails, original Swiss specialty snacks, and alpine music. An approaching thunder storm caused some excitement but eventually rolled by and did not harm the friendly atmosphere. Texan licensing laws (restricting the public consumption of alcoholic beverages) were thoroughly abided by hiring two police officers who were reimbursed with a set of lightsabers for their grandchildren (see picture below).





As in 2010, it has been a great night and we thank all our guests who joined us and brought good conversations and spirits to the party. Our special thanks go to Professor Andreas Georg Scherer and the University of Zurich who generously provided funding for the event. Special thanks also to Christopher “Wicki” Wickert who relentlessly dealt with local administrators, technicians, caterers, and police officials to make the 2<sup>nd</sup> Swiss Reception happen.

Next year’s AoM Annual Conference and Swiss Reception will take place in Boston. Stay tuned.



Dennis Schoeneborn (1<sup>st</sup> from left), Jost “Special Host” Sieweke (2<sup>nd</sup> from left), Anselm Schneider (3<sup>rd</sup> from right), Christopher “Wicki” Wickert (2<sup>nd</sup> from right), Christian Voegtlin, and Patrick Haack (both missing from action)