



swiss center
of north america

The Swiss Center of North America's Board of Directors welcomes Bekah Stauffacher as the Swiss Center's next President/CEO effective April 1, 2024.

Board Chair John Etter says "Bekah brings experience, enthusiasm, and great communication skills to our organization. She will help shape the Swiss Center's next chapter."

"I'm looking forward to building on the strengths of this already impressive organization," says Stauffacher who currently serves as the Executive Director of the New Glarus Chamber of Commerce. "I'm intrigued at the prospect of having a larger reach beyond New Glarus to share Swiss culture and heritage throughout North America."

Swiss culture and heritage have long been part of Stauffacher's life. She is a native of Green County, Wisconsin and is now raising her family in New Glarus. "I enjoy introducing my own children to the foods, art, and tradition of Switzerland. It's a link to the past, and a way to tie us together in the present."

Stauffacher brings marketing, event planning and fundraising experience through her five years at the New Glarus Chamber, and 11 years at Destination Madison (Visitors and Convention Bureau).

Stauffacher succeeds Beth Zurbuchen who retires in April. "I am honored to have served the Swiss Center for the past 15 years," says Zurbuchen. "I retire knowing it is in terrific hands."

About the Swiss Center of North America

The Swiss Center of North America values heritage, culture, and our relationships with Switzerland. As a 501(c)(3) nonprofit organization located and incorporated in Wisconsin, the Swiss Center is dedicated to connecting, archiving, showcasing, educating, promoting and celebrating all that is Swiss in North America.