

JC-night at the hotel "Guggital"

Winter sports wear

The company Je-crois in Baar held its second JC-night on Saturday, October 1st. This event was again held at the hotel "Guggital".

PD/AI – The owner, Jörg Saabel started the night by explaining the Je-crois philosophy to the guests from the business and sports world: JC, French for "I believe", stands for trusting that you can reach your goals if you believe in yourself.

New health project

After introducing the guests, Jörg Saabel reported on the current business development. Besides a new internet presence that will allow the athletes to gain more exposure, and the impending alliance with "Delance – Watches for Women", the health project "Warm clothes for cold sports days – the JC-running shirt" was front and center.

Bonuses for clubs

A great solution has been found for the problem of children playing soccer not having adequate clothing for cold sports days and it keeps getting more and more. The financial incentives for the clubs also play a role. They received bonuses when the health of their members was important to them and when they take part in this health project.

Extensive Program

Afterwards, Vera Güntert (inline skating) and Desiree Ehrler (RMV Cham, elite bicyclist), the athletes that were financially and materially sponsored through the "JC-program for promising young talents" had their turn to talk about the European Championship and the connection between a job and professional sports. Afterwards the president of the inline skating association, Marcel Güntert, talked about the subject "Expenses and income in a non-common sport". At the end, the CEO of Astellas Pharma, Susanne Höppner, who was a guest of honor from the business world, lectured about the subject "Believing in myself". Mrs. Höppner was allowed to pick out a piece of jewelry from the current JC-collection as a thank you for her informative speech. This collection recently received the 2011 Swiss Label for meeting the highest Swiss quality standards.



Owner Jörg Saabel talks about the health project "Warm clothes for cold sports days – the JC-running shirt".